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GRAND RAPIDS

MICHIGAN TRADESMAN

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Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, JUNE 24, 1931

Number 2492

THE TORCH

The God of the Great Endeavor gave me a torch to bear,
I lifted it high above me in the dark and murky air—
And straightway, with loud hosannas, the crowd acclaimed its light
And followed me, as I carried my torch through the starless night;
'Till mad with the people's praises, and drunken with vanity,
I forgot 'twas the torch that drew them, and fancied they followed me.
But slowly my arm grew weary upholding the shining load,
And my tired feet went stumbling over the hilly road,
And I fell, with torch beneath me. In a moment the flame was out!
Then, lo! from the throng a stripling sprung forth with a mighty shout,
Caught up the torch as it smoldered and lifted it high again,
'Till, fanned by the winds of heaven, it fired the souls of men!
And as I lay in the darkness the feet of the trampling crowd
Passed over and far beyond me, its pean proclaimed aloud—
While I learned, in the deepening shadows, this glorious verity—
" 'Tis the torch the people follow, whoever the bearer be."

Elizabeth Furry.

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Right of Merchant To Maintain Awning Over Sidewalk.

The erection of a canopy or awning over the sidewalk in front of a business establishment may be desirable for a number of reasons, and, generally speaking, municipal authorities are quite liberal in granting permission for their erection. But when a merchant contemplates an improvement of this kind he should draw his plans in the light of how the structure may affect adjoining property.

If an awning can be erected and maintained without interfering with the rights of adjoining property, a permit from the authorities will usually be all that is needed to start work. But where such a structure tends to cut off the light, air, or access to adjoining property, the owners of the latter may have it enjoined, despite the fact that the authorities have no objection to its erection.

This is true because, while a city has control of its streets and sidewalks, it may not grant permits for the erection of structures over them that conflict with the private rights of property owners. This is a nice point for businessmen to have in mind when contemplating improvements of this kind, and now let us see how the courts have ruled in deciding rights of this character.

In one case of this kind, a merchant had a lease on a down town store room, and decided that a metal awning or marquee would add greatly to the appearance of his store front. The building owner gave assent to its erection, and the merchant had no difficulty in securing a permit from the city authorities.

With these in hand, the merchant contracted for the erection of the awning which was attached to his store front and almost covered the entire sidewalk in front thereof. It cost the merchant several hundred dollars, and without doubt added greatly to the appearance of his place from an advertising standpoint and in other respects.

However, after the awning had been

in place a few days, a merchant who occupied an adjoining store room objected on the ground that the awning cut off the light and view from his show windows. A dispute followed which culminated in the filing of suit to enjoin the operation of the awning as erected. In holding that the awning violated the rights of the adjoining storekeeper, and that it could not be maintained, the court, among other things, said:

"It is well settled in this state that plaintiff as abutting owner has easements of light, air, and access, which are valuable property rights. Nor can maintenance of the structure be justified, though erected and maintained under municipal permit, if it in fact constitutes a public nuisance injurious to the plaintiff.

"While it is true that the city is vested with the power of control over its streets, and may authorize structures which would be a nuisance, it is without power to authorize a structure which is in fact a public nuisance affecting a private right. The defendant will be enjoined from further maintenance of the marquee."

The foregoing case constitutes a striking illustration of the importance of care on the part of a merchant when planning an improvement of the kind here involved to his premises. Here the merchant no doubt lost what he had paid out to have the awning made and erected, and was also put to the trouble and expense of a lawsuit besides, because of his failure to take into consideration the effect of the maintenance of the awning upon the adjoining store room.

Of course, each case of this kind must be decided in the light of its particular facts and circumstances, but, generally speaking, an awning, marquee, or canopy, over the sidewalk in front of a business location, can be devised that will not interfere with adjoining property. And, where this is true, the owner of adjoining property can make no valid objection that will be upheld in court.

On the other hand, if such a structure does in fact interfere with the use of adjoining property, the fact that the city authorities authorize its erection will be no defense to an action to enjoin its maintenance. This for the reason that city authorities have no power to take away private rights without paying therefor.

In the light of the foregoing, it is clear that in making improvements of this kind a merchant may well watch his step to the end that he stay within his legal rights. Otherwise, as in the case reviewed, he may, after spending a substantial sum for a sidewalk awning, find himself involved in costly litigation, that might have been avoided by due care in the first place.

Leslie Childs.

Only One Original Member Still Living.

The editor of the Tradesman attended the second annual convention of the Michigan State Pharmaceutical Association, which was held in Detroit Oct. 8 and 9, 1884. A report of the proceedings was published in the Tradesman in the issue of Oct. 17. The report contained the names of thirty-four pharmacists who took part in the proceedings as follows:

Frank Wells, Lansing.
Geo. W. Crouter, Charlevoix.
A. B. Prescott, Ann Arbor.
O. Eberbach, Ann Arbor.
A. B. Stevens, Detroit.
Wm. Dupont, Detroit.
Geo. McDonald, Kalamazoo.
B. D. Northrup, Lansing.
Frank Wurzburg, Grand Rapids.
John E. Peck, Grand Rapids.
Wm. L. White, Grand Rapids.
W. E. White, Grand Rapids.
Jacob Jesson, Muskegon.
F. W. Fincher, Pentwater.
Geo. Gundrum, Ionia.
Stanley Parkill, Owosso.
James Vernon, Detroit.
A. B. Lyon, Detroit.
H. J. Brown, Ann Arbor.
H. G. Coleman, Kalamazoo.
Frank Inglis, Detroit.
F. W. R. Perry, Detroit.
Arthur Bassett, Detroit.
Isaac Watts, Grand Rapids.
J. H. Kellogg, Bay City.
J. B. Watson, Coopersville.
C. G. Stone, Detroit.
C. A. Fellows, Big Rapids.
H. D. Harvey, Bangor.
Henry J. Dodds, Detroit.
A. W. Allen, Detroit.
Theo. M. Kemink, Grand Rapids.
Victor H. Middleton, Grand Rapids.
Frederick Stearns, Detroit.

So far as the information of the Tradesman goes, only one of the thirty-four gentlemen named are still in the land of the living—Stanley E. Parkill, who is now conducting a ranch in California.

Raisin Brook Packing Co. Fails To Pay.

For several months past, the Raisin Brook Packing Co., of Dundee, has been engaged in promoting the rabbit business by selling breeders to hundreds of individuals located in Ohio and Michigan. More recently sales territory has been opened in various cities in Ohio, Chicago and St. Louis. The plan heretofore in effect consisted in selling rabbit breeders at \$25 each, under a contract whereby the company agreed to buy back the off-spring as meat rabbits at twenty to twenty-five cents per pound, and as breeders at \$4 each.

Since January, 1931, the company in several instances has received shipments of rabbits from its affiliated

ranchers and has failed to remit, although many weeks or months had passed. Some of these ranchers have written letters and made various visits to the Dundee plant without obtaining any satisfaction.

No one of the ranchers who has consulted the Better Business Bureau has been able to show that he has made any substantial profit from the business and some have informed the Bureau that they are discontinuing their operations as affiliated ranchers.

At the present time the Raisin Brook Packing Co. is concentrating its efforts upon ranchers in an attempt to sign them up on a ten-year buy-back contract, although the previous five-year contracts have not expired. The proposed contract provides for payment to the ranchers of from fifteen to thirty cents a pound.

As long as the company fails to meet its incurred obligations to ranchers, the Better Business Bureau advises prospective ranchers to consider the proposition carefully and consult the Bureau for facts concerning the company and its past operations.—Toledo Better Business News.

Late Mercantile News From Indiana.

French Lick—Rolla V. Claxton, 65, until four years ago a hardware dealer here, died recently. He came here to work in his uncle's general store and later he became a member of the firm of Wells, Claxton & Claxton. In 1894 he formed a partnership with A. C. Smith and in 1907 another partner was admitted. Until 1910 the firm was known as the French Lick Mercantile Co., at which time Mr. Claxton took over the hardware department, which he operated until 1927. Mr. Claxton was active in civic affairs, having served as the first clerk and treasurer when the town was incorporated. From 1902 to 1910 he was postmaster. His wife, a sister and two brothers survive.

Indianapolis—Funeral services were held here Saturday afternoon for Oscar A. Kimber, Indianapolis shoe merchant, who died Thursday after a brief illness. Mr. Kimber was 58 years old. With his son, H. Clair Kimber, he conducted the Penn-Wash bootery, 4 North Pennsylvania street. Survivors are the widow, Mrs. Martha Kimber, the son, one sister and one brother.

Indianapolis—George A. Daugherty, 59 years old, prominent Bloomington merchant, is dead after an illness of several months.

Terre Haute—The six leased departments of the Feibelman's, Inc., store, which is in the hands of a receiver, will close out their stock and quit business. The receivership sale of the Feibelman store will begin Saturday, and all merchandise will be offered at below cost prices.

He is not poor who has not lost faith.

GOOD WORDS FROM FINE MAN

Annual Address of President Watters To Michigan Pharmacists.

It is indeed a great pleasure that we should be gathered here to-day to open this, the forty-ninth annual convention of the Michigan State Pharmaceutical Association.

All indications point to the fact that this meeting will rank with the best in point of attendance, interest and accomplishments.

The city of Grand Rapids certainly holds a charm for all of the citizens of the State and that, coupled with the untiring efforts of the members of the Kent County Drug Club and their Ladies Auxiliary in preparing for your entertainment, is sufficient guarantee that your stay in Grand Rapids will be most enjoyable.

This is the time when your officers and committees are called upon to give an account of their stewardship. Due to the economic depression, the bi-annual meeting of the State Legislature National legislation and the many sweeping changes taking place in retail drug circles since our convention at Saginaw last year, your officers and members of the different committees have been called upon to give most freely of time and thought. It is my hope that their reports will meet with your entire approval.

The speakers appearing on our program are men of national repute, who have traveled great distances to be here with us. In at least one instance the use of the most modern mode of transportation, the aeroplane, is being used to make it possible for this particular speaker to make necessary connections. I cannot impress upon you too strongly to be sure to be on time for all of the business sessions. Every section of the program is bubbling over with ideas that you can carry home and put in practice to the betterment of your everyday business.

We are all justly proud of the growth and expansion of the Michigan State Pharmaceutical Association and, pausing for a moment to review the history of this organization, we find that in days gone by many storms have been encountered and at times conditions have been rather chaotic. It is gratifying to know that every storm has been weathered and the Association strengthened and solidified through the maintenance of confidence and faith in and between ourselves and the unfailing loyalty to the organization. I cannot too strongly emphasize the necessity of maintaining and developing that spirit of supreme confidence in each other and an abiding faith in our cause, without which no organization can long endure. Let us all be mindful of our obligation to posterity, that those who are to follow in our footsteps may enjoy a richer heritage than that which fell to our lot. By keeping this goal constantly before us, our mission as representatives of an honored calling and worthy citizens of a great State, will be fulfilled in the highest degree.

We must not permit ourselves to think merely in terms of to-day, nor of those things which affect only our own immediate interests. For forty-nine years the Michigan State Phar-

maceutical Association has steadfastly maintained a position of leadership in matters affecting the retail pharmacists of the State of Michigan as a collective group, thereby insuring the greatest good to the greatest number.

Founded on the ideals of justice, of fair play, of common honesty and service, this Association has been the pilot that has brought us safely through many storms. Let us be ever mindful of these ideals and let us continue to be one of the leading factors in the protection of public health.

As all of you know the major activity of our organization, as well as the National Association of Retail Druggists, during the closing days of the regular session and the full term of the short session of Congress, was trying to enact the Capper-Kelly bill into law. As reported at our last convention, this House bill, known as H. R. 11, was on the calendar for early consideration by the House of Representatives at Washington. The regular session of Congress closed without any material advancement being made in the status of this particular bill.

During the time following the close of the regular session and the reconvening of Congress in December, a systematic course of enlightening our Michigan congressmen on the desires of their respective constituents was undertaken by the Michigan State Pharmaceutical Association. Delegations of representative retailers from the different districts of the State met with their congressmen while they were home during the summer months and explained to these gentlemen why they thought this particular bill was a step in the right direction towards curtailing the practice of the predatory price cutter. The success of this program was clearly demonstrated when on that eventful afternoon of January 29, the much debated Capper-Kelly bill came up for consideration in the House of Representatives. The Congressional Record gives in detail the arguments advanced by the proponents as well as the opponents of this bill. The question was taken on the motion of Mr. Raymond, of Texas, to re-commit the Capper-Kelly bill to the committee on interstate and foreign commerce, and a vote was taken with the following result:

Yeas—147.

Nays—210.

Answered present—1.

Not voting—73.

After a careful check of the vote of the different congressmen, we in Michigan should feel proud of our efforts in behalf of the enactment of this famous bill. Of the thirteen gentlemen who represented Michigan in our National Congress, not one voted in opposition to this bill. Ten of these gentlemen voted favorably and three were listed under the heading "Not Voting." The three gentlemen not voting were Mr. Clancy, Mr. James and Mr. Woodruff. Letters of thanks were sent by your President to the Congressmen who supported the bill and likewise a letter was sent to the Michigan Representatives listed under the heading "Not Voting," asking the reason for their names appearing under that heading. The following replies were received.

Mr. James replied that a committee of which he was a member was making an inspection trip that necessitated his absence from Washington at the time this bill came up for consideration.

Mr. Clancy, whom I understand was sick during most of the session, reported that he waited around for a while, but was forced to go home and go to bed. He was unable to stay for the overtime session.

Mr. Woodruff reported that he was ill with influenza.

All of these gentlemen expressed themselves in favor of this particular bill and regretted very much their inability to be present when the final vote was taken.

This bill through the natural course was transmitted to the Senate and referred to the Committee on Interstate Commerce, of which our own Senator James Couzens was chairman. Immediately pressure of every sort was brought to bear upon Mr. Couzens and his committee to bring about an early consideration and a favorable report on this particular bill, and the success of our efforts in the Senate can well be summed up in the following excerpt of a letter received from Mr. Couzens:

"The Capper-Kelly bill was passed recently by the House and when it came to the Senate I called a meeting of the Committee on Interstate Commerce and the bill was presented with the request that the Committee decide what its course should be. There was before the Committee also a dozen or more applications for hearings on the bill and in view of the emasculated condition of it and because of the fact that the Senate had no evidence on it for two years, the Committee agreed that it would not consider it without having hearings by those who applied. It was also agreed that the Committee would not have hearings this session of Congress, because of there being only some twenty working days left on the legislative calendar and because of the fact that the calendar is so crowded that night sessions are being forced in an endeavor to catch up, making it practically impossible to pass this legislation. After full consideration of the problem before it, the Committee voted to defer action on the bill during the present session of Congress."

Congress finally adjourned without any further action being taken on this bill. As to the present status of this bill, I am quoting a paragraph of a letter from Congressman Clyde Kelly under date of February 23, 1931:

"Now, Senator Couzens is the key in the Senate and the bill must be acted upon in the Senate first, during the next session. All the influence you can bring to bear on him, with that purpose in view, would be of the greatest help. The bill will be re-introduced and if we can get favorable action in the Senate, the chances are good for enactment."

In view of the fact that Mr. Look, chairman of the Legislative Committee will cover the accomplishments in State legislation, I will refrain from "stealing his thunder." I would deem it improper to fail to remind you gentlemen that we as druggists of the State of Michigan should consider ourselves very fortunate in having as our Legislative Committee chairman a man

like Deck Look. The fact that he is a member of the House of Representatives, is a great advantage to the Michigan State Pharmaceutical Association. Equally important is the fact that our interests are carefully watched in the State Senate by another of our good friends in the person of Bert Skinner. During the latter half of the recent session, we had the honor of having another druggist member of the House, in the person of Mr. Ripley, of Whitehall. I personally wish to extend my thanks to these three gentlemen for the support given Mr. Turrel and myself on our several visits to the State Capitol during the recent session of the Legislature.

To the other members of the Legislative committee, I wish to extend my thanks for your faithfulness in attending meetings, and for the time and thought that you so willingly gave on matters that affected the pharmacy profession of the State.

Chairman John Weisel and the men comprising the Executive Committee of this organization are entitled to your thanks and appreciation for the able and effective manner in which they have served you. These men have given freely of their time and talents in seeking to advance your interests. They have paid strict attention to all matters of interest to you and have carried out your wishes as expressed at the Saginaw convention one year ago so far as it was humanly possible to do so. At the close of another busy and successful year in the history of this Association, it can truthfully be said that the Executive committee has guarded well the interests of the retail druggists of the State.

I recommend to you the reports of our several committees. The presentation of these reports will give you a bird's eye view of the accomplishments of the year just closed and a long look into the future. These accomplishments are due in a large measure to the earnestness and fidelity with which the members of these several committees and chairmen have performed their respective duties. From these reports and discussions thereon, we shall gather much valuable knowledge and the necessary wisdom to guide us through the coming year.

No man occupying the office of President of this State organization could hope to receive greater favor, more harmonious action or a greater degree of co-operation than has been accorded me by the men who constitute these committees, and I therefore feel greatly indebted to all who have had a part in this work and hereby express to each chairman and member, also my fellow officers, my lasting gratitude. I want to thank Ben Bialk, who so graciously accepted the chairmanship of the Program Committee for the third time in succession. I believe that the old saying "practice makes perfect," can be properly applied to his endeavors this year, for I feel that our program excels in quality those of the past two conventions.

To our Secretary, Bob Turrel, goes my utmost thanks for the faithful co-operation and untiring assistance he has rendered me during my term of office. His duties are many, but he fulfills all of them. All I can say of

Bob is that he is a human dynamo when it comes to anything pertaining to Association matters. I am certain that my files alone contain close to three hundred letters I have received from him during the year.

I am pleased to say that there has been no dripping from the financial faucet of the Association, due to the fact that our funds have been well guarded by our good Treasurer, Purl Harding.

My thanks also to President Orville Hoxie, his fellow members of the Board of Pharmacy and Mr. Benedict, Director of Drugs and Drug Stores, for their counsel, advice and support on the many matters pertaining to pharmacy.

Last but not least, to the Michigan Pharmaceutical Travelers Association and the Kent County Drug Club. As has been the custom for the past several years, the faithful auxiliary of our Association, the Michigan Pharmaceutical Travelers Association, have assumed the obligation of financing our convention. Due to economic conditions and the curtailment of expense on the part of many of the manufacturers, this has been a stupendous task, but through the untiring efforts of President Frank Holbrook, Secretary Walter Lawton, the members of their Association, Jack Dykema and his fellow members of the Kent County Drug Club, we have been spared the worry of financing this wonderful convention. It is my hope that every member will stay and enjoy the entire program. To the members of the above mentioned Associations and the manufacturers and jobbers who have contributed in any way to the success of this meeting, I wish to extend my sincere thanks.

The Michigan State Pharmaceutical Association has worked hand in hand in the efforts fostered by the National Association of Retail Druggists and the American Pharmaceutical Association. Their great work deserves your consideration and support. I feel a great honor has been bestowed upon the pharmacists of Michigan, with the presence of Julius Renenschneider, President of the National Association of Retail Druggists, who will appear later on our convention program.

During the week of September 28 to October 2, pharmacists of the city of Detroit are to be hosts of the annual convention of the National Association of Retail Druggists. This is an honor not alone for the members of the profession in the city of Detroit, but for all of the druggists of the State, and I earnestly urge you to attend this convention. It will be time and money well spent.

It is encouraging to note the formation of local associations in the cities of Kalamazoo and Pontiac during the past year. The development of these groups in local fields may be counted on to stimulate interest in our State as well as National Associations. During the hectic year just passed the advantage of these local associations have been clearly demonstrated. Your President and Secretary have kept the officers of the different local associations in the State informed on matters pertaining to the profession and the co-operation received from these units has been most gratifying.

In bringing my administration to a close, I would like to offer the following suggestions for your worthy consideration.

Due to the fact that the Michigan State Pharmaceutical Association is to celebrate its golden anniversary next year, and that we still have a few of the old time members of our Association living, men who were active in the earlier days of our organization, I would suggest to the incoming Executive Committee that we show our honor and respect by presenting each of these gentlemen with an honorary life membership in the Association that they by their diligence and faith have made possible.

During the past year we have had the services of a special committee, known as "Minute Men." This committee was composed of a representative pharmacist in each county of the State. Whenever anything arose that needed concentrated action, word was despatched to the members of this committee and they, in turn, informed the pharmacists of their communities. In view of the wonderful possibilities and the proven accomplishments of this committee on the Capper-Kelly bill and the tobacco tax, I would suggest that this committee be made one of the standing committees of this Association.

In view of the fact that the Michigan State Pharmaceutical Association is the only state-wide organization of druggists in Michigan; that it is recognized by our pharmacy laws and National Association as the unit representing the pharmacists of the State; that any benefits derived from the good that our Association does is enjoyed by every drug store owner in the commonwealth, I feel that it is only right that each individual pharmacist or drug store owner should contribute his share to the support of this Association. Whether it is due to the economic depression or other causes, our Association has been confronted by a very serious problem in the matter of membership during the past year. I would like to suggest to the incoming Executive Committee that serious consideration be given to the formation of some practical plan of increasing the membership of this Association.

I would like to suggest that the Legislative Committee be appointed for the coming year be of such number as the Executive Committee may see fit; that this committee be composed of members representing the metropolitan areas, medium sized cities and rural communities; that this Legislative Committee be instructed to convene as often as necessary during the coming year to consider any suggested changes in our present pharmacy law; that they also be instructed to be prepared to submit their suggestions to the membership of this Association at our next annual convention.

I would also like to suggest that the committee in charge of next year's program be instructed to set aside one entire afternoon of their program for an open forum meeting to consider the changes in our present pharmacy law, as recommended by the Legislative Committee; that the final decision of members assembled in convention be

passed on to the officers and the Executive and Legislative Committees for the year 1932-1933 with instructions to draft and introduce a bill at the next session of the State Legislature covering the proposed changes and that they use their best influence to bring about the successful passage of such legislation.

In concluding, I want to express to you my sincere and heartfelt appreciation of the honor bestowed upon me in selecting me as your President for the year now drawing to a close. It is the greatest honor that the members of the Michigan State Pharmaceutical Association can bestow upon one of the Association members.

I have tried earnestly to give the office the best that was in me and it is my hope that the accomplishments of the past year meet with your approval. For any success that we may have had, I am indebted to you. I would have you feel that my small contribution was done with a hope and desire that I could contribute something to the advancement of pharmacy.

Items From the Cloverland of Michigan.

Sault Ste. Marie, June 21—Now that summer is here we are pleased to see the string of tourists flowing into our midst. It takes the hot weather to drive the travelers North. From now on until fall the young as well as the old Americans will tour, hike, motor, swim, camp, boat, golf and enter into every sport. The Northland appeals to the people who are suffering from the heat in the crowded cities. They do enjoy the cool breezes from the lakes and the cool nights, increasing their physical endurance and strengthening their hold on life. Our fine camp site is filling nicely and the tourists are receiving every courtesy and information as to where to go to see all of the attractive side trips near here or in Canada. The Dixie Inn, formerly the Murray Hill, is opening for the season, which gives us three first-class hotels conducted by the Roberts Company, besides several other good hotels, and with the many rooming houses which solicit tourist business there is no danger of worrying about getting accommodations. The good roads leading into the Sault also appeal to the tourists. Fortunate is the tourist who is headed this way.

To facilitate loading and unloading automobiles at St. Ignace and Mackinaw City two elevator towers are to be built at the docks of the State ferries which will care for the increasing automobile business.

The body of Charles A. Ferguson, the last of the three prominent Lansing men who was drowned at Whitefish Bay Sunday, May 17, was found floating one mile off Parisienne Friday by Cyril LaForde, Parisienne fisherman. The other two unfortunate Lansing men were Millard C. Hootman and John R. Ferguson.

John Gleason, well-known Brimley man, died at the war memorial hospital June 20, after an illness of several months at the age of 70 years. For many years he was connected with the Michigan Pulpwood Co. He is survived by his widow, two sons, three brothers and one sister. He attended the Congregational church, was a member of the Odd Fellows and was supervisor of Superior township for many years. J. L. Lissett has returned from Florida, where he spent the winter.

The steamer Seandbee, of the Cleveland and Buffalo Transit Co., a sidewheeler, arrived Friday evening with 600 members of the Cleveland Grotto lodge aboard. The ship remained here until 1 o'clock. The members paid the Canadian Soo a visit.

Two late ferries brought the visitors back in time to make the return trip.

The introduction in the Sault of the wholesale "cash and carry" system was announced last week by L. Gannon, manager of the Gannon Grocery Co. The business here will be under the management of J. F. M. Smith. The company also has sales divisions at Marquette and Iron Mountain. After the Gannon announcement of operating a "cash and carry" the Hewett Grocery Co. has decided to do likewise, and it may be that the other wholesalers will fall in line also, so that the new system will be watched with much interest. The Gannon Grocery Co. had been in the wholesale grocery business here several years ago, but decided to pull out of the business and moved to Marquette.

A man's walk of life nowadays is from the back door to the garage.

Eugene Swingle, of Manistique, has leased the main floor of the Schoolcraft Auto Co. garage and will give twenty-four hour service during the summer months. Eugene says to bring in your cars at any time and also have them washed and greased ready for morning service.

Mr. and Mrs. John Bone celebrated their golden wedding anniversary June 22. They left for their old home in Wroter, Ont., to meet with relatives and old friends for a re-union on that day. Mr. and Mrs. Bone were married in the Sault June 22, 1891, by the Rev. David B. Miller. Mr. Bone was a blacksmith. He was prominent in politics and was sheriff of Chippewa county for several years. John, as we all know him, is one of our Grand Old Men.

Something is very wrong with a welfare movement which helps some by hurting others.

William G. Tapert.

Warning To Investors.

The attention of the Michigan Securities Commission has been called to a condition which provides an opportunity for certain parties to consummate unethical and oft-times fraudulent transactions. It is generally known that a large number of real estate bond issues are in default and this has a bad effect on all real estate bonds.

The market for defaulted bonds is limited and the bonds are frequently sold for ridiculously low prices. These defaulted bonds are not worth their face value, in all probability, and this fact should be remembered when making a trade wherein defaulted bonds in particular are exchanged for other property.

Every care should be exercised in dealing with this type of bond to make certain that the parties with whom the bondholder is dealing, are properly authorized and responsible parties.

Watch out for the party who offers you \$100 for a bond that you know has defaulted and is not worth \$100. There is a trick in the deal. Ask your banker.

Geo. F. Mackenzie,

Chairman Michigan Securities Commission.

A Picked Audience.

"Folks," said the colored minister, "the subject of my sermon dis evenin' am 'Liars.'" How many in the congregation has done read the 69th chapter of Matthew?

Nearly every hand in the audience was raised immediately.

"Dat's right," said his reverence. "You is just de folks I want to preach to. Dere is no 69th chapter of Matthew."

MOVEMENTS OF MERCHANTS.

Harbor Springs—Wager & Son have installed a modern refrigerated display case in their meat market.

Dowagiac—Oliver Burlingame and Frank Stahl recently opened the Burlingame and Stahl Drug Co.

Coloma—The Olney Farm Co. has been incorporated with a capital stock of \$4,000, all subscribed and paid in in cash.

Marenisco—The Persons-Freeland Co., dealer in general merchandise, has increased its capital stock from \$10,000 to \$50,000.

Centerville—H. M. Smoll has modernized his grocery store by installing steel shelving and store fixtures of the latest type.

Parma—Mark M. Joy, 77 years old, proprietor of the Joy Dry Goods Store, died at his home, June 18, following a short illness.

Flint—Ethel A. Kunz, proprietor of the Grand Rapids Shoe Store, 500 South Saginaw street, has filed a petition in bankruptcy.

Burr Oak—Walter Reick, of Sturgis, has engaged in the grocery business here. He will continue to make his home in Sturgis.

Jackson—Thos. L. Zimorski, manager for the past three years of a large local downtown drug store, has opened the Jackson Pharmacy at 313 Michigan avenue.

Detroit—Burns Shoe Stores, 1927 12th street, has been incorporated to deal in footwear at retail with a capital stock of \$1,000, \$500 being subscribed and paid in.

Niles—Fire destroyed a grist mill built nearly 100 years ago on the banks of the St. Joseph river and owned by the Niles Grain Co. A large amount of grain and feed was also burned.

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

Detroit—The Stockham Coal Co., 5250 14th street, has merged its fuel business into a stock company under the same style with a capital stock of \$50,000, \$30,000 being subscribed and paid in.

Detroit—The Weisinger Pharmacy, 2000 Michigan avenue, has been incorporated to conduct a retail drug business with a capital stock of 4,000 shares at \$1.50 a share, \$6,000 being subscribed and paid in.

Kalamazoo—N. C. Schmitt has opened a drive-in root beer station at 961 Portage street. Customers can drive in to be served as there is ample parking space for cars. Root beer will be handled exclusively.

Detroit—Charles L. Verheyden, 7330 Mack avenue, has merged his undertaking business into a stock company under the style of Chas. Verheyden, Inc., with a capital stock of \$10,000, all subscribed and paid in.

Detroit—Drake, Inc., 815 Capitol Park building, has been incorporated to deal in apparel for women, hosiery, lingerie, etc., at retail with a capital stock of fifty shares at \$100 a share, \$5,000 being subscribed and paid in.

Lansing—Margaret R. Underhill has

engaged in business at 203 United building, dealing exclusively in wearing apparel for children up to six years of age. The store will be conducted under the style of Tiny Tot Toggery.

Detroit—Klein Bros., Inc., 1010 Industrial Bank building, have merged their clothing, repairing, etc., business into a stock company under the style of Klein Bros., Inc., with a capital stock of \$1,000, all subscribed and paid in.

Kalamazoo—Paul and Peter Skoubes, proprietors of the Olympic Candy Co., have purchased Garden Cafe No. 1, Burdick and Lovell streets, from Bert DeBolt, who will give his entire attention to Garden Cafe, No. 2, recently opened on South Burdick street.

Detroit—The Helen Beauty Shop, 1653 Penobscot building, has merged its business into a stock company under the style of Helen's, Inc., and added a line of women's wearing apparel. Capitalization is \$1,000, \$250 of which has been subscribed and paid in.

Ann Arbor—Jacob H. Dietzel, dealer in boots and shoes, findings, etc., has removed his stock from 117 East Washington street to 109 East Washington street, where modern fixtures, etc. have been installed. The business was established twenty-two years ago.

Holland—Cota's Drug Store, 54 East 8th street, was purchased by L. H. Wade, owner of the Modern Drug Store, Thirteenth street and Maple avenue, and his brother, E. D. Wade, of Muskegon. The new firm will be known as the Wade Brothers Drug Store.

Detroit—Adolph Schreiber, 5441 Michigan avenue, dealer in clothing, and dry goods, has merged the business into a stock company under the style of Schreiber's, Inc., with a capital stock of \$3,500 common and \$7,000 preferred, \$10,500 being subscribed and paid in in property.

Detroit—Charles Holmes, dealer in hardware and agricultural supplies, has merged the business into a stock company under the style of the Charles Holmes Hardware Co., 13531 Woodward avenue, with a capital stock of \$25,000, \$24,000 of which has been subscribed and \$4,000 paid in.

Detroit—Max Chafets, trading as Art Furniture Co., retail furniture, has made a composition offer of 25 per cent., payable 10 per cent. in cash and 5 per cent. in notes, due each succeeding three months. This offer has been accepted by creditors. Nominal assets are given as \$49,601 and liabilities, \$33,123 in schedules filed in U. S. District Court here.

Bass River—A. J. White, who has been engaged in trade at this place for fifty years, has sold his store building, residence, barn and three and one-half acres of land to the Construction Materials Co. He retains his stock, with free use of the store building until the purchaser requests him to vacate, agreeing to give him six months notice. The land thus acquired is underlaid with gravel, which will be shipped to Grand Haven by barge and thence to Chicago and Milwaukee by lake boat.

Shaftsbury — Two men recently drove into Shaftsbury and tried to pull off a new racket. One stayed in an automobile just around the corner out of sight of the places visited, and the other one, who had all his fingers off of one hand went to John P. Shaft's store and told that he had been in an accident with his truck and asked for a loan of \$20 and promised to return in the evening with \$30 for the accommodation. Upon Mr. Shaft's refusing, the man crossed the street to the post-office and asked Mrs. Gardner for \$30 and she told him she did not have it, and then he wanted to know if she thought he could borrow it in the next store and she informed him that he could find out by trying, but he thought he had tarried long enough in the village and went and joined his companion and left.

Manufacturing Matters.

Detroit—Walter J. Thomas & Co., 2030 West Fort street, has been incorporated to fabricate metal goods, weld metals, etc., with a capital stock of \$25,000, \$10,000 being subscribed and paid in.

Detroit — The Wolverine Broom Manufacturing Corporation, 9386 American avenue, has been incorporated to manufacture brooms and brushes with a capital stock of \$1,800, all of which has been subscribed and paid in.

Detroit—The Super Tool Co., Boyer building, has been incorporated to manufacture, buy and sell tools and machinery with a capital stock of \$40,000 common and 10,000 shares at \$1 a share, \$50,000 being subscribed and \$40,000 paid in.

Detroit—The Detrola Radio Corporation, 412 Broadway Central building, has been incorporated to manufacture and deal in radio, parts and supplies with a capital stock of 500 shares at \$100 a share, \$20,000 being subscribed and \$17,500 paid in.

Detroit—The McDonald Tool & Engineering Co., 1537 Temple avenue, manufacturer of jigs, fixtures, special tools, etc., has merged the business into a stock company under the same style with a capital stock of \$25,000, \$10,000 being subscribed and paid in in property.

Almont—The Almont Manufacturing Co., with plants here and at Imlay City, has purchased a substantial interest in the E. P. Hurd Lock Co., of Detroit, and the company is being incorporated under the style of the Hurd Lock Co. The Almont plant is being enlarged preparatory to installing the machinery of the Detroit company. The Hurd Lock Co. manufactures a full line of padlocks, Nationally advertised and sold by jobbers to the hardware trade.

Questions and Answers of Interest To Grocers.

1. Question: What is a good color scheme for a grocery store?

Answer: A good color scheme for a grocery store is after all a matter of opinion. The following has, however, been found very satisfactory: Light buff walls; cream or white ceiling; a light ivory for shelving facing, display

counters, cases, ice box, etc. An apple green color can be used for shelving trim at the top and for the interior of shelvings. Other color schemes for shelving and equipment are: light French gray trimmed with jade green; apple green trimmed with gold or olive green; and light oak or natural, with possible the interior of shelves an apple green.

2. Question: Do fish feel pain from a hook or a spear?

Answer: Fish do not suffer much when they are hooked or caught. Some trout have been known to be hooked two or three times in the same day, the fisherman using the game type of bait. Fish, no doubt, have a sensation of discomfort but not so great as that of the higher animals. In general, a fish must feel some pain on some parts of the body, but has few nerves around the mouth where it is apt to be hooked.

3. Question: Is tripe a kind of fish?

Answer: Tripe is the stomach of any ruminant animal.

4. Question: Do Americans eat as many crackers as Englishmen do?

Answer: Our annual per capita expenditure for crackers is only one-tenth of that in England. It is probable that the demand in Great Britain for jams, marmalades and cheeses adds to the popularity of biscuits, as they are called.

5. Question: When honey is used instead of sugar how much should be used?

Answer: As honey contains about 20 per cent. of water or a little more, it would require 20 per cent. more honey than sugar when it is used as a substitute.

6. Question: What is the new fruit that is a cross between a peach and some nut?

Answer: The peachmond is a new fruit reported from Mexico as a hybrid between the peach and almond.

7. Question: Is there any difference between a dewberry and a blackberry?

Answer: Recent investigations indicate that all the principal varieties of dewberries are in reality hybrids of blackberries. Dewberries ripen earlier than blackberries and the vines trail upon the ground instead of growing erect as do those of the true blackberry.

8. Question: Does the mango grow in this country?

Answer: The mango has been cultivated to some extent in Southern Florida and California. It has been said that some eight year old trees in Florida have borne as many as 5,000 fruits in a single season.

9. Question: Has cooked cabbage as great a vitamin content as raw cabbage?

Answer: Cooking cabbage reduces the vitamin contents two-thirds, the most marked difference being in vitamin C. Vitamin B remains the same and Vitamin A is reduced.

10. Question: Are mushrooms thoroughly digestible?

Answer: The numerous studies which have been made show that mushrooms are not thoroughly digested. Recent experiments show that 25.58 per cent. is indigestible.—Kentucky Grocer.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 5.25c and beet granulated at 5.05c.

Tea—The main news in the tea market during the week has been a decline of 2c per pound in Indias and Ceylons. Apparently the only cause of this was the fact that the production of these teas exceeds the demand. The buying has been a little better since the drop, but naturally many buyers are now afraid of the market. The general demand for tea is fair.

Coffee—During the past week the market for Rio and Santos coffee, green and in a large way, first moved up and then moved down. The week closes with spot Rio and Santos possibly a slight fraction above a week ago. Most of the early advances in price were lost on account of the current weak conditions in Brazil. Nobody can accurately predict the future of Rio and Santos coffee. All sorts of rumors are coming from Brazil as to schemes to support the market, but none of them have gone through yet, except that nearly 500,000 bags have already been destroyed. Mild coffees remain unchanged from a week ago. Jobbing market on roasted coffee is being slightly advanced wherever it can be, but the advance is by no means general.

Canned Fruits—There is growing uneasiness among the canners of Royal Anne cherries as new rainstorms struck at growing centers in the Northwest. Several factors are considering withdrawal, while at least one in the Northwest has already done so, and one of the leaders in California revised tentative opening prices upward. These reports will probably be discounted largely by buyers who show little anxiety about covering their future requirements. Rain in the Northwest has come, but a little too late to aid the berry crop, it was said, as the berries were too near maturity. As a general thing, they run largely to small sizes, due to the protracted hot spell and drouth which has existed in the Northwest.

Canned Vegetables—Maryland standard green cut stringless beans, tomatoes, new pack spinach and other vegetables were unchanged. Occasional lots are offered at low prices, but the level is down now to a point where it can hardly go any lower. Efforts of new pack spinach canners to meet competition from California carryover spinach, as well as cheaply quoted fresh spinach, have kept prices on an easier basis.

Dried Fruits—Spot dried fruits are moving out in a routine way. The price structure is holding well, but stocks are so closely cleaned up that interest is turning more to new crops. Small lots of fancy and extra fancy apricots are still to be had here, while medium California prunes are available in adequate supply in most of the counts. Small and large sized prunes, however, are pretty nearly all gone and there are only a few small lots of Oregons. Midget Thompson raisins are in short supply here. Sentiment regarding the future market is being formed slowly, and practically no fu-

ture business has been written as yet. The caution that characterizes buying in general is pronounced, particularly in fruits, where reports of good crop conditions have checked any tendency toward future buying which might otherwise have existed. A small volume of business has been done in future apricots for midsummer or August delivery. Indications at present point to a large apricot crop, but there will be a sizable reduction in the yield of prunes and raisins. Confidence in these two major fruits is gaining, first because of the volume movement of prunes effected last year, and secondly, in raisins by the general belief that the raisin pool will sign up the necessary acreage to assure the Farm Board assistance necessary for it to carry out its latest control program.

Canned Fish—There are no new developments in particular except liquidation in Alaska red salmon, where stocks moved at prices below last year's level for the first time. This development is merely a strategic move, however, to leave the large distributors in a good position when new pack prices are named. These prices are generally expected to be far below the basis at which reds moved last week. Maine sardine canners are quoting stocks a little easier. The primary market has dropped back 15c per case for quarter keyless oils. There is little trading in sardines. The new packing season has not opened as yet, and may not start until around Aug. 1.

Salt Fish—The market is seasonally dull, but the position of the sellers is strengthened by the fact that stocks of the more desirable varieties are light, and some practically cleaned up. Importers are buying conservatively and there is no pressure to sell. Shippers abroad are firm on present price ideas.

Beans and Peas—The market for dried beans is about the weakest in the whole food line, with red kidneys the easiest item in the list. California limas and white kidneys, however, also show slight declines for the week. The whole line of domestic beans is in very unsatisfactory condition. Dried peas are also weak and dull, except black-eye peas, which have done a little better this week.

Cheese—Cheese market has been firm during the entire week, as the demand is pretty good and the offerings are light.

Cigarettes—Report has it that cigarettes have advanced \$4.50 per case, to take effect at once.

Nuts—The future nut market is slowly shaping itself in a way to indicate good fall activity. Stocks of domestic and imported nuts are about cleaned up in all hands, and present estimates of the new crops indicate favorable prices which will allow jobbers and distributors to meet business conditions. The past week has seen a better movement of walnut halves and prices and many buyers are concerned about filling their requirements of shelled small Brazils which are grading out more slowly than indicated some weeks back. Shippers in the primary market are hesitant about booking small Brazils for fall delivery,

but have a good supply of mediums. There is a crease in unshelled walnuts, but a decrease in unshelled varieties. The crops in California are making good progress.

Rice—Rice is steady here and firmer in the South. Stocks of rough, short grains are almost completely in the hands of growers, and both co-operatives and independents are in good financial position to resist any efforts to break the market. Millers continue to buy more freely, but conservatively, to meet existing contracts. Fancy and extra fancy Blue Rose are moving well, with a better enquiry for prolifics. The long grains are about all gone, and Fortunatas are particularly hard to locate.

Sauerkraut—While distribution has recently been good, prices were so low as to take any enthusiasm out of the market which otherwise might have existed. At the present time there has been a falling off of sales due to seasonal factors which have kept prices on their present low levels.

Vinegar—Vinegar continues to move out in a little better shape, although trading is still considerably below normal. Prices are well maintained and buyers are covering their needs without much enthusiasm one way or the other. Some sellers report a better demand with the coming of the warmer weather and look for a steady 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 for Wine-saps and \$2.75 for Roman Beauties.	

Asparagus—Home grown commands \$1.20 per doz. bunches.

Bananas—4@4½c per lb.

Beets—New from Louisville, 40c per doz. bunches.

Butter—Price has advanced 1½c on both tub butter and prints, due to the increased demand for storage. Jobbers hold 1 lb. plain wrapped prints at 23c and 65 lb. tubs at 22c for extras. **Cabbage**—Louisville, \$2 per crate of 60 lbs.

Cantaloupes—California stock is quoted as follows:

Standards, 45s	\$3.25
Jumbos, 36s	3.60
Jumbos, 45s	3.85
Jumbo flats	1.60

Carrots—New from California, 60c per doz. bunches or \$2.75 per crate; Louisville, 40c per doz. bunches.

Cauliflower—\$1.25 for box containing 6@9.

Celery—Florida stock is \$1.20 for one doz. box; Calif., \$8.75 per crate; home grown, 40c for small bunches.

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

Cucumbers—No. 1 hot house, \$1.25 for 2 doz. basket; outdoor grown from the South, \$2 per bu.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$3.85

Light Red Kidney	9.00
Dark Red Kidney	10.00

Eggs—The market is unchanged from a week ago. Local 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—\$1.50 per hamper for Southern.

Green Beans—\$1.75 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.	60c
Home grown head, per bu.	1.25

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

360 Sunkist	\$8.50
300 Sunkist	8.50
360 Red Ball	7.50
300 Red Ball	7.00

Limes—\$1.75 per box.

New Potatoes—North Carolina stock \$2.85@3 per bbl.

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

126	\$6.25
150	6.00
176	5.75
200	5.25
216	5.00
252	4.00
288	3.75
344	3.75

Onions—California, \$1.75 per 50 lb. sack.

Parsley—50c per doz. bunches.

Peppers—Green from Florida, 75c per doz.

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

Spinach—Spring, 50c per bu.

Strawberries—\$1.50@1.75 per 16 qt. crate. This week will wind up the crop in Central Michigan.

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

Tomatoes—\$1 per 10 lb. container, Southern grown; home grown hot house, 90c for 7 lb. basket.

Turnips—60c per doz. for Louisville.

Veal Calves—Wilson & Company pay as follows:

Fancy	10½@11c
Good	9c
Medium	8c
Poor	8c

Watermelons—60@70c apiece for Florida stock.

FIFTY MILLION DOLLARS.

Story of First Cattle King of California.

Edward F. Treadwell has written a biography of the rise of Henry Miller from "putcher boy" to multi-millionaire, from which the following facts are gleaned:

People of to-day are more familiar with the life stories of the fords, the Garys and the Edisons than with the careers of men whose interests were in land and cattle. The spotlight is now centered upon the great manufacturing, electric and chemical corporations and the men who created them. So it is well for us to be reminded that there have been days in our history when great wealth was ordinarily associated with large holdings of land. Perhaps our readers will not object if, for a moment, we venture outside this interesting book, and talk about some aspects of vast estates in land, and about California of long ago.

The story of the great cattle ranches and timber baronies is, of course, the story of the men who created them and interwoven with their lives are tales of romance and adventure such as are often found in the lives of those who challenge nature in her strongholds. The story of the timber cruiser who noticed that his compass failed, and, seeking the cause, discovered the iron ore beneath his feet; of the New Brunswick boy who followed the lure of the pine forests down into Maine, then to Wisconsin, finally becoming Senator from that state; of forests in Michigan forming the dowry of the bride of the proudest prince in all Europe; of the trials of the Chicago men who undertook to erect the capitol building for the state of Texas, receiving in payment a princely grant of land, afterwards the famous XIT ranch and now the home of thousands of wheat farmers; of the wealth from Michigan woods pouring into Detroit and supplying initial capital for the automobile development; these are but a tithe of the legends that cluster around the memory of some of the great landowners of former years.

And if romance was to be found in the Northern woods and on the plains of Texas, it was doubly present in California, for there the adventurer from the older states came in contact with a civilization as different as the Orient from that to which he was accustomed.

It was the practice of the Spanish and Mexican governors to make grants of immense areas to worthy officers in their armies. We recall an old boundary litigation in which it was necessary to have recourse to an ancient record. In the quaint language of the time it told of the petition of an officer who had grown gray in the service of his king. He had "observed," so the record ran, that a certain valley was fertile and unoccupied, and, after setting forth his merits, the soldier prayed that the governor would be so gracious as to grant him the land. Then the governor's deed is quoted, and finally the report of the deputy who was sent to put the veteran in possession, running, as we recall it, something like this: "And so, having

pointed out to him the mountain and other boundaries, I gave him possession according to law, and he ran about on the land, plucking up stones and tufts of grass and throwing them in the air, and crying, "Long live King Fernando!" and weeping tears of joy."

Upon the estates thus granted arose the most picturesque civilization ever seen in our Nation, except perhaps the French life in old New Orleans and Kaskaskia. Each estate was a kingdom within itself. Surrounded by artisans of every trade, and by retainers who cared for his cattle—no need to count them, there were always enough—with wine from vines brought from Spain, and music and the dance for his leisure, the lord of it all lived his happy life, and dying, left plenty of land to insure the comfort of his generous family. This halcyon era lasted for over a century; only one shadow darkened the California sunshine: here and there a few gringos began to drift in. At first their number was insignificant; then with the discovery of gold they came by thousands.

With the 49-ers came the most tumultuous spirit of adventure ever known, for the 49-ers were mostly young men, and the combination of virgin territory with the daring of youth and the lure of possible sudden riches produced a wild buoyancy of life beyond the power of poets to describe. Mark Twain did not arrive among them until some twelve years later, but readers of *Roughing It* will be able to picture from his portrayal of life in the boom days at Virginia City what it must have meant to be a member of a gold-mad community where few men had reached middle life. We think it is no exaggeration to say that the boys who were San Francisco and the mining camps in those days were the most reckless, daring, laughing, devil-may-care, and, as a whole, the most lovable crowd that ever was gathered together in a given area since history began.

Such was California in 1850; on one hand was the romantic civilization of Spain and Mexico, with its vast estates, its proud proprietors, its countless herds, its mission bells, and its castanets and guitars. On the other hand was the land of youth and adventure; of mad races to wild canyons and the mountain wilderness; of intense toil by day and reckless spending by night; of rude but swift justice; of saloons and gambling hells, yet, strange to say, of Masons' and Odd-fellows' lodges; of hopes deferred and hearts made sick, and then, perchance, the joy of a rich strike; of Tennessee's Pardner and the Luck of Roaring Camp; of everything, in fact, that could crowd into a single year the thrills of an ordinary lifetime.

To this enchanted land of romance and adventure there came, on a day in 1850, the very last person (we were about to say) capable of appreciating it—a German butcher boy of twenty. On the voyage out he had heard a returning priest speak glowingly of the picturesque life and vast estates of the Dons, but the German youth was in-

terested only in the fact that there were cattle in that country. And when on arriving at the dock, other passengers and doubtless most of the crew started on a race for the gold fields, the German lad stood unmoved. Accosting a passerby he asked, "Where is a putcher shop?"

The name of this youth was Henry Kreiser, a name which an obliging legislature later changed to Henry Miller. Mr. Treadwell has given us an intimate picture of Miller's life in his birthplace. His father was the village butcher, and seems to have raised cattle on a small scale. Henry had little schooling, nor do we find that to the end of his life this lack of education seemed to worry him. What we are pleased to call the higher things of life were not only unknown to him, but so far as we can see, would not have appealed to him if he had known of them; but one thing he had within him by some freakish distribution of Nature's gifts: the making of one of the best business men that ever lived.

Such was the youth who voyaged to New York, where a happy chance gave him the opportunity of going to California. The "putcher shop" which he sought on landing was soon found, and in two or three years he had one of his own, and was branching out in the purchase and slaughtering of cattle. He was frugal and honest, and presently acquired that most valuable asset for a young man, the confidence of a banker of integrity and vision.

The cattle that Miller bought came from the San Joaquin valley, and on a certain day he stood upon a mountain-side and looked out over the lands which were later to be his own. Before twenty-four hours passed he had a contract for the purchase of some nine thousand acres of land and five thousand head of cattle, and this contract was financed by the friendly banker. From then on until the end of his days, life for Henry Miller meant land and more land, cattle and more cattle, until, at his death, he owned upwards of a million acres of land and over a million head of live stock, appraised, with other property, at fifty million dollars.

In his acquisitions he was much aided by a change which had taken place in the affairs of the great Spanish landowners, for the Don had fallen upon evil days. His total lack of thrift and his disregard of the effect of signing his name were taking a heavy toll of the lands over which he could once have ridden many miles without leaving his own domain. "But, Senor," said one of them to a banker who warned him that if he endorsed a neighbor's note it might cost him his estate, "the man is my friend!" Perhaps, too, Yankee wiles were too much for the Castilian. At any rate the vast holdings of the old era began to disintegrate, and many of them found their way into the hands of a German who always seemed to be present when land was to be sold.

How Miller bought Government lands for a song; acquired a canal 100 miles long for a third of its cost; dug canals himself and irrigated whole counties; invaded Nevada and Oregon; erected slaughtering plants in San

Francisco; fought gigantic battles in the courts over land titles and water rights; was a storekeeper and a banker; played politics on what we suspect was a very considerable scale; was on horseback from morning until night in all kinds of weather; and supervised everything down to the minutest detail—all this is related by the author with an accuracy founded upon intimate knowledge of the persons and matters involved.

Many who read this book will ask: Was there no other side to Henry Miller? Were there no latent longings for higher things in life which wealth might bring to the surface as time passed? The answer must be in the negative, and in a way we are glad that it is, for it permits us to trace, with Mr. Treadwell's valuable aid, the career of a man for whom all life was centered upon material things, upon land and cattle, and such a study is not uninteresting. A California reviewer discusses certain phases of Miller's life which seem to link him with men who did not always play an ethical game in politics and legislation, and suggests that there have been Californians more worthy of a biographer. Mr. Treadwell need not worry over such criticism; there will always be biographers of our saints, as well as biographers who will make saints out of ordinary men. But the future historian, we doubt not, will prefer to have before him the lives of every sort of man—good, bad and indifferent. Only then will he be able to inform posterity with truth of the manner of men, who, whatever their faults, were the makers of California.

Glenn Frank's Recipe.

We shall not, in my judgment, achieve permanent immunity from the sort of depression through which we are now passing until the leadership of American business and industry devises workable ways of shifting a larger share of the National income into the pockets of the consuming millions and markedly increasing the margin of leisure for these millions. Even a decade ago this statement would have been set down as the disgruntled raving of a disinherited radical. But the experience of the last eighteen months has taught many Americans many things.

How shall America effect this shifting of a larger share of the National income into the pockets of the consuming millions? I believe that a statesmanlike administration of wages, hours and prices by the leadership of American business and industry, if this leadership will but think socially and act nationally, will go far toward achieving these ends, and can create on this continent a prosperous and happy people immune to the infections of a reckless radicalism.

Glenn Frank.

The National Coffee Defense Council of Brazil last month burned 3,000 sacks of coffee in Santos. Far from enjoying the aroma of roasting coffee the populace protested so vigorously that last week the Council, which is embarking on an extensive campaign of surplus coffee destruction, dropped 40,000 sacks into the sea.

Wastes and Losses of Bankruptcy.

Grand Rapids, June 23 — I know you are well familiar with bankruptcy procedure and the great economic loss to all concerned. The bankruptcy act has an important place in our business life and is indispensable, as we all know. But there are many times when honest, independent merchants are actually forced to close and not having any knowledge of what to do, they go to some hick lawyer and the only advice they often get is to go through bankruptcy.

I am convinced that many merchants do not realize what this means and how the term "he went bankrupt" sticks to him all the remainder of his life. Then there are the economic losses. I'll cite you a few.

1. Closing the doors of a business means you can mark that stock down 50 per cent. right that moment. It is then considered "distress" merchandise and the vultures wait outside to knock it down at the lowest possible price.

2. Closing the doors means a delay of anywhere from ten to thirty days before the stock can be disposed of. I have seen hundreds of dollars of merchandise spoil because of freezing, moulding, staleness, rats, water dripping on merchandise and a number of other things of a similar nature.

3. The expense of three appraisers; the expense of a custodian; the expense of lawyers, trustees and all the rigmarole necessary in such cases.

4. What does it do to other merchants? Here is the sad feature of the whole affair. The store is closed; a low appraisal made; and the merchandise is usually sold in bulk to the shark stock buyer. He puts on a sale, brings in a lot of junk—usually odds and ends from some other bankruptcy—cuts prices (he can because he buys this stuff cheap). Result: He harms every other merchant who sells that kind of merchandise. They paid good honest dollars for their merchandise, pay taxes, support the whole scheme of government, and get the dirty end of the deal.

5. This causes a loss to other merchants, possibly forcing them either to cut to meet the prices or puts them out of business.

6. We now find a good honest merchant or merchants, men who have been an asset to the community, ruined both financially and as moral risks. The latter is the most lamentable. Many merchants fail at ages of fifty and over. They become derelicts, subjects of charity, all because proper advice was not given at the right time.

Now then, is there a remedy? Can anything be done to avoid these bad features? I'll outline briefly what can and has been done. You can decide for yourself the advantage.

1. Merchants in distress should be informed there are more ways than bankruptcy to close out their business if creditors are pressing.

2. They should be fully informed that wholesalers and jobbers are more than willing to lend a helping hand to a distressed, honorable merchant.

3. They should be informed what methods are open to them, what advice they may get through the Association.

4. If liquidation is necessary, they should know that a quiet withdrawal from business can be effected—that the true facts need not be generally known and that they can gain a new start.

5. If temporary embarrassment is the difficulty, then by intelligent action and at the right time, an extension can be arranged and the recommendation of this office made to creditors. The recommendation goes a long way toward creditors being willing to grant extensions. When a merchant plays square, the average creditors are willing to meet him half way. The difficulty has been that the merchant does not have the confidence to tell the facts and the jobber is left in the dark and, therefore, gets hard.

What I wish to do is to run a series of paid advertisements telling a merchant what to do when he finds himself up against a hard proposition. During the past year we handled a goodly number of such cases and the results would surprise you. It is a great help to jobbers, wholesalers, bankers and the merchants in a town to keep the "distress" merchandise out of the picture.

In looking through latest issues of the Tradesman, I find that our jobbers and wholesalers are your good advertisers. These same firms are members of this Association, subscribe to its policy on this subject and our proposal has their hearty co-operation. Therefore, you can be assured that anything you may say commendatory will be well received.

Your latest issue shows 16 of our members as advertising in the Tradesman, the space they take representing about 50 per cent. of the advertisements. Therefore, you can appreciate that any forward looking step of this kind will be well received by both jobbers and merchants.

I am leaving Saturday morning for Boston with a delegation of our members to attend the National Association of Credit Men Convention and to try to get the National Convention for Grand Rapids in 1933. It is the biggest commercial organization in the country and a convention here would mean considerable to the city. When I return, I hope to find your views waiting for me.

Edw. DeGroot,

Sec'y G. R. Credit Men's Assn.

Bragging often precedes begging.

Beginning of a Prosperous World.

A plan gets you somewhere. Even discussion of economic and social extravaganzas lead people to see what is behind fairy tales, to authorize leaders to think and report, to divest humanitarian politics of partisanship, to dream broadly and yet with reason. We shall come out of this depression with positive urge for co-operative research and action. The congresses of the National and international chambers and foreign trade council generated powerful impulses. Thousands of fresh academic youth are marching boldly into the problem of what's the matter with the world. The general and technical press will find the puzzle of prosperity desperate news. Somewhere ahead is a new order. President Hoover, at Indianapolis, found hope and stability in the normal betterments of our regulated National progress, say a twenty-year plan, not after the Russian principle but in tune with the American plan of voluntary, intelligent team-work. The courageous and scientific Chief Engineer, defining a prosperous world as a prosperous United States, formulated his faith.

National industrial reconstruction plans not a few will issue from this era of distress and enquiry. A ten-year plan for American industry is announced this week under the authoritative auspices of the National Civic federation, Elihu Root, honorary president. To business and organized labor, James W. Gerard, late ambassador to Germany, signing the letter authorized by the American federation of labor, is proposed a National congress to consider industrial readjustments and create necessary permanent machinery.

Stuart Chase, engineering economist, in kindred articles in Atlantic Monthly and Harper's, lays out a blue-print for a peace industries board. If this imaginative and interesting engineer's conception of a National plan were to work out, whether in an evolutionary way or summarily in a commanding crisis, then things would be something like this: Centralized planning is the objective. The Supreme Economic council saved the war to the Allies. In the United States the War Industries board took control of 350 industries, and directed the routing of skilled labor and raw materials. The kaiser's war taught us master planning. One nation only remembered. "If Russians can plan, one might almost say, so can cows."

The best unit in a National plan, says Mr. Chase, is probably the economic region—unity of soil, climate, topography, racial mixture. For the first time in history business men have a genuine stake in abolition of poverty. The ablest business men in America, he remarks, are committed to high

wages, short hours, and admirable working conditions but he also adds that business defined in terms of profitable speculation will never tolerate a master plan where security replaces speculation.

Hardly an armed soldier would have arrived in France but for the War Industries board. Two men did the work of three and better. Suppose, he continues, we draft a Peace Industries board to produce a ten-year plan and supervise execution. For a concrete target set up a minimum family wage of \$5,000 by 1943.

The War Industries board was staffed at the top primarily by business men. The Peace Industries board, points out the blueprint engineer, should be headed by a small group of official board members, not more than ten, representing government, industry, labor, farmer and professions. Two basic things must the board do. The National income must be more equitably divided to maintain purchasing power, and ways must be found to steer the investment of new capital.

Again the Chief Engineer talking to the Indiana editors: "We have come out of each previous depression into a period of prosperity greater than ever before. We shall do so this time."

Wm. Hudson Harper.

Corporations Wound Up.

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

Mole Oil Holding Corp., Pontiac.
Norge-Daniels Co., Detroit.
Houghton Finance Corp., Houghton.
Chris Schmidt Packing Co., Detroit.
Bourne Auto Exchange, Detroit.
U. S. 12 Bulb Co., Ltd., Marshall.
Askin's New Chain, Inc., Saginaw.
Farmers Co-operative Store, Nisula.
Palestine Investment Ass'n., Detroit.
Reliable Radiator and Body Co., Battle Creek.
John W. Ladd Co., Detroit.
Thompson Building Corp., Detroit.
Marshmallow Cream Co., Allegan.
Capital Radio Co., Detroit.
Maurice, Inc., Detroit.
Marmon Motors, Inc., St. Joseph.
Washtenaw Mutual Oil Co., Ann Arbor.
Croydon Realty Corp., Detroit.
Scheiderer-Tapert Co., Inc., Detroit.
Merchants & Union Trust Co., Benton Harbor.
Broomhall Tire and Supply, Grand Rapids.
Boulevard Furs, Inc., Detroit.
N. DeCamp Co., Detroit.
Farmers & Merchants Bank, of Milan.
A. J. Wood Mfg. Co., Grand Rapids.
Tele-Beech Land Co., Detroit.
American State Bank, of Highland Park.
Rubber Patents Corporation, Grand Rapids.
Mooney Drug Co., Detroit.
Guaranty Bond and Mortgage Corporation, Detroit.
W. A. C. Miller Co., Detroit.
Locke-Drakeley Corporation, Detroit.
International Equipment Brokers, Inc., Detroit.
Shores Development Co., Cheboygan.
Park Way Supply Co., Inc., Detroit.
Trophy Blade Co., Inc., Detroit.

Monuments are not raised to men who never had to overcome difficulties.

QUACK ECONOMIC REMEDIES.

One of the principal symptoms of the economic ailment through which we are now passing is the multiplication of plans and projects which are put forward as sure cures. The worst of it is, perhaps, that the doctors—who in this case are or should be economists—cannot be brought to agreement upon which line of action to adopt. They have contented themselves thus far with wrangling, and it is hardly through mere wrangling that a solution can be found.

It was the same after 1837, after 1873, after 1893. And, strangely enough, the same sort of remedies was suggested to end those depressions as are being suggested to-day. The Government in its superior wisdom must show the people, and especially industry and commerce, how to save themselves. There must be more regulation, more restriction. There must be conferences on this, that and the other subject, both domestic and international. The Government must, likewise, give until it hurts. It must give to the world, to the states, to particular sections—preferably our own—to communities, to classes, but most preferably of all to ourselves. The Government's resources are regarded, of course, as illimitable.

And bobbing up through all these previous crises is the currency question. We are told to do something about silver, establish bimetalism, sixteen-to-one and all the rest of it—one of the most preposterous follies which threatened the last century but which there are those who would like to see revived.

Recently the McAdoo plan rode into the light of publicity. This scheme falls under the head of regulation of industrial production. A "peace industries board" is proposed, corresponding to the War Industries Board. It would be composed of "manufacturers, merchants, agriculturists, labor and representatives of the mining and transportation industries." It should have no legislative authority, but "it should have power to investigate any industry or any concern or any phase of the Nation's economic life and to take testimony and summon witnesses. It should be required to make all its findings public and it should have adequate appropriation to carry on its work." How business and industry would respond to such a proposal is hardly conjectural.

Another thing that many are demanding is that the Government put more money into circulation. It is argued that there is much Governmental work to be done, and that now is the time to do it. A loan, say of a billion or more a year, might be devoted to this purpose, and the result would be an impetus to public buying and a check upon the fear for the future brought about by the depression. During the last year the Government has allotted more than a billion dollars in cash to help the veterans, and another half billion to finance the purchase of the farmers' wheat. A study should be made to find out what beneficial effects accrued from putting this billion and a half into circulation.

What we need most to-day, as Sumner wrote in 1879 when the country was coming out of the 1873 depression, is "calm and sober apprehension of sound doctrine in political economy." The law that men want the maximum of satisfaction for the minimum of effort, the law of diminishing return from land, the law of population, the law of supply and demand—these laws do not change, no matter how appearances may seem to deny this fact.

Leadership also is needed, and there are many eager to lead. But their proposals must be judged not by their high position, not by their accomplishments in the past, not by the fanfare and trumpets at their command. Their proposals must fall within these eternal laws, within this "sound doctrine." Otherwise they are quack remedies.

GROWTH OF THE AIR MAIL.

In four years the mileage of the United States air-mail service increased from 8,039 to 41,501 miles of airways, according to the latest figures from the Department of Commerce. There are now about 600 mail planes in service and 675 pilots flying them. Increases are recorded in every phase of the traffic, including the important factor of safety for pilots, planes and the mail. In 1928 there was a fatality for every 889,454 miles of mail flying; in 1930 there was one for every 4,105,023 miles.

Naturally, there is a parallel increase in the expense of developing and maintaining the air mail. In 1926 the Government paid out \$765,549; last year the expenditure was \$2,015,969. This is very much more, of course, than the actual earnings of the service. Earnest efforts are being made to promote economy, but it seems inevitable that for some time to come the air mail will account for a substantial proportion of the postal deficit.

But it is to be remembered that the development of the air-mail service means much to commercial aviation and to National defense. The elaborate airways, lighted for night flying over a distance of 15,258 miles, with 3,221 more miles under construction, and equipped with forty-five radio stations and 143 weather reporting stations, are highways of the air for every craft which chooses to use them. The highly trained personnel of the service is a reserve in readiness for any National emergency. The financial losses of the air mail, therefore, may be justified by value received elsewhere. And it is beyond question that commercial aviation in America has reached its present development principally because of judicious and generous encouragement by the Government through the maintenance of an efficient air-mail service.

COMMODITY PRICES RISE.

The first rise in commodity prices which has appeared in over three months was noted last week when increases in two groups of The Annalist weekly index advanced it fractionally to 100.8. These rises were in farm products and textiles. Two groups, chemicals and the miscellaneous list, were unchanged and the four other classifications declined, with fuels and

building materials finally showing some tendency to move in line with the general reduction.

Apparently, the building material list is following the trend in construction activity. The latter has shown renewed slackening. The value of contract awards for the first half of this month is down 11 per cent. on a daily average basis compared with the full average for May. The slump under a year ago has increased to 54½ per cent.

A new low for the weekly business index with all its components but steel activity moving downward is not a development which helps sentiment much since, of course, the index is corrected for seasonal variation and the loss is actual and not just the slackening which takes place at this time of year. However, there were indications earlier that this downturn might be expected before real recovery appeared.

The move by President Hoover to relieve the distressed financial situation in Germany was recognized at once in the stock market as the beginning of action which may strike at the core of the economic troubles in Europe. The reparations and debt question has been regarded as the overwhelming threat to finance and industry for some time. If a debt holiday is declared, the cause of world-wide recovery in the more immediate future might be aided considerably.

GROWING CLEARER.

Out of the welter of discussion and comment concerning the depression, certain definite ideas are undoubtedly beginning to take shape. One of these was launched early in the crisis when the more forward-looking industrialists agreed that wages should not be reduced because the worker is a consumer and mass markets are needed for mass outputs.

More recently the project of a business planning board for the country has been suggested. This and other proposals for a definite program of business development in this country obviously owe their origin to the headway being made by Soviet Russia, which furnishes a distinct contrast to the muddled condition of economic affairs in other countries.

In so far as the agitation of the wage question is concerned, more is heard, and from rather unusual quarters, about the more equitable distribution of wealth. Figures have been quoted to show how large a portion of the total income of the country falls into so few hands. As an interesting study the statisticians might chart the course of wage payments and dividend and interest disbursements to discover if there is not a connection between their ratio and the development of business crises.

The cynical-minded will, of course, scoff at an economic plan for this country when all its past successes have been achieved, so it is claimed, on the basis of "rugged individualism." Nevertheless, some of our most impressive achievements have come through collective action of which the trade association movement is only one phase. Perhaps the type of individ-

ualism we need might be less "rugged" for our greater benefit.

MIDSUMMER SUN.

Summer heat in the city streets bears down hard on those who go back and forth on the day's business. It makes store and office sultry and a workshop a place of weariness and discomfort. It makes all man's ambitious affairs seem stupid and stubborn in the face of nature's invitation to take life easily.

But in the open fields, the quiet woods and the green valleys the sunshine of midsummer is acceptable in its season. From the shade of a friendly tree there is beauty to be discovered in the haze of heat which lies like a thin blue veil over the rich green of June. The hot rays of the sun make the shadows of the woodlands a pleasant refuge and create the cool charm of a cheerful stream.

A night in June may make sleep a troubled effort and a bedroom an airless cave. But under the sky the heat lies lightly on quiet meadows and tempers the chill of dark forests. The night sky of June is luminous, remembering the sun that is gone only a little while; its faint stars are intimate with the fields where daisies lie like white jewels and the lamps of fireflies wink and wander. The heat distills the fresh fragrance of roadside roses and discovers the subtle scents of leaves and grasses. And an orchestral song of living things rejoices in warm weather.

Men proceed on their daily ways and complain of the burden of midsummer. But if they will go away from the city and away from their harness of habit, they may discover the benevolence of the summer sun. They may not choose to work beneath it, but they will do better to watch its magic at work and all nature rejoicing in it.

DRY GOODS CONDITIONS.

Some slackening of the quickened pace of retail trade was caused by unfavorable weather early in the week, and the let-down will probably continue until buying for the Fourth acts as a stimulating influence. However, the average for the week was reported to be much better than what May furnished. Some of the large stores have been holding even with the June, 1930, figures. In one particular instance a gain of about 10 per cent. in dollar volume is reported.

The only actual figures for the month so far are furnished by the largest mail-order chain system, which for the four weeks ended June 18 suffered a decline of 5.3 per cent. This was much better than the previous statement and the loss for the year was brought down to 7.7 per cent.

Because of the improvement in trade this month, retail executives have grown more hopeful over Summer prospects. They are not discounting the usual seasonal dullness that is approaching, but feel that the decline may not prove to be so severe as was indicated some three or four weeks ago. Curtailed travel and other expenditures, in fact, may react to the advantage of trade, it is believed.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The distance from Grand Rapids to Alma via M 21 and M 27 is ninety-five miles. The new State Masonic Home at Alma is practically completed at a cost of approximately a million dollars. It comprises a main building with 300 sleeping rooms, a hospital, a power plant and a shop or repair plant. Two hundred of the rooms have been furnished at a cost of \$250 per single room and \$500 for double rooms. The furnishings are alike in all cases. Each room has a bed, commodious wardrobe, a writing desk with mirror, an upholstered high back rocking chair, a small rocker, a straight back chair and a small table. The floors are covered by rugs on each side of the bed. Most of the rooms have been furnished by individuals and lodges. Every sleeping room has a lavatory. Nothing will be moved from the old home except the inmates and the linen. Everything else is new. The floors and corridors are covered with rubber flooring, which precludes the possibility of anyone slipping. The rooms have mahogany finish and the dining room walnut finish. There are 130 occupants in the old building. The transfer will be made the latter part of July. The buildings are constructed of red brick and are fire proof. The main building is elevated above the street level, affording an excellent opportunity for landscaping effects of an artistic character. The grounds comprise 120 acres, which will be cultivated in such a way as to produce the greatest amount of food products for the inmates of the home. Everything connected with the institution has been given detailed and expert attention with the sole idea of making it the most complete institution of the kind in the country.

While in Muskegon Saturday I was told that a movement was on foot to close the Continental Motor Co. factory in Detroit and transfer the activities of that branch to the main plant at Muskegon. I sincerely hope the report proves to be true, because such an arrangement would be greatly to the advantage of the Sawdust City.

The Daggett Canning Co., at Coopersville, which is owned jointly by E. P. Daggett, Henry Smith and Thomas Graham, has increased its capital stock from \$15,000 to \$75,000. No new stockholders have been invited to join the organization as yet, and no change is contemplated in the list of officers. The cannery is now running on strawberries, which is a short crop because of the vagaries of the weather—too much rain, too much heat and too much sunshine. A heavy shower prevented the pollenization of the late blossoms. The cherry crop tributary to the cannery promises to be the largest ever known.

Monday's mail brings the following letter from a long-time Tradesman patron:

Saginaw, June 19—I want to give you a little information concerning a

subject that I know you are interested in. I know how you feel toward the chain stores, so I am enclosing you a circular and an advertisement appearing in to-day's Saginaw Daily News signed by the A. & P. Co.

I happened to be looking over their circulars, which they broadcast all over town, and noticed that they offered a one pound can of shrimp for 15 cents. The next day, to-day, they reproduced the same item in the Saginaw Daily News.

I wanted to see if they were really selling a pound of shrimp for 15 cents, so I undertook to secure a can. I went into two of their stores and none of the managers seemed to know anything about it. I went over to the district manager's office and talked to him about it. He admitted that it was a misprint and that it should have been a No. 1 can for 15 cents. But he didn't say why they didn't correct the error for the paper the next day. I told him it was untruthful advertising and the printers should stand the loss, but he did not seem anxious to correct the mistake.

I hope this information will interest your readers, for it will show them what wretched methods the chains use to fool the public. I appreciate your interest in the independent merchant and hope that this information will be of benefit.

This incident is in keeping with the methods pursued by the A. & P. in all the localities in which the organization conducts a store or stores. The quotation referred to appears in several different forms, so it would be impossible to convince an experienced advertising man that the quotation was due to a typographical error and not to intent.

I have received several letters from Grand Rapids furniture manufacturers, commending my reference in the last Out Around to the new attitude they have assumed toward outside furniture manufacturers who wish to show their lines in this market, but who have not been very heartily welcomed in the past. The letters all assure me that the writers appreciate the tribute I pay them for working so fairly and generously with their employees and for entering into an ironclad agreement to work together for the future greatness and glory of the Grand Rapids market.

As I review the situation a week later, I see but one notable omission—the failure to pay merited tribute to a man who has devoted more than twenty years to the working out of the problems which have come up for discussion and action during the past two decades. That man is Francis D. Campau, who was educated for an attorney and made a creditable beginning in his profession as a practicing lawyer. About a year before the great furniture strike in 1911, he was engaged to handle the legal department of the Citizens Alliance. Because of the experience he met in that work and the remarkable record he made in handling difficult problems which came before that organization for adjustment he was engaged by the local furniture association to represent it in various capacities. I do not know whether his title is attorney, counselor, adviser, compromiser or manager, but he has functioned in all those capacities and made a ten strike every time his services were invoked. He has been particularly strong in protecting the good

name of Grand Rapids from the sharks who undertake to advertise that they handle Grand Rapids furniture without having a piece of local furniture in their stores. He gets after such cheats with great energy and ties them up so tight by injunction that they seldom undertake fraudulent advertising again. He is held in high esteem by the Federal Trade Commission, who accept his position on many subjects without question or controversy. Grand Rapids furniture manufacturers have been exceedingly fortunate in many ways, and nothing they have done in the past reflects greater credit on them than the loyal manner in which they have stood by their legal representative.

There are two kinds of stock salesmen—the man who is actuated by a desire to sell you something which will increase in value in your hands and the man who aims to make a large commission for himself, regardless of the consequences to the buyer.

I notice that Mr. Babson and other experts are staking their reputations upon a prophecy of a speedy return of prosperity, but I wonder if they have taken into consideration all the expert skullduggery that is lurking in the woodpile. For several years it has been the practice of bonding corporations to promote construction of mammoth hotels, apartment buildings, etc., by extravagant over-issues of bonds far beyond the actual cost and worth of the property, paying fancy prices for sites and indulging more or less skimping of construction. Hundreds of millions of such bonds have been sold by high pressure salesmen in the rural districts and among people who too credulously accept the statements of salesmen and the prospectus for each enterprise. Finding this so easy, some of them have baited the hook again and have sold "second mortgage bonds" on buildings which will not afford income enough to sustain the obligations of the first mortgages. Real estate has been boomed to twice its actual value. Public credit has been expanded and personal extravagances encouraged beyond all bounds of reason or sanity and now the experts seem to be wondering what has happened to cause a collapse of so thin a bubble. The immediate result is a distressing vacuum and the subsequent elimination of paper fortunes and accommodation of heavy losses is going to be slow and painful.

I am in receipt of three letters from Ithaca, as follows:

Ithaca, June 18—A letter from the Straus Brothers Investment Co. confirms the report that the Frankel Bros. (Gustave and his brother) propose to take 25 per cent. of the equity represented by the Straus Brothers Investment Co. away from the bondholders, besides all of the advancements, expenses, etc., of their so-called protective committee. This committee is headed by B. L. Rossett, Messrs. Frankel's representative. It is estimated that the Frankel Bros. control the stock of Straus Brothers Investment Co. and in view of the millions of dollars worth of bonds held by Michigan investors if the Frankel Bros. are allowed to exact a slice of one-quarter of the equity it won't leave much for the investors in Michi-

gan who have paid one hundred cents on the dollar for the Straus Brothers Co. bonds. This condition should be placed before the public, so that they may know what they are giving the Frankel Bros. Will you kindly investigate the matter and give the information to the people in your paper? Before the so-called committee secures control of the bonds it would be well for you to look up the matter, so that they won't be sending their bonds in if such an amount is to be given away. The Straus Brothers Investment Co. will inform you in detail about this from their office on South La Salle street, Chicago, Ill., I am sure because they seem to think it is perfectly right to give 25 per cent. of the equity to the Frankel Bros., who now control their company. M. W. Crawford.

Ithaca, June 18—The accomplishment of your Mr. Stowe for Michigan business men is outstanding in the record of Michigan business. No doubt you know that the Straus Bros. Inc. and the associate Straus Bros. Co. have sold millions upon millions of dollars' worth of their first mortgage bonds to Michigan business men and that most of these bonds are now in default. Letters are going forth to ask the bondholders to send their bonds to a committee headed by B. L. Rossett, of the Frankel & Rossett interests, in an effort to obtain control of all of these bonds. The plan is to give one-fourth of the entire equity represented by these bonds to the Frankel brothers to establish a trust and to give the bondholders only a three-fourths interest in the equity after all of the expenses, etc., of the committee have been charged against the property. In the instance of the Oriel building in Chicago, this being a first mortgage, would a bondholder lose out if he held his bond until due and then asked for his principal in full, the same as in any mortgage, or would he have to give one-fourth of the equity to the Frankel brothers, besides whatever this committee wants to charge? It will be a wonderful thing if Mr. Stowe will acquaint himself with this situation and advise his readers in full. You can readily see what it will mean to the State of Michigan if the Frankel brothers are allowed to take all of this equity from its citizens. Will you please have the matter of these first mortgages looked up and advise about them in full in your Michigan Tradesman? N. B. McCollum.

Ithaca, June 17—Thank you very much for your letter of June 16. It would be a very great help to your readers if you would investigate the matter of the Straus Bros. Investment Co. so-called protective committee, asking for a deposit of the Lee Plaza bonds and also the Cohen property bonds and also the Oriel building bonds. The Lee Plaza and Cohen property bonds are Detroit issues, whereas the Oriel building is a Chicago issue. It is claimed that the Frankel brothers who control the so-called protective committee intend to take 25 per cent. of the equity away from the bondholders, as well as all of their other advancements and expenses. Nothing is said about this in their request for a deposit of the bonds with the Equitable & Central Trust Co., of Detroit. You will be rendering an invaluable service if you will advise your readers in regard to these matters. M. W. Crawford.

Because I am getting so many enquiries of this character and wish to be as useful as possible to my readers I am going to do my best to obtain the information they crave on this and other instances of a similar character. I have not joined forces with any protection committee for many years, because experience leads me to believe that such activities never serve any useful purpose. No committee of that character can secure any concessions

for themselves which are not shared by all the other security holders as well.

I question the sober sense of the men of Mississippi in insisting on placing a statue of Jefferson Davis in Statuary Hall in the Capitol at Washington. I approved of the same action in the case of Robert E. Lee because he was not a conspirator to ruin the Nation in advance of the war as Jefferson Davis and James Buchanan were. The same was true of Joe Wheeler, who was forced into the conflict against his best judgment. Jefferson Davis, on the other hand, was a traitor to the United States long before the war issue was openly presented. I have always thought that Zach Chandler described the situation accurately when he opposed the admittance of Davis to the United States Senate because he came to the threshold with "treason in his heart and perjury on his lips." I have no desire to perpetuate the animosities of the civil war, but it strikes me that when we permit a statue of an arch traitor to be displayed in our greatest American shrine we carry generosity and forgetfulness a little too far.

It strikes me that it is high time the lawyers inaugurated a cleaning out campaign to rid the profession of attorneys who undertake to win their cases by means of frame-ups of the most villainous character. Not long ago a disreputable member of the legal fraternity who makes flamboyant pretenses of his honesty and religious relations—but whose word will not be accepted by any other attorney who knows him in a stipulation of any kind—undertook to put over a frame-up which would have blasted the character and destroyed the influence of one of our best citizens. The keen eyed judge saw at a glance that the effort was spurious and vicious and gave the accused an opportunity to clear himself of the criminal accusation. Hundreds of local attorneys are familiar with this circumstance and none of them have raised their hands or voices to rid the profession of such a dangerous creature. So long as reputable attorneys keep silent when they should act with promptness and effectiveness, what show has the public from the machinations of such vampires?

The new container for bananas appears to be meeting with the approval of the fruit and grocery trade. It is a light crate which will nicely house 50 pounds of bananas, necessitating the shortening of the stem and sometimes the removal of some of the fruit at one end of the bunch to reduce the weight to the established standard. The A. & P. recently received eight carloads of bananas in the new container.

James C. Stone, chairman of the Federal Farm Board, sends me a copy of a speech he recently made at Manhattan, Kansas, applauding the accomplishments of his organization. He failed to mention the number of farmers his organization financially embarrassed in Oceana county by with-

holding from them the payment for last year's cherry crop or refer to the bank at Shelby which was wrecked by his organization because it failed to pay the farmers the \$59,000 due them for cherries sold to a subsidiary of the farm board under contract which is little short of criminal. If any private corporation showed such a contract form the officers would soon find themselves playing checkers with their noses.

Attorneys of Grand Rapids are circulating a paper for signatures to an agreement to pay any amount from \$10 to \$100 to provide for the erection of a monument to the late Federal Judge Sessions. It is planned to raise \$1,000 for this purpose.

The capital stock of the Michigan Trust Co. Building Co. comprises 2,000 shares. For several years the Michigan Trust Co. has owned all the stock except the shares held by Claude Hamilton (470 shares) George M. Morse (14 shares) and Mrs. Dudley E. Waters (5 shares). The Michigan Trust Co. recently acquired the Hamilton stock through William H. Gilbert and Robert W. Irwin, custodians of the Hamilton estate, at about \$175 per share. The other two holdings were purchased at \$175 per share. Based on the earnings of the building the stock is said to be actually worth about \$500 per share. George Morse sold a half interest in 100 shares to Claude Hamilton a year or so ago at the rate of \$200 per share. Mr. Hamilton originally obtained the bulk of his holdings from R. E. Olds, of Lansing. E. A. Stowe.

To Recommend Standard Shirt Folds.

The National Association of Shirt Manufacturers has completed a survey of the various shirt-fold sizes employed by the majority of manufacturers in the industry and will make definite recommendations within two weeks as to what sizes should be adopted as standards. In conjunction with the association the Department of Commerce will then call a conference of manufacturers and retailers to discuss the proposed standards. The survey revealed that two sizes are used most by manufacturers, in the square fold, 9½ by 10 inches and 10 by 10 inches, and in the long fold, 9½ by 17 inches and 10 by 18 inches. The adoption of either of these two sizes as a standard is expected to result in considerable savings.

Rugs Under \$100 Sell Freely.

Re-orders on rug purchases made here early this month will reach the market toward the middle of July. Contrary to general opinion business on floor coverings has been exceptional in most retail stores in the past few weeks. Establishments in the large cities throughout the country have reported sales equal to those of the corresponding period last year. In some instances, actual gains in both dollar and unit volume were reported. Activity centered on axminster and domestic Orientals retailing under \$100. All rugs over that price have been neglected.

SUCCESSFUL SALESMEN.

Alva Cruzen, Sundry Salesman For Hazeltine & Perkins Drug Co.

Alva Cruzen was born on a farm near Waverly, Minnesota, July 1, 1881. He was the seventh generation of Cruzens who were born in this country after emigrating to this country from Germany. He attended country school and put in one year at McAllister college, St. Paul. He then went back to his native town and clerked five years in a general store. He then engaged in the retail business on his own account at Frederick, Wisconsin, which he continued three years.

Believing he would derive greater pleasure and satisfaction from a career on the road he joined the H. Niedecker Co., jobbers of druggists' sundries in Milwaukee. He was assigned Western Michigan territory and took up his residence in Traverse City. He continued with this house ten years, when he transferred himself to the Hazeltine & Perkins Drug Co., working in the same capacity in practically the same territory. He has maintained this connection with much satisfaction to all



Alva Cruzen.

concerned for twelve years, but now finds himself afflicted with bronchial asthma, which forces him to leave Michigan and take up his residence in some dry location in the West. Because he has a son-in-law at Fort Huachuca, Arizona, he and his wife have decided to go to that location first, with a view to seeing if the climate there will afford relief. The son-in-law is a First Lieutenant of the cavalry at the army post at that place.

Mr. Cruzen was married to Mrs. Turner, of Fon du Lac, Wis., who had two children—a son and a daughter. The daughter now resides in Los Angeles. Mr. Cruzen is a member of the U. C. T. at Traverse City and has held some minor offices in the lodge. He has always been an adherent of the Methodist church and is at present a member of the First Methodist church, Grand Rapids.

The family reside in their own home at 704 Lovett avenue.

Mr. Cruzen owns up to but one hobby, which is trout fishing.

He attributes the success he has achieved as a traveling salesman to hard work, but those who know him well consider the reason he has been so successful on the road during all

these years is due to his likeable personality and a disposition to deal fairly and generously.

His leaving home in order to restore his health is a matter of genuine regret to his house, his customers, his friends and himself.

Reduces Nainsook Underwear.

One of the nainsook underwear mil's specializing in lower-priced goods which advanced prices about 8 per cent. during the height of the season, has reduced quotations to opening levels to stimulate business. While the market on other lightweight underwear continues relatively firm, a few mills are shading prices here and there in their anxiety to get business. After July 4, when the lightweight season usually starts to slacken, current stocks are expected to be cleaned out at substantial reductions, although, in most instances, few surpluses are expected.

Demand For Fall Wash Goods Lags.

Lack of confidence among buyers regarding prices and new styles is temporarily slowing down business in the converters' lines of cotton wash goods for Fall. Manufacturers of wash dresses are not cutting up their usual volume of goods, and in many instances it was said that their production is only about one-third of other years. A few of them are reported to be working steadily, but on the whole the manufacturing trade is slow. Buyers are placing orders with converters cautiously, and no volume business is expected until prices are on a more stable basis.

Glass Market Continues Quiet.

The market for window, plate and flat glass products during the week was comparatively unchanged, with production being maintained at substantially the same low levels as for weeks past. Demand for window glass while in somewhat better volume than at the beginning of the month, was less active than during the preceding week. Orders from jobbers were small and in most instances immediate shipment was requested. Demand for plate glass from automobile manufacturers was in fair seasonal volume, although not so active as earlier in the month.

Greeting Card Trade Inactive.

Buyers seeking holiday greeting cards have delayed their trips to market this year, and the trade is less active than usual at this time, according to sales agents. Initial orders placed early in the year will probably not be augmented by further commitments until late this Summer. Packages of greeting cards sealed in transparent wrappers are to be pushed this year by several manufacturers. The packets, designed to appeal to those seeking popular-price merchandise, will contain an assortment of ten cards and envelopes and will retail at 25 cents.

Sad Music.

"How's business?" a traveling salesman asked the new barber.

"Boy," replied the barber, "it's so quiet here you can hear the notes drawing interest a block away at the First National Bank."

ESTATE ECONOMY

A MODERN PLAN

Our New Estate Economy Plan may add thousands of dollars to the net value of your estate when it is probated.

It is customary for a man to believe that the gross value of his worldly accumulations and the net value of his estate must necessarily coincide. If he knows his estate is worth \$100,000 today, he assumes that his heirs will have the benefit of the income on \$100,000.

The fallacy of this assumption was uncovered in a recent United States Government survey of over 22,000 estates. This survey discloses the average shrinkage on the gross value of estates to be approximately 19%—or a shrinkage of \$19,000 on an estate of \$100,000.

While some of the items making up the shrinkage are unavoidable, the Grand Rapids Trust Company is introducing a plan whereby this shrinkage may be materially reduced.

Our organization will prepare a practical Estate Economy Plan to fit your individual needs, to the end that the shrinkage of your estate will be reduced to a minimum.

The preparation of this plan will incur no obligation on your part. We will gladly furnish further details.

GRAND RAPIDS TRUST COMPANY



FINANCIAL

Necessity For Collective Leadership To Check Evils.

If capitalism is to withstand assaults from all directions it must strengthen its position by elimination of parasitic evils. That in substance is the warning Wall street hears from Sir Arthur Salter, director of the economic and finance section of the League of Nations.

Although Sir Arthur does not blame unbridled speculation for all the ills of depressed business, he feels that finance has aggravated the situation and "certainly is prolonging it." Unless corrective measures are adopted, he adds, we are likely to experience more serious troubles.

If it be agreed that chaos is undesirable we have only the alternatives of collective leadership by industry and finance or collective control by the state, Sir Arthur told members of the Bond Club of New York.

"It is evident that situations are arising and are likely to arise in the near future," said Sir Arthur, "when a common understanding is desirable among the leading financial institutions with regard to their policy as to renewals or withdrawals of credit; and when no single institution can act as it knows to be in the general interest unless others do the same.

"This practical and immediate necessity will involve consultations which will, I hope, begin to be the basis of the collective leadership which the world will need when this depression is past as well as while it lasts."

Sir Arthur may have had in mind the possibilities of co-operation among leading central banks. In this connection the speaker suggested that collective leadership might effect greater discrimination in loans to "weak, unstable and possibly corrupt" governments.

If we delay action on present problems until this depression has passed into history and prosperity has been restored, "we shall never solve them," the British economist wisely says.

"We shall be involved again in this tragic and hectic alternation of boom and depression. And it may well be that this will be on an even larger scale." William Russell White.

[Copyrighted, 1931.]

Stock Dividend Disbursements by North American Company.

The 10 per cent. stock dividend paid for several years by the North American Company gives the stockholder a relatively high yield and benefits the company by saving cash for expansion purposes.

The problem of obtaining new money for expansion is important for utility companies. Not only is a large investment required for each dollar of revenue but the rapid obsolescence of equipment makes frequent replacements necessary.

The North American Company originated its present dividend policy in 1923. The success of the plan is attested by an increase in net earnings since 1923 of 300 per cent., as compared with an increase in the outstanding stock of only 175 per cent. Over this period the company's growth has

been rapid. Gross earnings have doubled and net income has more than tripled.

From an original investment of \$10,000,000 in 1890 the North American Company has grown to be one of the largest systems in the country, with total assets of almost \$850,000,000. Operations are now geographically diversified and are principally confined to the larger cities and municipalities, including St. Louis, Washington, Cleveland, Milwaukee and Racine. An important investment interest is held in the Detroit Edison Company and the North American Light and Power Company and a 32 per cent. interest is held in the Pacific Gas and Electric Company. More than 85 per cent. of earnings come from the profitable electric light and power business.

In 1930 earnings were slightly more than in 1929 and almost 20 per cent. greater than in 1928. On average shares 1930 earnings equaled \$4.53 a share, as against \$5.03 in 1929 and \$4.68 in 1928.

North American's ability to maintain earnings in the depression year 1930 is accounted for by an increase of more than 10 per cent. in domestic sales of electricity and by the relative stability of industrial power demand.

The resistance of the electric light and power business to depression has been well demonstrated. Its vitality in forging ahead when the depression is lifted should also be demonstrated when the rate of industrial activity picks up and creates a better demand for industrial power.

High yields on common stocks are now the order of the day. However, the North American Company offers a high yield in a so-called depression-proof industry having bright prospects of future growth.

[Copyrighted, 1931.]

Few Opportunities Provided in Dull Markets.

The investor who wishes to explore that little-known realm of profit possibilities—arbitrage—may do so with the aid of a new book by Meyer H. Weinstein, entitled "Arbitrage in Securities" and described by the publishers, Harper & Brothers, as the first volume on the subject of arbitrage in equivalent securities to be published in this country.

Of course, the business of dealing profitably in price differences involving time, place and kind is highly technical and requires considerable knowledge of securities, foreign markets and arbitrage technique as well as fast circulation and execution of orders. But Mr. Weinstein, an arbitrage expert, goes into all these matters quite thoroughly.

Such dull markets as Wall street has been having lately leave the arbitrageur with few opportunities to exercise his skill profitably. Nor has he had in the past year the numerous opportunities created during the bull market to profit by splitups, subscription rights and exchanges of securities in mergers. He remains active in international markets and, to some extent, in securities listed simultaneously on two or more domestic markets.

"The margin of profit on arbitrage transactions," Mr. Weinstein explains, "usually is not large. Only two or three times a year, when major movements of the world's markets take place, is the arbitrageur able to show large earnings. It is, therefore, an understood rule among arbitrageurs to trade even at small profits, never to take a big long or short position at any time, and to keep the funds turning over as frequently as possible. A small profit frequently repeated on a small capital investment has the effect of showing a large percentage of return."

Mr. Weinstein concludes that "arbitraging on the whole offers a relatively high degree of security of principal," with safety assured in conversion arbitrages, warrant and splitup arbitrages, except where there is danger of opposition to a splitup on the ground

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that the investment status of a company's stock would be impaired by the splitup.

"Although the professional arbitrageur is essentially a profit-snatcher," he points out, "there are certain features which lend themselves to an interpretation of arbitrage in equivalent securities as a short-term investment medium."

"Unlike arbitrage between international markets in the same security, which does not lend itself to investment, arbitrage in equivalent securities provides a medium for the employment of capital for periods of time varying from one week to about nine months."

Unexpected turns may come to arbitrageurs, as in the Cities Service offering of rights to stockholders in 1929. Some bought the rights and sold the stock short. When the new financing was revoked, the arbitrageur's deals could not be carried out, but he had a short position in a falling market.

[Copyrighted, 1931.]

Cost of Bank Credit Falling.

As a result of the steady decline in open-market money rates, charges for banking accommodations have fallen to the lowest level since 1924, the Federal Reserve Board points out in the June Bulletin, issued to-day.

Rates charged to customers by New York banks dropped last month to 4½ per cent., on the average, compared with 6½ per cent. at the peak in 1929 and with 4½ per cent. in 1927, the previous low point since 1924. In other Northern and Eastern cities the rate has fallen to 4½ per cent., while in twenty-seven cities the average rate has declined to 5¼ from 6¼ per cent. in 1929.

The aggregate of commercial loans by the banks whose figures have been used in the compilation amounts to between a third and a half of all such loans made by these banks in this country.

Fluctuations in the cost of banking accommodation to trade and industry become smaller as one moves away from financial centers, according to a chart accompanying the board's comments in the Bulletin.

"Still smaller fluctuations, and in many cases complete stability, would doubtless be shown if data were available for smaller towns and for rural districts in the South and West, where rates to customers often remain at a customary level from year to year, regardless of advances and declines in rates at the larger centers," the Bulletin says.

Pointing out that money-market conditions influence returns on country banks' surplus funds placed with city correspondents, the board comments:

"The recent reduction to one-half of 1 per cent. in the rate paid on bankers' balances at the New York clearing banks has resulted in a tendency to shift these balances to loans made to brokers by the New York banks for the account of their country correspondents. The rate of these loans is still 1½ per cent."

Although gold production last year had a value of only about \$400,000,000, there was an increase of \$600,000,000

in gold reserves of the world in 1930, according to the Federal Reserve Board's figures.

The increase in excess of production was attributed in part to smaller takings by India to be hoarded and to the transfer of \$100,000,000 from Australia commercial banks to the Commonwealth Bank, which exported the metal to England. The Russian State Bank increased its holdings \$100,000,000, about \$20,000,000 of which represented domestic production. The remainder probably was drawn from unreported sources within Russia.

William Russell White.

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News as a Market Factor.

[The following is the first of a series of articles to appear in the financial pages of the Michigan Tradesman. These articles will deal with the technical side of the stock and bond market, taking into consideration the fundamentals as a basis of operation. These discussions will include comments on charts and chart formations, pools and market operations.]

The average investor is attracted to the purchase of a stock by rising prices, big volume of sales, and good news. Too often he reaches the conclusion to make his purchase at about the time the pool, operating on the bull side of the market in his selected stock, has decided to liquidate and distribute its accumulated line to the public. A great many times, good news is manufactured for the express purpose of attracting buyers; serious consideration of a sale should be given when it appears that nothing but good news is appearing regarding that particular stock. Conversely, investors should try to make their purchases on bad news inasmuch as this news is sometimes sent out to discourage the purchase of a certain stock until it has been marked up to a considerably higher price. A good rule to follow (particularly on high grade stocks) is to buy when the public is selling on poor, or bad news, and make sales when the public is buying on good news.

Jay H. Petter.

Want Advertisements in a London Newspaper.

Gentleman wants shooting.

Widow wants washing.

Wanted a horse to do the work of a country minister.

Wanted by a young woman, her passage to Canada, willing to take care of children and a good sailor.

Inventor of a new type go-cart, wishes to meet financier to push same.

Mr. Furrier begs to announce that he will make furs, coats, etc., for ladies out of their own skins.

When a kid did you ever eat cashew nuts? No, because they wouldn't be shipped from India without almost surely acquiring vermin. Now they are almost as thick as tomato juice cocktails. Gas packing did it. The nuts are packed in airtight containers holding a small quantity of any inert gas, harmless to the nuts but death to vermin. A wide variety of foods may be packed that way soon. It looks like quick-freezing and ultra-violet rays had a competitor.

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DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

I am enclosing to you some clippings in which you may be interested and in which I am a party most particularly concerned. The offer of an honorary degree at the hands of the faculty of the Colleges of the City of Detroit and the Detroit Board of Education was a great surprise and the conferring of it, in association with the conferring of similar honors upon three of my old friends added to the proud enjoyment of this red-letter day in my own life. It was a great pleasure to have honors seek me out in an obscure corner of a great institution.

It was also an impressive spectacle to see nearly 1,000 graduates of various departments of the city colleges march past and receive hard-earned diplomas, and to realize that a majority of these might have been denied the opportunity of higher education but for the generous munificence of the Board of Education and the taxpayers of Detroit, who have opened the door to them. The spirit of true democracy prevails, in spite of all attempts toward a division of the American people into classes. For a college established in competition with so many older and richly endowed institutions of learning to turn out, in the third year of its existence, graduating classes numbering 983 individuals is a pretty glorious achievement of democracy.

The problems of government and of human relations, instead of becoming simplified and reduced to system by long experience and intensive study, become more and more complex and baffling. Government and general control of public affairs tends to fall into control of small oligarchies which, being human, often look first to their own interests. About the only hope of preventing the masses of American society from becoming like "dumb driven cattle" lies in a more liberal, scientific and general education.

I get a great kick out of the columns of the Tradesman which deal with incidents, people and conditions which commonly escape record in the daily press. Your revelations with regard to the attempt to rob Grand Rapids of its hard won and long enjoyed supremacy in furniture design and production are extremely interesting and revealing. It is a strange spectacle to see great nations and municipalities, composed of supposedly upright and honorable people, resorting to the methods of the jungle and the mob in their struggle for commercial and industrial supremacy, regardless of ethics or common morality.

I think that never before in the history of the civilized world has there been a time when millions of people everywhere have been so eager to acquire the common comforts and necessities of life by their labor and when nobody was able to undertake the task of meeting this demand by producing supply; when wheat was so cheap and so many willing hands were eager to earn bread. We are having some curious demonstrations. The great milk distributing corporations have been paying the farmers 2 cents per

quart for milk delivered on the platform and charging the consumer 13 cents for delivering it at the door. The price of bread has not fluctuated until within the week, regardless of the price of wheat, the bakers claiming that the cost of wheat is a negligible factor in the price of a loaf of bread. (except when wheat happens to go up a few cents per bushel). Still another curious incongruity is the fact that with wheat rated at 70 cents in the market one cannot buy it by the carload for less than \$1.25 as standardized by the millers.

For many months Detroit has been passing out doles to the amount of nearly \$2,000,000 per month and now it is discovered that single men who came to the city last fall, knowing that they would be "cared for" at public expense, have been drawing rations for family which have no existence; that something like 1,300 men who have been working five days per week in the Ford plant also have been on the city relief list for support of their families; that a young crook who has been arrested twelve times and has served two terms in Leavenworth was holding a key position in the city welfare department and has stolen more than \$200,000 through orders paid to a grocery which never had any existence. How much more we shall discover cannot be estimated. We have a pretty convincing demonstration of the folly of electing inexperienced and incompetent men to handle the affairs of a corporation which handles much more than \$100,000,000 of public money each year—men who, outside of politics, could not earn as much as \$5,000 per year. Meantime the poor public continues its political method of "blind-man's-bluff" and picks its rulers and almoners at random.

Pardon this grumbling screed. It is shameful to work off spleenish opinions and utterances on a good friend, but what are friends for unless to bear with our follies and forgive them.

Geo. B. Catlin.

An involuntary petition in bankruptcy was filed in U. S. District Court here against Herbert and Carol J. Reinheimer, individually and as co-partners, doing business as H. & C. J. Reinheimer, by Max Kahn, attorney, representing Hy Millinery, Inc., \$198; Just Rite Hats, Inc., \$195; Robert Schillinger & Co., \$238.

The Union Guardian Trust Co., as receiver for Hughes & Hatcher, retail men's wear, with stores at 2305 Woodward avenue, and 1244 Washington boulevard, has announced liquidation sale of the stocks of merchandise, starting to-day.

Although the proposal to divorce new and used car sales by prohibiting the trading of the latter on current models has not been acted upon by car manufacturers, it has become the liveliest topic in years so far as retail dealers are concerned. The basis of the proposal is a new type of factory contract with dealers which forbids the latter to accept old cars in partial payment for new machines. Used-car retailers would handle second-hand automobiles under the plan.

The proposal originated with C. Edward Barnett, of Belleville, Ill., who

submitted it at the recent meeting of the National Automobile Chamber of Commerce. Since then a flood of comment, most of it favorable to the idea, has followed on the part of dealers. Factory sales executives, however, have maintained silence.

There no longer is any secret about the fact that three manufacturers will offer new models within the next ten days, although the names of two still are withheld.

One announcement forecasts a new model in the popular-price class. The advance reports indicate several radical changes, based upon entirely new principles.

A manufacturer in the high-priced field is the second to have a new series in the immediate offing. The company always has introduced its new models during the Summer, and its plan for a 1931 series had so far matured that there was no chance of compliance this year with the National Automobile Chamber of Commerce's suggestion of uniform announcement dates later in the year.

Nash has only slightly veiled its intention with respect to new models. They are definitely on the way, but no advance information of the features that will be embraced is forthcoming, except that there will be a change in body design and perhaps a significant mechanical addition to the higher-priced members of the quartet.

A considerable degree of technical interest attaches to the new Dodge house-to-house delivery vehicle. Control of the car's movement is through a single pedal. When the clutch is released an ingeniously devised spring automatically brings the brakes into action to stop the vehicle.

Michigan's new safety glass law, the most sweeping yet passed in this country, was signed last week by Governor Brucker. It requires that all public carrier motor vehicles be equipped with non-shatterable glass by January, 1932, and all motor vehicles of every character by January, 1934. The fact that the law was enacted right on the doorstep of the automotive industry is taken to mean that Michigan's example is likely to be followed elsewhere.

That sudden wave of speculation concerning a new model A Ford which originated in Youngstown, Ohio, apparently found nothing to thrive upon in Detroit. It died as quickly as it was born.

Expensive Glassware Neglected.

Promotion of expensive glassware for June wedding gifts, an activity upon which jobbers expended much effort this month, brought only a slight increase in orders. In better quality merchandise, where colored glass decorated with metal trimmings was featured, the call was confined entirely to the smaller pieces retailing under \$10. Manufacturers of popular price glass and metal novelties for table decoration enjoyed a normal volume of business, but price reductions demanded by buyers cut profit margins.

The man who rises without pulling others down usually pulls others up with him.



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YOUR customer will look on approvingly while you add the snowy white slap sheet of KVP Delicatessen Paper to her order! It is the extra touch of Quality which tips the scale in favor of YOUR store and YOUR service, and the cost is so slight.

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MUTUAL FIRE INSURANCE

Present Need For Mutual Co-operation.

Mutual fire insurance has shown satisfactory results for 1930, notwithstanding the general business situation. The mutual fire insurance companies have shown an increase in insurance in force in excess of one billion dollars with general increase in assets, surplus and dividends to policy holders. Net earnings have not been as high as during 1929, but are sufficient to maintain present rates of dividends and add something to surplus. The insurance business as a whole has reflected the general business situation in much the same manner as has been true during previous depressions. Naturally, loss ratios for 1930 were higher than during the preceding year. In fire insurance business, regardless of the care taken in the selection of risks, there is always a possibility of loss through exposure fires that are the outgrowth of the moral hazard. This does not necessarily mean arson. In a great majority of the cases it is due to laxity in housekeeping conditions and not maintaining fire extinguishing devices in working order. Mr. Hagey has just pointed out how we can be greatly benefited by the proper form of inspections. There have been times during the last year when losses were being reported with such rapidity that it made us wonder what was to become of our business. However, due to the principles upon which the idea of mutual insurance was founded, and because of the sincerity of the organizers of most of our own companies who had an interest in the community in which they began operation, the companies were so well founded that they were prepared to meet a period of excessive losses.

Ex-President Coolidge recently made the following statement: "A well managed mutual company is a co-operative society for the advancement of the public welfare." I doubt very much if there was ever a time in the history of the world when as much thought was given to co-operation and mutual helpfulness as is given to it today. This means that there never was a time that was more opportune to preach the gospel of mutual insurance than to-day, as I suppose there never was a time when more people were looking for a better way to do things and a more economical plan upon which to carry their insurance than there is at this time. Likewise, there probably has never been a period in the history of mutual insurance when the companies were donating more money and time to the prevention of losses than they are to-day; however, to present the true picture of mutual insurance to the policy holders, it is vital that the companies co-operate in presenting this picture.

The day of unfair competition among the mutuals is rapidly disappearing. If we need competition, we can certainly get plenty of it from the stock company fort. Recently the stock companies published a list of mutuals that have failed. I suppose we should all be very much alarmed over this list; its logic being, these mu-

tuals have failed, therefore all mutuals will fail. This is an equivalent of saying that because some banks have failed all banks will eventually fail and, therefore, we should refuse to deal with any banks. However, in opposition we assert that the mutual principle of insurance is fundamentally sound, and that wherever it has been applied intelligently it has been successful.

The late Elbert Hubbard made the statement: "Co-operation is man's highest manifestation of wisdom and intelligence." Granting that this is a true statement, it must follow that if the mutual companies can co-operate to a higher degree than heretofore, it manifests wisdom and intelligence on the part of the executives of the various companies.

In a recent letter from Secretary Cooper, of the National Association, he states that he has attended many of the mutual conventions during the year, and that he has never seen a time when there was more interest in the convention or the discussions more to the point or a finer spirit of co-operation prevailing. Many of the companies are just beginning to realize that they have a part in the great co-operative movement, and if they are to succeed they must have the experience which others have had, and must utilize the same means for the solution of their problems that have proven successful to others.

The day of individual effort is largely passing, and the time is here when it is really necessary to put into practice the oft-repeated virtues of mutual insurance. Any discussion we may hear this afternoon on methods of closer co-operation among our companies will certainly be helpful to all.

In Lancaster county, practically all of our seventeen companies have organized a county federation, and to date have adopted uniform policies and forms. It is a slow process, and is a matter of "give and take." However, we hope to develop mutual insurance to a higher standard by further co-operation among our local companies. Vice-President James Kemper has recently said: "Mutual insurance has passed successfully through every other test to which the insurance structure has been subjected. It is better fortified to-day than ever before, both financially and in its personnel, to meet the problems before us."

Let us meet this challenge of Vice-President Kemper by a greater spirit of co-operation during 1931 than has ever been evident in the history of mutual insurance. Henry B. Gibbel.

Modern Efficiency.

A Kansas City woman whose husband's business has kept him out of the city a big share of the time since Jan. 1 used to be known among her friends as being afraid of her shadow, with an overdeveloped aversion to being in a house alone at night.

"Aren't you afraid to stay alone this spring?" one of her friends enquired the other day.

"Oh, not any more," replied the "widow." "I've got the furniture on the second floor arranged now so that when I climb the stairs I can stoop down just as I reach the top step and see under all three beds at once."

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer



MOST PEOPLE CAN USE MORE MONEY

The Federal Mutuals have rendered a distinctive service in this respect. Since organization these companies have returned direct to policyholders more than 36 million dollars in savings. This large sum of money has been left in the policyholder's own community where it would do the most good.

FEDERAL HARDWARE & IMPLEMENT MUTUALS

Retail Hardware Mutual Fire Ins. Co. Hardware Dealers Mutual Fire Ins. Co.
Minneapolis, Minnesota Stevens Point, Wisconsin
Minnesota Implement Mutual Fire Ins. Co.
Owatonna, Minnesota

1909

22 Years

1931

Losses Paid Promptly — Saving 30%
For FIRE and WINDSTORM Insurance

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION
320 Houseman Bldg. Grand Rapids, Mich.

INSURE and feel sure

that when you have a fire you will have money to pay at least the most of the cost of re-building; but place your insurance with the company that will furnish this protection at the lowest cost, as there IS a difference, and it will pay you to investigate. The company that gives the most SAFE insurance for the least money is

The Finnish Mutual Fire Insurance Company
of Calumet, Michigan

YEAR OF HARD WORK.

Annual Report of Secretary Turrell to M. S. P. A.

Another milestone has passed for our Association. Another year filled with sunshine and shadows has been entered in the books of record. It has been a year fraught with many problems, problems which faced us as individual members and as an association, collectively. How well we have answered those problems remains to be seen.

The watchwords of the past have been "service" and "co-operation." The watchword of the future is "collective co-operation." The commercial problems of the pharmacist can no longer be met by individual effort. So-called aggressive big and even bigger business seems to have lost to a degree the moral stamina of doing business with honesty to all concerned. More and more we find the honest principle of reasonable profit sacrificed in the greed for volume. That "the laborer is worthy of his hire" as an axiom never was more needed than to-day. We find merchandise which has and rightfully should have a definite value sold many times at less than cost, and to what purpose—the goal of volume. The time has arrived when the retailer, the final link between the manufacturer and the consumer, should and can demand just protection and a reasonable profit for his services. The retailer who knows his goods is the man who should and can say what merchandise will decorate his shelves. He is the man who must pay for the merchandise and he is the man who has the right to say whether or not he will sell goods upon which there is no profit. We should take the cue from the aggressive spirit of California and protect our business while we still have some business to protect.

Just how far reaching the latest problem will develop in the line of merchandising is problematical. The manufacturer who under guise of retailing is selling his goods at the wholesale price is a problem that will call for more than the wisdom of Solomon to answer. The roadsides are lined with stands which are taking the bulk of the ice cream business and throw a challenge that, if carried into other lines, may be hard to combat. These are just a part of the problems that present themselves to your Trades Interest Committee in the future.

Collective co-operation is the watchword for the coming year. Collective in all measures of the word. The time is here when the interests of all must be carefully considered. Unrest and dissatisfaction is rampant over our whole country and careful constructive thinking must point the way to recovery. Your President has recommended the way to a revised pharmacy law. This should be broad enough to cover the whole field and deep enough to answer the problems. If we cannot secure a National fair trade law, we should have a State law of like intent and purposes. That the last attempt at pharmaceutical law revision was not the success that many had hoped for should not mean that we should quit trying. Let us take another hitch on the suspenders, raise the sights on a

new target and collective co-operation can and will accomplish what the druggists of Michigan really desire.

The general situation of the past year has seen the treasury of the M. S. P. A. depleted more than usual. A difficult legislative year, a membership list made smaller by business conditions, have all taken their toll. When paid memberships are smaller in number than usual it shows us that extra effort should be put forth to bring it back to standard. During the years I have been connected with the M. S. P. A. I have never known the time when all your officers have been called on to put more energy into their job than the present year. Membership problems, legislative problems, constructive and destructive, have all had to be ironed out. If your legislative committee had not been alert at all times you might have been called on to pay a tax on every medicinal preparation in your store which contained more than 10 per cent. alcohol. I must digress from this line of thought for this report will come from other committees. Surety the stopping of the wine tonic bill was worth many times your annual dues.

I am sure we will have a good time in Grand Rapids. I am sure the local druggists and their Ladies Auxiliary have worked hard for this convention. I am sure that from now on we will have the best of care and entertainment. We owe it to them to help in every manner possible to make their efforts a complete success. To the wholesale house of Hazeltine & Perkins, who are almost a historical landmark in this city, I am sure we all owe our thanks. They have taken no small part in the preparations and that they will uphold all past traditions I have no doubt. So let us all give a hearty response to all of the Grand Rapids welcome.

I want to thank all the officers and members of the M. S. P. A. for their efforts and assistance during the past year. That it has been a hectic one is admitted, but your officers have worked diligently and have assisted each other in all possible ways. Jack Watters has worked night and day in your interest. He has had the welfare of the druggist in the small as well as the large town in his mind at all times. He has given much thought, energy and advice in the solution of all your problems. Mrs. Watters told me the other day she thought that he had eaten, slept and dreamed Association problems as a regular diet the past six months. Jack, my hat is off to you.

Let us pay particular attention to the business sessions. This is where we can get the vision of how to make our business better. We can get the viewpoint of the other fellow and he can help us and we can help him.

I sometimes wonder how many of us appreciate the time and effort the members of the Travelers Association put in toward making these conventions real successes. I ask you to thank Frank Holbrook, Walter Lawton and their assisting officers and members and will you all please give them a hearty handshake and welcome when they call at your store next week. In spite of depression we can give them a cheering word, if we cannot

give them the big order we would like to give.

Finally, I must thank the manufacturers who gave so generously of their wares to provide attendance prizes to make your visit here a little more enjoyable and profitable. We should be exceedingly grateful to those manufacturers who gave the two beautiful showcases which will at least make two druggists happy. We wish all these real success in the future.

The financial report as follows:

Secretary's Cash Account—Receipts.	
Cash on hand	\$ 23.00
106 Memberships for 1930	318.00
376 Memberships for 1931	1,128.00
Disbursements.	
Checks No. 1 to 10 to Treasurer	\$1,400.00
Total receipts	\$1,469.00
Total disbursements	1,400.00
Balance on hand	\$69.00
Treasurer's Account—Disbursements.	
R. A. Turrell, convention expenses	\$ 31.51
S.R.D. Ass'n., auditorium rent	60.00
Treas. U. of M. Research	100.00
Sec. of State, corporation tax	12.00
R. A. Turrell, salary	300.00
Saginaw Pub. Co., President's printing	23.84
Croswell Jeffersonian, printing	16.75
D.R.D.A., postage	30.00
McNaughton & Co., Sec. & Treas.	
Bonds	8.75
E. L. Barker, stenography	180.50
R. A. Turrell, petty cash	20.00
D.R.D.A., postage	30.00
R. A. Turrell, petty cash	30.00
D.R.D.A., postage	30.00
Croswell Jeffersonian, printing	10.00
R. A. Turrell, N.A.R.D., expenses	83.94
John J. Watters, N.A.R.D., expenses	84.94
D.R.D.A., postage	30.00
Ben A. Bialk, Ex. Com. Exp.	10.98
A. J. Filer, Ex. Com. Exp.	10.98
John Weisel, Ex. Com. Exp.	14.58
C. C. Jone, Ex. Com. Exp.	4.20
John Watters, Ex. Com. Exp.	10.20
R. A. Turrell, Ex. Com. Exp.	14.60
D.R.D.A., postage	30.00
D.R.D.A., postage	30.00
Croswell Jeffersonian, printing	16.00
R. A. Turrell, petty cash	25.00
D.R.D.A., postage	30.00
J. C. Dykema, Leg. Com. Exp.	4.64
R. A. Turrell, Leg. Com. Exp.	38.00
John J. Watters, Leg. Com. Exp.	4.66
A. J. Filer, Leg. Com. Exp.	5.44
Otto F. Louis, Leg. Com. Exp.	5.25
Howard Hurd, Leg. Com. Exp.	4.80
J. A. Skinner, Leg. Com. Exp.	5.72
Dan Houser, Leg. Com. Exp.	5.44
John Weisel, Leg. Com. Exp.	10.24
H. W. Wilson, Leg. Com. Exp.	10.50
C. M. Jennings, Leg. Com. Exp.	8.00
Ben A. Bialk, Leg. Com. Exp.	5.44
Dexter G. Look, Leg. Com. Exp.	4.80
Mich. Retailers Council dues	25.00
D.R.D.A., postage	30.00

R. A. Turrell, salary	150.00
John Watters, Leg. Com. Exp.	5.66
R. A. Turrell, Leg. Com. Exp.	17.20
C. M. Jennings, Leg. Com. Exp.	8.90
Howard Hurd, Leg. Com. Exp.	4.80
Leonard Seltzer, Leg. Com. Exp.	5.44
Croswell Jeffersonian, printing	7.25
R. A. Turrell, petty cash	20.00
D.R.D.A., postage	30.00
Otto F. Louis, Leg. Com. Exp.	5.25
John W. Watters, Leg. Com. Exp.	5.66
R. A. Turrell, Leg. Com. Exp.	52.75
John Webster, Leg. Com. Exp.	5.44
Dan Houser, Leg. Com. Exp.	5.44
C. M. Jennings, Leg. Com. Exp.	8.00
Howard Hurd, Leg. Com. Exp.	4.80
Croswell, Jeffersonian, printing	4.00
D.R.D.A., postage	30.00
John Watters, expenses to Lansing	11.66
R. A. Turrell, expenses to Lansing	13.88
R. A. Turrell, petty cash	20.00
Pharm. Sec. Ass'n. dues	5.00
John Watters, expenses Lansing	14.50
R. A. Turrell, expenses Lansing	15.50
Mich. State Tel. Co., phone service	17.95
D.R.D.A., postage	30.00
John J. Watters, phone bill	8.76
D.R.D.A., postage	30.00
D. G. Look, Leg. Com. Exp.	3.88

Total disbursements	\$2,017.62
June 17, 1931. Balance on hand with Treasurer	\$384.44
Recapitulation.	
Secretary's cash account	\$ 69.00
Secretary's petty cash	2.10
Treasurer's account	384.44
Balance on hand, all accounts	\$455.54

Keep Prescription and Hospital Lines To the Front.*

The main merchandising subject before this convention has been assigned to rubber goods, and I am glad that many of the retailers of the country have come here to make the merchandising subjects the success that they have been. In my mind I believe that too many of the ones outside the realm of the retail drug business have been the main ones on many conventions and I believe these meetings should be discussions of the retailer and his problems. I appreciate all of the good work that many of the wholesalers have done in State work and I have received much good from it, but I do think the retail subjects should be given preference and then the wholesaler can add his bit to help.

In the subject of rubber goods, we

*Paper read at Pharmacy convention by Duncan Weaver, of Fennville.



Corduroy Tires

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

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

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

CORDUROY TIRE CO.
Grand Rapids, Mich.

In Kalamazoo it's
CREAMO
Kalamazoo Bread Co.

can have the professional and the merchandising in combination. We must approach the physician and surgeon and have him do what he can to recommend our store and get his co-operation in this line as we do not need in many other departments of the drug store. Many stores send out a baby size bottle to each new arrival in the community and that brings the drug store and the rubber department into the home, and it is a chance to make friends for that store. You have all had this reference made to your department before. Many stores keep showing new items in this line to each doctor in their vicinity and if sales are not forthcoming immediately it is generally productive of some good results.

Many of us are situated so it is difficult to make rubber goods windows because of the action of sunlight on this line of goods, but we can all do something in the way of display and it will encourage the sale of these goods to our customers. We always remember in our store if we make no sales at the time, many will see the window and will remember the display at some future time when those articles may be needed in the home.

There is no end to the number of articles that can be featured in the rubber goods line and displays. We always carry enameled ware in our store and the articles are always displayed in the hospital cases along with rubber goods. Of course the sales on these numbers are not great, but they do make your department complete and they are good profit numbers even though the sale is limited.

There are too many drug stores today featuring everything but drugs, and the way to get back to a better foundation is to get the prescription and hospital lines to the front. I have contended there was no drug store too small to carry a good line of prescription merchandise of good quality, and we try to have everything in our department that will give the customer the service that he needs. I hope that the men here to-day will go back to their stores and try to see them in the light that a customer would and get behind the items that they know should be in the drug store and sold in the drug store.

Experience of One Member of the Pharmacy Board.*

I have been asked to relate some experiences from the Board of Pharmacy work. There is little that I can say regarding this work that the greater number here do not know now, but I will say a few things.

The greatest duty the Michigan Board of Pharmacy has to take care of now is the examining of candidates for the certificates and we do not have the number now that we did have before the pre-requisite law in Michigan for students. Since January of 1930 we have had entirely in the registered pharmacist examination, students with two or more years of college training and frankly I feel we have had some of the best young men in this State. I have known some of them personally and I feel that they have done as well as any I have known. We have had a

*Paper read at Pharmaceutical convention by Duncan Weaver, of Fennville.

number from the county in which I live and I know the parents and the druggists for whom many of them have worked and I believe they represent a fine group of young men.

I have tried to remember all of the time that I have been in this work that it was only a few years ago that I was a student and I will never forget such men as Mr. Hoffman, Mr. Way, Mr. Boden and Mr. Koon and how good they were to me. Mr. Koon and Mr. Hoffman are gone, but the other two are still in Michigan and I hope both are in attendance here to-day. They treated me as I would want to be treated and I think every student who has come before the Board will say the same of the ones to-day. I have enjoyed the work, have tried to do my duty, and will say that I have never worked with others who tried to get along with as the members of the Board do at the present time.

I hope every druggist here will do his best to help enforce the terms of the pharmacy law that we know we need so much. There are parts of it which come close to each of us, and it can be made more successful by each of us doing his share. I will promise you you will have co-operation from each and every member of the Board and from the Lansing office. Let the Board help you at any time.

There has been a great demand and call for copies of the pharmacy law. Mr. Hurd wants each one of them printed and a price put on the copies to defray the expense. This has not been voted as yet, but it may be tried on one edition of the law.

In closing, I want to thank the druggists and friends in Michigan for the help and friendship they have shown to me in the past and I will pledge to you again my continued support for anything which I deem just and right. I am at your service. I hope the coming year may be one that is not fraught with the troubles of the past. With individual co-operation we can bring these things to pass.

Oriental Rug Prices Drop Sharply.

Oriental rug importers, hard pressed for ready cash, are blamed for the abundance of distress merchandise which is driving prices down in that field. Sharp declines on unwashed Sarouk rugs have carried prices from \$1.85 and \$2 per square foot to \$1.35 and \$1.40 in less than a month. The situation has also affected better-grade Sarouks, which are priced around \$2.50 at present in comparison with \$2.75 per foot last month. Unsettled price conditions are present in all other types of Orientals. In the Chinese rug field demand is falling off steadily, but importers feel more confident of a speedy revival in that line than in Persian rugs.

Wisconsin Assembly Votes Chain Store Tax.

The Wisconsin Assembly has passed a substitute amendment to the bill (A. 74) proposing a license tax on chain stores. The bill is modeled after the Indiana law recently declared constitutional by the Supreme Court of the United States, the rates being graduated from \$3 on one store to \$50 each on stores in excess of twenty.

SURPRISINGLY LOW PRICES

SMALL PAYMENT NOW—NO FURTHER PAYMENT
TILL BEGINNING OF HEATING SEASON

Lower prices make it possible for everyone to enjoy the healthful comfort, convenience, and unusually economical operation of electrically controlled Holland Vaporaire heating, cooling and air-conditioning.

Install your Holland now. Don't wait until fall when installers are rushed with work. There is no reason to put it off. You do not have to begin making monthly payments until the heating season commences.

No longer need anyone pay the

penalty of obsolete heating methods — no longer need anyone breathe stifling, stagnant, baked-dry indoor air. Such air dries and irritates the skin — causes coughs, colds and other respiratory disorders. Heat alone is not comfort. Be sure that — during the next heating season — the air you breathe is humidified for health, warmed for comfort, properly circulated all the time. Enjoy the stimulating, invigorating indoor atmosphere of a Holland Vaporaire heated home.

HOLLAND FURNACE COMPANY
HOLLAND * * * MICHIGAN

56 Factory Branches in the State of Michigan
Telephone the Holland Branch in your Community.

ONLY A FEW WEEKS AWAY

Have you made arrangements to attend the 34th Annual Convention of the Retail Grocers' Association at Milwaukee, July 6, 7, 8 and 9? Hurry up, if you haven't — there are only a few weeks left.

Remember — Four full days to meet old friends — and make new ones. And fresh slants on grocery selling that will be worth the price of your trip many times over! Write your local secretary. And do it NOW so as to be sure of getting reservations.

Compliments

of **STANDARD BRANDS INCORPORATED**

Standard Brands Products

Fleischmann's Yeast-for-Health
Chase & Sanborn's Dated Coffee
Royal Quick Setting Gelatin
Royal Chocolate Pudding

Royal Baking Powder — Order from Your Jobber

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.

The Long and Short of Formal Wraps

The wrap for midsummer is apt to be very short, but may be three-quarters or, rarely, very long. Among the extremes of the mode from prominent French creators is a tiny jacket designed by Lanvin in scarlet taffeta, lined with white. The coat is cut bolero length, with elbow sleeves, and is reversible. The edges are finished with a little ruching of taffeta.

A contrast to this is a long evening wrap of black transparent velvet lined with white from Vionnet, whose subtle conception is evident in the slender lines and intricate details. A deep cape collar of white satin is fitted about the shoulders with clusters of small tucks that radiate from the back of the neck, and the wrap may be completely reversed in a black and white scheme. This wrap which is sleeveless, is made in both the original long and also a short model.

An evening wrap, also from the Vionnet atelier, is short, of coral and rose-beige brocade, having two huge revers of plain rose-beige velvet. The sleeves are of wide dolman design that have their moorings at the neck and are finished at the bottom, just below the elbow, with deep bands of flying squirrel.

Patou is presenting a regal wrap of rose and gold metal brocade in the form of a longish dolman. The neck is draped with rose velvet that is attached to each side of the opening quite to the bottom and is caught at the back in softly crushed folds with a large silk rose of the same rose shade. The handsome long wrap of the indefinable design that falls and folds about the figure is made of sheer lame brocade in tones of green and yellow interwoven with the gold thread and trimmed at the edge of the wide dolman sleeves with bands of baum marten. Patou is the author of this and also of a short semi-fitted black velvet dolman that has a deep cape collar edged with flying squirrel. An exotic bit which will serve as the highlight of a Summer evening costume is a coat of Alencon lace dyed a heavenly shade of rose pink. The coat is semi-fitting, covering the hips, and the sleeves are long with circular, flaring cuffs.

Trimming is usually confined to the sleeves or neck of evening wraps, but a few models are shown with fur banding on both and even as an edging all around the garment. The soft, flat furs, flying squirrel, Kolinsky-dyed and sable-dyed squirrel, ermine in both the natural "Summer" shade and white and lapin are very generally used, and fox, marten and genuine sable are shown on some of the more elaborate wraps, anticipating early Autumn.

Some impressive contrasts are achieved with the use of fur. Lanvin, for example, has made a fascinating little evening wrap of egg-shell satin. It is cut to cover the hips and is made

semi-fitting with diagonal seams at the back, and the sleeves are little more than elbow length and wide and are finished with bands of Kolinsky-dyed squirrel. One of Patou's latest models is made of crepe Elizabeth, doubled, in a rich shade of ivory, cut short and ample. A distinctive feature is the sleeve, which is long and fitted with a puff inset at the elbow and intricate shirring at the hand. A scarf-like collar is made of sable-dyed squirrel, with long ends of the crepe.—N. Y. Times.

Hats Tilt Over One Eye.

Hats are causing a furore in fashion right now, with the forward tilt over one eye so strongly emphasized that the off-the-forehead model you acquired not so long ago already seems last season. Be gay, be dashing, be romantic, counsel the designers and they hurl upon your bowed head Scotch caps, Peter Ibbetson chapeaux, Robin Hoodish affairs, feminized derbies and rakish tricorne in dizzy succession.

The extreme models make no compromise with untidy coiffures. There are no two ways about it—the new hats demand that every hair be in its place and stay there. Particularly do they call for some neat and definite arrangement at the back, for here many of the hats ride up with no concern for your possibly growing locks. If you are caught short, don't say you have not been warned. This upward tendency has been gaining ground for many months.

Illustrative of the new angle is the tricorne in velvet and fine straw, which exposes plenty of hair in back, practically all of it on the left side, and dips toward the right eye in front. This provocative hat is being ordered both by young girls and matrons, with the spread of the wings widened somewhat in the case of older women. The other two are good, safe investments for Summer chic: white leghorn trimmed only with knots of blue, rust and brown ribbon, and a formal looking hat of hair and stitched taffeta.

These large hats continue to be popular for many midsummer occasions. Straws in sheer weaves, plain and fancy, have a wide expanse of brim, and trimming is added with discretion, keeping to a simple style, yet avoiding the rather bare appearance of last season's models.

Milan, straw mesh and lace straws are sharing favor with some original combinations of straw with velvet, and sheer fabric hats are shown in linen, pique, organdie. Brims of wide expanse are straight without stiffness, or droop with a soft irregular line, longer at one side, and are worn at an angle that is exceedingly becoming. These add finish and charm to the beautiful and feminine frocks that are at the very peak of the mid-season mode. Small hats that are ideal for daylight dining and dancing are mere gestures, and straw mesh is used a great deal. The hat of medium size is found by some women to be more becoming and more convenient for general wear.

Models in a diversity of styles are arriving from Paris in time for the season at the fashionable watering places and social centers. One of the successes of the Agnes collection is a

large shape of black organdie faced with pink.

Low-End Kitchen Items Wanted.

Sustained pressure for low-end merchandise in the kitchen utensil field has resulted in the development of a number of new items designed to appeal to the large stores. The call for low-end goods from consumers, manufacturers point out, has been so strong that one large establishment is offering 10 cent items in the kitchen goods department for the first time. Two articles reported exceptionally active in the 10 cent range this week are a bottle opener and a new type lemon squeezer. The former, adapted from an imported article which retailed at \$1.50, is being ordered in volume. The lemon squeezer, developed in the domestic trade, utilizes a perforated metal rod pushed through the lemon, and eliminates the need for cutting the fruit.

Trade at Odds on Chinaware.

The first contingent of china and glassware buyers seeking Fall sales merchandise arrived in the New York market last week. Most of the buyers have placed only a limited amount of business to date, claiming manufacturers are unwilling to supply desirable goods at the price levels which will prove conducive to Fall trade. Producers, on the other hand, contend that the peach-color dinnerware, which most of the buyers are seeking for sales, is still an active item in regular merchandise and will continue in normal demand without price slashing. Most of the stores are retailing sets between \$7 and \$10 and are anxious to reduce the figure to between \$5 and \$6 in their coming sales.

Makers of \$6.75 Dresses Organize.

Organization of manufacturers of \$6.75 dresses was completed at New York last week at a meeting held at the offices of the Associated Dress Industries of America, and presided over by M. Mossesohn, executive chairman of the association. The formation of the group is an attempt to stabilize the trade and to resist the efforts of buyers to seek garments in this range at prices as low as \$6.25 and even \$5.75. The manufacturers intend to stress the fact that the best possible values for the price will be offered by them, from the point of view of quality, workmanship, style and materials. Meetings will be held

at least once a month at the offices of the dress association.

Demand For Linens Reaches Peak.

The current heavy demand for linens for the apparel trades has resulted in importers experiencing their most active season in years, according to comment in the trade. While dress goods have provided the bulk of the activity, men's suitings have also been in exceptionally heavy demand to go into suits in practically all price ranges. White and off-shades of white are most favored, with the pastel shades receiving very little attention. In line with the vogue for linen frocks, linen millinery has also stepped into favor. Cloth for handbags and shoes is in strong demand and in some instances deliveries are difficult to make. While call for linens for household use has declined, the widening of other markets has offset this drop.

Premium Trade Signs New Accounts.

Demand for premiums offered by manufacturers in connection with the sale of foodstuffs fell sharply in the last two weeks. The decline, attributed to seasonal trends, is partially compensated for by plans of some confectionery producers to enter the field this year for the first time. A manufacturer of a nationally distributed ice cream confection has added premiums to increase the sale of his products, and others are reported ready to follow suit. Grocery product manufacturers have suspended their premium offerings for the Summer, in many instances, but are reported intent upon reviving them in Fall sales campaigns.

May Delay 1932 Swim Suit Lines.

There is a possibility of delaying the opening of the 1932 bathing suit lines until late October or early November, in contrast to an opening date in the middle of August last year. It is thought that jobbers will not be willing to operate until after the first of next year, and some agents see no use in going on the road with goods in August and then repeating the trip in November. The early opening last season contributed partly to the weakness in prices, as the failure of jobbers to place any orders resulted in some mills cutting prices to bring in business. Agents wish to avoid a repetition of that occurrence this year.

To get along, be alone often with your thoughts.

LARGE NEW YORK STORES

REPORT 40% INCREASE OVER LAST JUNE BECAUSE they are taking full advantage of the opportunity of buying at low prices and selling accordingly.

YOU CAN DO LIKEWISE

Messrs Farley and Manni have just returned from market where they bought lots of bargains such as:

Printed Dimity -----	9c yd.	Voiles -----	13 1/2 c yd.
Printed Batiste -----	12 3/4 c yd.	Vat Prints -----	10c yd.
Commercial Prints -----	7 1/2 c yd.	Overalls -----	\$6.75 Doz.
Work Shirts -----	\$3.75 Doz.	Rayon Bloomers -----	\$2.00 Doz.
Vat Wash Dresses -----	\$4.75 Doz.	Dress Shirts -----	\$4.75 Doz.

And Hundreds of Others. See our Salesman or visit us.

We will gladly show you how to advertise and increase your business the same as we have helped others—no charge.

C. J. FARLEY & COMPANY

Wholesale Only — Dry Goods and Silk Dresses
Cor. Commerce & Weston Sts., Grand Rapids

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 Great Game of Give-Away.

At this time most of us are planning our July clearances. Before going further with our plans let's consider what happened in one department store last winter.

The back office gave its customary orders to "clean out all last season's merchandise in the January sale." So the merchandise man called in the new head of the shoe department.

"We want a complete clearance, Mr. Shoe Man. Put a \$5.85 price on everything but the soundest staples. Look at the big week last year you must beat! And two weeks later we'll clean out what's left at \$3.85."

A couple of days afterward the shoe man returned. "The shoe department has made some money the last five months," he told the merchandise man, "but the markdowns you suggest will wipe out every bit of it, and more.

"Give me a chance. I find, on looking over the stock, we can probably get regular price for one-fourth of those shoes, \$7.85 for an equal number, leaving only about half of them to be cut to \$5.85. They might not sell so fast but we would take in enough more money to salvage some profit for the season."

The merchandise man objected, "But you would be slowing up your clearance and your turnover—a fatal thing, as we have learned in millinery and ready-to-wear. Remember the first loss is always the least loss."

"I'll admit," the shoe man answered, "that department stores have taught the shoe trade all it knows about turnover. But I contend that during the past two years department stores have been making gods out of turnover and volume—immediate volume, I mean—at the expense of the more important factors of net markup and net profit.

"Many shoe stores have fallen into that same style of merchandising without sufficient thought to the consequences. I may be wrong but if it comes to a choice between markup and turnover, I'll take the markup and then strive for the turnover through some other merchandising appeal than price, price, price.

"Markdowns have only one purpose—to prevent greater markdowns later on. Therefore if the first markdown is greater than a later one would have to be, it is an unnecessary loss. That is bad merchandising.

"Anyone who attempts to merchandise shoes at the same speed as he does coats or millinery will be forcing them to death all year round. Shoes have a longer season. There are only a few materials that are strictly winter or summer propositions. Most of our materials now overlap the seasons.

"For that reason the markdowns in women's shoes will run from 7 to 9 per cent. as against 12 to 18 per cent. in ready-to-wear. Our turnover is correspondingly slower.

"Why should we shoot our markdowns up to match ready-to-wear's

simply that our turnover should equal theirs?"

The shoe man finally prevailed, and the shoes were priced in the sale on a style basis, as judged by the shoe man, rather than on a calendar basis, as planned by the merchandise man.

When February first came the merchandise man suggested it was time now to clean out at \$3.85 all that remained of the \$5.85 lot. Again the shoe man persuaded him to drop the idea of a big \$3.85 sale. The best of the \$5.85 shoes were put back in regular stock at \$6.50 and \$8.50 with a 50 cent P. M., and only the poorest sold at \$3.85. At the same time the worst of the \$7.85 lot were changed to \$5.85, while the best were held up and P. M.'d.

A final accounting was made March 10, showing they had actually taken in a little over a dollar a pair more than they would have under the group-them-all-at-one-price-for-quick-selling policy.

It's the age old problem of whether it is better to take less in a hurry or more in the long run. And the answer always depends on how much more you will get and how long it will take to get it.

It would be folly indeed to suggest we should forget entirely the slogan: "The first loss is always the least loss." But it is common sense to apply that slogan only where it belongs.

This July is going to be different. Circumstances compel it to be. In former years we built up a reserve the first five months of a season. Then when July came we threw on a big markdown clearance sale with alarming nonchalance.

But this July has no plump profit reserve on which to lean. It must, if possible, stand on its own feet.

The retail shoe trade is going to clean its shelves as usual, but an unusual amount of merchandising common sense will be shown in planning the event.

There will be less effort to beat last July's volume and more stress on beating last July's results.

We have been told on all sides that even if we must take a loss it is good business to sell goods quickly so we may reinvest that money. The statement is true as ever—at times.

We are always optimistic. We are sure as can be that the second investment will be better than the first. Maybe so; maybe not.

This July, before slaughtering our first investment, let's make sure its profit possibilities are exhausted. Anybody can give shoes away. But the good merchandiser will squeeze every possible dollar out of his present stock, rather than give it away to get at the greener grass across the river.

Meaning what? Instead of a grand clean-'em-out gesture, he will go through his stock carefully, line by line, almost pair by pair. He will view this summer's stock through next fall's specs—and value it accordingly, not giving away a single unnecessary dollar.

To be specific, what makes style in shoes? Three things, material, pattern, last. At present there are no radical changes in sight for lasts and patterns. Present types will hold over.

The main problem is materials.

These divide themselves at once into three classes from next Fall's standpoint—good, medium and bad.

Good: Black kid, brown kid, patent, satin, some reptiles, some sports.

Medium: Blue, some reptiles, some sports.

Bad: Beige, white, high colors, linen, some reptiles, some sports.

Many shoe men claim the popularity of black kid is restricting the style element in shoes. Possibly so. But the black kid situation is certainly a bright spot so far as this July is concerned.

This big section of stock will not be compelled to take the customary slash in price. Consequently greater efforts can be put behind the really "bad" items—from fall's standpoint—the strictly summer shoes.

The great test of a shoe merchant's judgment and ability is this question of whether to throw certain shoes out for immediate slaughter or hold them for more money. Such decisions hinge upon his merchandising instinct and his sense of style values.

Let no one misconstrue this as a plea to "hang on" to shoes that should be cleared out. It is, rather, an appeal to your better judgment to "hang on" to every dollar's worth of possibilities in your present stocks.

If you have a \$10 line to be cleaned out it is folly to sell them at \$5.85 if they will bring \$6.85. But, before you price them \$6.85 look at them carefully to see if they will bring \$7.85.

Every extra dollar you get for your present stock increases the net profit on Dec. 31 by exactly 100 cents. Expenses get no share of that extra dollar; it is clear velvet.

If they don't bring the first price you can always come down. But once you sell them for less than you might have gotten, nothing can bring back the extra dollar you gave away.

Clean out your stock! Yes, but don't clean out yourself in doing it.—Murray C. French in Boot and Shoe Recorder.

Men's Shoe Reorders Disappointing.

Although reorders for men's shoes from independent retailers are appearing consistently, the volume of business currently placed continues disappointing. More and more these small stores are feeling competition from the chains, which, when business lags, are enabled to reduce prices drastically and move goods. Fall lines will be opened by the leading manufacturers within the next two weeks.

Fall Spreads To Open July 14.

Leading lines of Fall bedspreads will be formally opened about July 14, with prices averaging somewhat under the Spring ranges. The delay is attributed to the fact that some of the large buyers who showed willingness to operate at this time last year will not be in the market for another month. While many of the new ranges are already prepared and are available for showing to buyers, little interest has as yet been evinced in them. Rayon styles are again expected to be the featured numbers for Fall, although numerous cotton spreads will be included in the new offerings.

The most priceless thing under the sun is a human soul. We can all have one—our own.

TORSON SHOES

Going Ahead
in 1931

Creating Sales and Profits
for Alert Merchants



\$4.00 - \$5.00 - \$6.00

Torson Arch Shoes

For Men
\$6.00 and \$7.00



Nationally Advertised—\$4.50

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

HEROLD BERTSCH SHOE CO.

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

Save On Your Insurance

By Placing It With The

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

LANSING, MICHIGAN

Mutual Building

Phone 20741

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

Second Vice-President—A. Bathke, Petoskey.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

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

Advantages Grocers Now Have Over Fifty Years Ago.

Grocers always are advised to avoid politics. Funny idea, that, since politics, whether local, state or National, come right home to each of us. Indeed, our present dizzy uncertainty about where we are headed as a people, supposedly self-governed, arises largely from just such notions—childishly cowardly doctrine that it is.

Soldiers' bonus began as a grab. As time passes it gets worse. The latest move is simply one dip into your pocket and mine, and we can expect periodical recurrences of the same as long as we stand aside and let minorities rule. National Grocers Bulletin editorializes on this with a characteristic straddle from which I defy anyone to learn the editor's opinion—if he has any.

Let no man deceive himself. He cannot stand aside without suffering in his own welfare and that of those who follow after him, grocers or no grocers. Want a hint on this? Here it is: Fifteen Republican senators voted against this bill. Four of these go out of office in a few days. A fifth is not a candidate for re-election. Four more have just been re-elected or elected for six years. None of these had to think much of vote pressure on themselves—nine out of fifteen.

That's perfectly terrible, of course, for senators, but in what respect does that action differ from that of grocers who take no vigorous part in the job of self government? About time we revised such fool notions.

And for how much longer will grocers waste effort on legislation to curb chain store growth? Well, just as long as it is "good politics" for cheap attorneys to cater to such notions. Even the cheapest among these knows that no such law can be made to stick, while those of higher intelligence know that nothing could be more dangerous to our institutions than such a law if it could be made to stand. We do not enlarge our own opportunity by curtailing the liberty of others.

Let grocers who want to progress in real accomplishment get from National Canners Association a list of questions asked by housewives about canned foods and be prepared to answer such questions. A grocer who can do that advances his right to call himself a true purchasing agent for his people. And once he has mastered this lesson—which will send him for many hours to the reference shelves of his local public library—his vision will be so widened that he will find plenty of employment positively advancing his own calling without wasting further time on destructive effort against organizations which can progress always just as he can: by adequate performance—not otherwise.

Men who reminisce should verify dates. Fifty years is half a century. To most of us that is quite some time, but one must be careful. H. W. Demar, St. George, New Brunswick, writes recollections partly thus of alleged conditions fifty years ago:

"Sugar came in casks, 1500 to 1800 pounds, and had to be transferred to barrels. Most tea came from China. There were no handy paper bags. Soap came in boxes of sixty pounds, twelve bars of five pounds each or sixty one pound bars. Store lighted with oil lamps kept open six nights per week."

I think Mr. Demar should have revised his dates to at least sixty years ago. For my own experience goes back to 1877, fifty-four years ago last February, and it began in the little city of Watertown, Wisconsin, transferred to Madison in 1878. Already we had granulated sugar as now, except that we did not have varying grades of fineness, and it came in barrels. Tea was mostly from Japan by that time and that preference prevailed for more than twenty years thereafter. Paper bags came in 1880 or 1881—fifty years ago. In my early experience I heard of old-fashioned bars of laundry soap, but I never saw one. I was told how formerly those bars were cut to order, and a joke direction to an old-time clerk read: "If you want to cut a bar of soap, take the ham knife: it won't hurt the soap." But the word bar in my time was what it is to-day: a survival of an obsolete condition. The molded cake did not come in for a time after 1880.

The only casks we had were of Turkish prunes, from what we now know as Serbia. Those weighed 1600 to 1800 pounds each and the fruit had to be worked out with a fruit augur. Oil lamps were our light and evening work institutional. We worked much harder and for longer hours, but we did not have half the care that the grocer of to-day must have, because our stock was virtually all imperishable and limited to what would to-day be regarded as simple staples.

Already enlightenment began to penetrate. We kept open until 9 o'clock every night, but no longer on Saturday nights, as our neighbors then generally did. We were the first to inaugurate 8:30 closing and, after two years of that, 8 o'clock. That we did alone with no agreement among grocers, and we stayed by that until the modern custom of evening closing became general. We also pioneered on Sunday closing in place of being open half the day, as all grocers then did.

Then, as now, some grocers knew their groceries. We knew ours with a thoroughness certainly not common to-day. Others, then as now, knew little about the fundamentals of their business from any angle. There is just as much opportunity to-day for the grocer to know his business, and it is a more intricate, extensive and interesting business now. The grocer who knows his groceries in 1931, like him of 1881, is the man who is most certain to progress and make money.

Advertising is a great force, look at it anyway you like. But every day I am more firmly convinced that radio advertising is bound eventually to peter (Continued on page 31)

Rademaker-Dooce Grocer Co.

Distributors

Bouquet Tea

Fragrant Cup Tea

Morning Glory Tea

Finest Packed

Build up your goodwill with the big red heart!

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

W. R. Roach & Co.
Grand Rapids



HEYBOER'S

DUTCH TWINS

Made by

America's Largest and Oldest Independent

SUGAR WAFER

MANUFACTURER

Holland-American Wafer Company

GRAND RAPIDS, MICH.

PUTNAM'S

RITE 'N SITE 19c PACKAGES

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

We have an attractive offer for a display.

PUTNAM FACTORY

NATIONAL CANDY CO., INC.
GRAND RAPIDS, MICHIGAN

MEAT DEALER

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

Feature Ready-to-Serve Meats For Summer Months.

The summer season presents retailers of meat with a real opportunity in the form of ready-to-serve meats. Housewives like to prepare meals which require a minimum of effort when the weather is warm, and meats which can be served without cooking offer the ideal way to satisfy their demands for this kind of a product.

There is no summer meal more attractive than one featuring sliced ready-to-serve meat, a salad and a cool refreshing drink. Yet the enjoyment of a light summer meal can be ruined completely from the standpoint of the housewife if she has found it necessary to spend a great deal of time and energy in its preparation.

Nothing could be more simple to feature in a meal than ready-to-serve meats. They can be sliced for use in sandwiches, or served on a platter with such a food as potato salad. Ready-to-serve meats are ideal for picnic lunches. They can be carried easily, either in sandwiches or as a separate dish.

Ready-to-serve meats are high in value. They are rich in protein, and many of them, such as liver loaf and liver sausage, contain vitamins in appreciable quantities. They are practically 100 per cent. food, as there is almost no waste. There is a style and flavor to suit every taste, and some styles such as bologna are almost universally liked.

From the point of view of the retailer, ready-to-serve meats are profit makers. They require only a small investment, and can be held for a considerable period with little shrinkage. Many of the meats are sold in one piece just as they come from the packer, so they do not need to be handled to any great extent by the retailer. If the meats do have to be sliced or cut in other ways for resale, it is a very simple matter, for there is no bone or other waste in most ready-to-serve meats. The meats can be priced easily and in such a way that the retailer can be sure of his profit, for he can know exactly what his cost is on any order which he may sell.

Ready-to-serve meats can be displayed in a most attractive manner. Meats such as liver sausage, bologna, or luncheon specialty are very pleasing to the eye when arranged in the display case against a background of green foliage. Sausage which is packed in a small casing, such as liver sausage, should be cut in such a way that the largest possible amount of the meat inside the casing is visible. Meats such as luncheon specialty, which are packed in larger casings, can be sliced straight through at right angles with the length of the casing.

Retailers who make an attempt to build up their sales of ready-to-serve meats usually find that they are well repaid for their efforts. There are many ways in which dealers can em-

phasize the merits of ready-to-serve meats to their trade, as, for example, letters to their customers, mention of these meats in their newspaper advertisements, cards about the store, and attractive window displays. There is an additional definite market for ready-to-serve meats over week-ends during the summer because of the large number of people who spend Sundays away from their homes. If a retailer uses direct mail advertising to his customers, the letters should be sent so that they will arrive on Thursday or Friday, when the housewife is thinking of what she will be doing over the week-end. Mention of ready-to-serve meats in newspaper advertising should be timed the same way.

Many retailers have increased their volume of sales substantially during the summer months by giving special attention to ready-to-serve meats. These products present a market into which any dealer can enter to advantage.

John Meatdealer.

Rapid Rise of Osceola County Boy.

A story of pluck, energy and success that sounds more like fiction is brought out in the announcement recently of the appointment of Ralph L. Smith, to a vice-presidency and production manager of the National Biscuit Co., with headquarters in New York.

Mr. Smith, who was born and grew to manhood in LeRoy, never graduated from a high school, having left school while in his junior year. When he went out into the world he realized what he had missed by not continuing his education. But he was not to be outdone so he took up a correspondence school course and also attended the military academy that was formerly located at Orchard Lake.

When he was about 20 years old he took a position as office boy with National Biscuit Co. at a branch in Detroit and in thirteen years he has become manager of that branch. During the past ten years his rise with the firm has been rapid. He first left Detroit to go to Chicago and then in succession was made manager at Cleveland, Boston, St. Louis, Pittsburg and when he received his call to New York headquarters to be notified of his last promotion he was stationed at Toronto, Ont., in charge of the company's Canadian business.

While Mr. Smith's new office will be located in New York City his position will take him all over the United States and Canada and even to parts of Europe.

Mr. Smith is the son of the late Frank Smith, who for years was prominent in Osceola county affairs and at the time of his death nearly twenty years ago owned and conducted the Smith Hotel and general store at LeRoy. He is a brother of Ray Smith, who owns gas stations in Cadillac and LeRoy.—Reed City Herald.

Sincerity is the very foundation stone of true friendliness. It is also a human trait that is hard to counterfeit, as the sincere friendly impulse comes from the soul of a man and not from the calculating mind. Think kindly and friendly thoughts. If you have a heart and a soul, why be ashamed of them? Bring them into

the shop, the office and your daily life. The hand may be cunning, and the head may contain the brain that can conceive the most brilliant thought, but every good and worthy impulse comes from the heart. Strengthen your faith in men, think kindly of them, believe that they are your

friends, and in the long run they will be.—Raymond Congreve.

No one has yet invented a cheap article at a low price that could keep the purchaser convinced of its economy after it has gone through the test of actual service.

GRIDDLES — BUN STEAMERS — URNS

Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

Lily White Flour

THE FLOUR THE BEST COOKS USE

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

Valley City Milling Co., Grand Rapids, Mich.

Rowena Yes Ma'am Graham
Rowena Golden G. Meal
Rowena Pancake Flour
Rowena Buckwheat Compound
Rowena Whole Wheat Flour
Rowena Cake and Biscuit

PARCEL FREIGHT SERVICE

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

NORTH STAR LINE, INC.

R. E. TIMM, Gen. Mgr.

Crathmore Hotel Station,

Phone 81138

Grand Rapids, Michigan

VINKEMULDER COMPANY

Grand Rapids, Michigan

BRANCH AT PETOSKEY, MICH.

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



Rusk Bakers Since 1882

Leading Grocers always have a supply of

POSTMA'S RUSK

as they are in Demand in all Seasons

Fresh Daily

POSTMA BISCUIT CO.

GRAND RAPIDS, MICHIGAN

EGGS - EGGS - EGGS

WE BUY — WE STORE — WE SELL

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

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

KENT STORAGE COMPANY

GRAND RAPIDS

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

HARDWARE

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

Suggestions For the Hardware Dealer in July.

The hardware dealer's slogan in connection with the July trade should be: "Push—and keep on pushing."

Timely goods should be pushed hard. More than that, they should be pushed hardest while the season is still young. With general conditions as they are, it takes a good deal of selling to make sales; and it is more than ever sound policy to clean up your stock as completely as you can, and leave the absolute minimum of hot-weather lines to be carried over to next year.

One fact should be kept constantly in mind. The longer the summer goods stay unsold after the hot weather arrives, the harder it will be to clear them out.

The first hot spell is the best time to sell a refrigerator or an ice cream freezer. These, and other hot weather lines, can be pushed to advantage for a while after the first hot spell. But when summer is half through, the salesman, in nine cases out of ten, will run up against the familiar argument:

"It's too late in the season, we really won't get much use of it this year. It seems hardly worth while to buy now." And the prospect is quite likely to add the dog-eared and moth-eaten argument, "Anyway, things may be a whole lot cheaper next year."

To meet that sort of objection, and to clean up your stock, you will have to offer price concessions. So that, as far as seasonable goods are concerned, the time to push them is while the season is still young.

The camping out season, which opened with the first touch of really warm weather, is now near its height. July is a good time for the hardware dealer to bid strongly and effectively for the camper's trade. And this term now includes a wider range than it once did—not merely campers, but summer cottagers and motor tourists, and, in fact, all those varied classes of people who like to spend their summer holidays in the open.

With the shrewder class of dealers, this summer's "camping out campaign" represents the climax of an effort that has been steadily under way since last winter. For example: last winter a dealer I know laid his plans for the large trade—the orders for big tents, portable summer cottages, etc.—and then and there commenced a campaign of education, working with a carefully selected prospect list. A few of these large items may be called for and sold at any time; but the bulk of such business has to be worked up. This is something for the dealer to remember in his plans for 1932.

The lesser camping-out accessories are, however, bought and sold on short notice. A large proportion of the campers have not left town, or even outfitted yet; many will not leave until August. Now is the time to bid for their business.

There are two phases to selling these lines. First, there is the general selling campaign, carried on through the

medium of newspaper and window advertising. Then there is the specific appeal to the individual prospect through circular letters and personal canvassing. For the latter purpose, have a well-selected mailing list and send out circular letters and advertising literature, giving some idea of what a well-equipped camper should have, and proffering your services as advisor in such matters.

Of course, the extent and nature of the camping outfit depends on the locality. The big item is the tent; which, with some customers, can be replaced by the portable house. Then a camp stove is needed; an oil or gasoline stove is convenient. If the party plan to rough it and cook over an open fire, sell pots, pans and incidental equipment. Can openers are vital to successful camping. So are lanterns, or pocket flashlights. Every camp in the woods should have a hatchet.

For summer cottages, different lines are of course required.

Appealing and often unique displays can be contrived of these lines. Your window displays should suggest the open, and not be limited to a mere prosaic showing of the goods. Set up a miniature tent, a camp fire with tripod and kettle, a canoe pulled up on the beach—put in a dummy figure if you can get one—these items add the realistic touches for which the wide-awake window trimmer is always striving.

A camping-out display should be planned, not merely to show that you are selling certain goods, but to inspire the city or town dweller with an eager desire to get back to nature for a week or two.

Similar colorful methods can be used to push the sale of other hot-weather lines. Hammocks, garden seats, veranda swings, etc., can be featured in your July displays. Unless good prominence is given these lines, they are apt to be overlooked by the customer. To see a thing is to want it; not to see it is to do without it. And the customer who does not see the article early in the summer is apt to postpone buying until late in the season, and that inevitably means a further postponement until next year.

Put the hammocks, lawn seats and other hot weather accessories where people cannot escape from seeing them. Advertise them in your newspaper space, and give them a fair share of window display.

In July the merchant should give his attention to one or two items outside his actual selling. It is not the easiest thing in the world to take on more work than absolutely necessary in the hot weather; but these outside items merit attention.

For one thing, some time should be devoted to planning your fall trade. Your fall stove campaign in particular calls for careful preparation. Review your prospect lists, and get a fairly definite idea what line of effort you intend to follow. The work you do now will prove its value when fall trade begins to pick up.

Then, too, during July the hardware dealer should make a good onslaught on his collections. The books should be gone over carefully, and all long-standing accounts given special atten-

tion. There are some that can't pay. There are others who can't pay all they owe, but should pay something. And there are still others who can pay, and should be made to pay. Normally, long-standing accounts call for strong measures. This year the individual accounts should be given careful scrutiny, and the appropriate measures taken in each individual case.

It is essential that the accounts be gotten into as good shape as possible before the fall season opens. Therefore, give them your attention now.

More than that, watch your new credits carefully; and keep a close check on them. This is not a time to grant unlimited credits, or to allow slow pay accounts to accumulate. It is better to sell a little for cash or prompt pay than a whole lot where you will never collect. If the easy money conditions before 1929 have led you into a habit of careless credits, now is the time to check yourself sharply and to adopt safer and sounder methods.

In the next two months, bargain sales will be effective in keeping business moving. There are numerous broken lines, and lines that have not caught on, which it will be wise to clear out completely. Sacrifice prices may be necessary; but the money now invested in these lines will be a great deal more useful to you in ready cash. There is no better way of getting rid of this slow-moving stock than by a big midsummer sale.

If you put on a clearance sale, however, a bargain week, or anything of that sort, make it worth while. Make it snappy and arresting in quality. Feature some real bargains, and let customers be under no misapprehension as to what is a bargain article and what is not. It creates a bad impression to have your store quote a so-called bargain price when the same article can be bought almost anywhere at the identical price.

A sale is, however, a matter for later in the season; though it should not be left too late. Don't wait until the cold weather is approaching to clear out the last of your hot weather lines. Customers like to get a few weeks' use out of a hammock or refrigerator, even if they do get it a few cents or a few dollars cheaper than if they bought at the beginning of the season.

It is good policy, in your sale, to select a number of striking "features" or "loss leaders" on which drastic cuts can be made; with less drastic shading of prices on the balance of your hot weather lines.

Just now you can reduce the quantity of left-overs by pushing the timely goods while the season is still relatively young. Display these lines prominently, feature them, and push your selling efforts now. Pushfulness early in the season will enable you to turn over the bulk of your seasonable stock at a right price and a fair profit.

And keep up your business courage. The normal hot weather tendency is to exclaim, "Oh, what's the use?" and to slacken effort. That is a mistake. If you need a holiday, and want a holiday, then take a holiday. Get away from the business entirely for a few weeks. But while you are in the store, carry on the very best way you know how. Push your immediate selling effort—plan intelligently and aggressively for the fall trade—and as you go along, skillfully adjust yourself to changing conditions.

Victor Lauriston.

"You Go To Your Church—"

An exchange tells the story of the young girl about to be married, who told her young man that she had a confession to make. He told her to go ahead. "I think you ought to know, I am a confirmed dyspeptic," she said. "That is perfectly all right with me," he said. "You go ahead and go to your church and I'll go to mine."

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SHEET METAL ROOFING AND FURNACE SUPPLIES,
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CONDUCTOR PIPE AND FITTINGS.

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Michigan Hardware Co.

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GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE

The "Get There First" Collection Method.

"First come first paid," is the policy generally prevailing among the rank and file of retail store credit customers. Credit managers recognize this fact, but most of them don't know exactly what to do about it. The rub comes in getting there first at the psychological moment, the p. m. being immediately after the customer in question has received his weekly, twice-a-month or monthly pay check.

If, as is likely to be the case, the customer has several accounts to pay out of one pay check, and if, further, he has overbought on his credit, some creditor or maybe several of them are going to be left holding the proverbial sack until the ensuing payday, unless the debtor is contacted promptly on payday.

It seems that the logical thing for any store granting credit is to find out when that credit customer gets paid. This can be easily accomplished at the time application for credit is made. In the course of questioning the store manager can casually ask as to when the customer's employer pays his employes, making it as impersonal a question as possible. This is so that the customer will never realize that arrival of a bill or of a collector on payday is anything more than a coincidence. If he does he may resent it, and this is disastrous where the customer really is prompt in making payments, and he might cease trading with the store because of seeming overzealous collection methods.

This information should not be noted on the credit card until after departure of the customer. Then the card should be so indexed that this day of the week or date of the month will automatically show up in the files a day before pay day.

A statement should go out the evening before pay day so that it will be received the following day by the customer.

This may seem to be revolutionary to those concerns which have religiously billed the first of the month, but it will prove far more effective, and after all that is what bills are mailed out for—to get in the cash promptly. To realize this plan's practicability all a store manager needs to do is to recall the percentage of his customers that voluntarily come in and pay their bills on pay day, indicating that this also is the time to strike with those prone to be lax.

To show how this collection plan works let's take an example. If, for instance a customer is paid on the 10th and 25th of the month, it naturally follows that a bill sent out the 1st of the month will arrive five or six days after one pay day and ten days ahead of the next. If the customer is an average person, he will be in no position to pay that bill upon presentation. At least, his ability will be minimized. Other creditors, likewise employing hit-or-miss collection methods, in sufficient numbers will have contacted the customer first and depleted his pay check.

If it is sound to adapt selling methods to meet personal requirements of individual customers, and no one will gainsay that, then it is equally sound to adapt collection methods to meet

those same personal requirements of individual customers.

As time goes on the store manager will discover that he has pay day information on virtually every large and small concern in the city, so that he will seldom need to ask this leading question, anent pay day.

Aside from the fact that it will increase collections and lower ultimate collection losses, as well as largely do away with second and third billing costs, this plan will also create more good will for the store. Not a few customers are lost to stores because the customers are so chronically behind in payments that they become resentful to repeated and high-pressure collection methods made necessary by their own delinquency. So long as credit continues to be easy to get, the average person is going to over-buy, and just so long will this honest-intentioned type of customer harbor ill-feeling against those he can't pay promptly. This plan fosters prompt payments to stores adopting it so that, irrespective of the customer's credit standing with other firms, he will rate A-1 with the house using this method. Ergo, less customer turnover.

Harold J. Ashe.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 10.—On this day was held the first meeting of creditors in the matter of Garrett Galombeck, individually and doing business as G. & M. Market, Bankrupt No. 4496. The bankrupt was present in person and represented by attorneys Turner, Egle & Cochran. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids was appointed receiver, and his bond placed at \$1,000. The first meeting then adjourned without date.

June 15. On this day was held the first meeting of creditors in the matter of Andrew J. Balkema. The bankrupt was present in person and represented by attorney P. A. Hartesvelt. Creditors were present in person. Claims were filed only. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date. The trustee was directed to investigate the value of the assets over and above liens and report.

In the matter of Hector J. Spaulding, Bankrupt No. 4524. The first meeting of creditors has been called for June 30.

In the matter of Chauncey C. Miller, Bankrupt No. 4494. The first meeting of creditors has been called for June 30.

In the matter of Roscoe Stapleton, Bankrupt No. 4517. The first meeting of creditors has been called for June 30.

In the matter of Robert L. Wheeler, Bankrupt No. 4518. The first meeting of creditors has been called for June 30.

In the matter of Bert W. Hill, Bankrupt No. 4482. The first meeting of creditors has been called for June 29.

In the matter of Joseph Edward Durbin, Bankrupt No. 4481. The first meeting of creditors has been called for June 29.

In the matter of Floyd M. Bassett, Bankrupt No. 4516. The first meeting of creditors has been called for June 29.

In the matter of Henry Predum, Jr., Bankrupt No. 4511. The first meeting of creditors has been called for June 29.

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 first meeting of creditors has been called for June 29.

June 15. On this day was held the final meeting of creditors in the matter of Walter Bergman, Bankrupt No. 4296. The bankrupt was present in person, but not represented by attorney. The trustee was present in person. One claim was proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as the fund on hand would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

June 18. We have to-day received the schedules, reference and adjudication in the matter of Richard J. Eldred, Bankrupt No. 4534. The bankrupt is a resi-

dent of Paris township. His occupation is that of a clerk. The schedule shows assets of \$150 of which the full amount is claimed as exempt, with liabilities of \$521.65. The first meeting will be called and note of same made herein.

June 19. We have to-day received the schedules, reference and adjudication in the matter of J. Howard White, Bankrupt No. 4535. The bankrupt is a resident of Harvard, and his occupation is that of a farmer and carpenter. The schedule shows assets of \$305 of which the full amount is claimed as exempt, with liabilities of \$2,331.85. The court has written for funds and upon receipt of same the first meeting of creditors will be called. In the matter of Carl B. Orwant, doing business as Orwant Jewelry Co., Bankrupt No. 4192, the adjourned final meeting of creditors was held May 27. The bankrupt was not present, but represented by attorney Joseph E. Gillard. Creditors were present by attorneys Hilding & Hilding. The trustee was present in person and represented by attorneys Dunham, Cholette & Allaben. Claims were proved and allowed. An order was made for the payment of expenses of administration and preferred claims to the extent of the balance of funds on hand. Secured 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.

This Electric Age.

Customer: Mrs. Jackson has a most magnetic personality, hasn't she?

Grocer: Yes, everything she carries out of here is charged.

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Service Distributor
Eskimo Creamed Cottage
Cheese.

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Flavor."

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Phone 64-929

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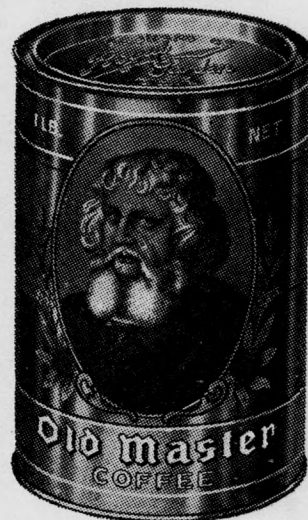
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HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Los Angeles, June 20—And now comes the news to me to the effect that E. S. (Ernie) Richardson, has sold his Lansing property, Hotel Kerns, to William G. Kerns, its former operator, an individual well known in his Michigan connections, through his acquaintance with the hotel fraternity and a horde of commercial men. He has already taken possession as its manager, while his stepson, David Monroe, who has, for some time, been connected with the Graham-Paige Corporation, Detroit, will be his assistant. Mr. Kerns operated the hotel until about eleven years ago when he sold it to Mr. Richardson, but it seems that he has had an ambition for some time to re-enter the business, and what more natural than to secure possession of property with the growth of which he was so intimately connected. The Kerns is a fine property, has upwards of 300 rooms, and has always catered to the commercial trade, with which it has ever been extremely popular. Mr. Kerns has always owned the realty of the Kerns, Mr. Richardson holding a lease and owning the furniture. Prior to building an addition in 1908, it was known as Hotel Wentworth, changing over to the Wentworth-Kerns, and afterward to the Kerns, by which it is now known. It is said that Mr. Richardson has no plans for the immediate future and will reside in Lansing for the present, but I well know Mr. Richardson and his live-wire son-in-law, Richard (Dick) Murray, and am here to tell you that their absence from the field of activity, judging from past performances, will be very brief. Mr. Richardson became associated with Michigan hotel interests in 1906, when he took over the Albion House, at Albion, which he operated for five years, going from there to Benton Harbor, where for eight years he operated Hotel Benton, Hotel Whitcomb and the Edgewater Club at St. Joseph. He moved to Lansing in 1920, purchasing the lease and furnishings of the Kerns, and during this period was ably assisted in the details of operation by Mr. Murray. A short time ago I had occasion to say a few nice things about both of these individuals, for they have been personal friends of mine for some years, and I trust I shall have the satisfaction of doing something more along that line very soon, my only reservation is that it shall be in connection with Wolverine activities. And I know hundreds of fellow operators who will await developments with much interest.

A noted film head says that advertising on the screen is not fair to the audience. He even goes so far as to say that his firm will no longer make pictures subsidized by commercial advertisers. His pictures ought to be popular. Radio advertising comes under the same category. The chairman of the Federal Radio Commission recently implied that some broadcasting licenses are likely to be revoked on account of the overload of commercial advertising. Personally I think that excessive advertising of this character creates a prejudice against the advertiser and his wares. But, after all, more money is wasted on advertising even in the legitimate channels because the advertiser does not know how to approach his public, or how to reach them through the proper channel. The hotel man, as a rule, for instance will usually be found patronizing a journal which reaches hotel operators only, overlooking the publication which circulates among the classes most desirable as patrons. Naturally the radio world must have revenues for keeping up their broadcasting efforts of an entertaining feature, but

there is an absence of artistic effects in the most of their paid announcements.

Sir Hubert Wilkins will probably get to the North Pole in his exploring submarine, then all that will remain for him to do is to dive under the ice and come home again. What's it all about anyhow? After all the tragedies, lying and wholesale deception in connection with all these explorations, what benefit have the professed results been to the world at large? So far as we all know the Pole itself is a myth, and the benefits of the discoveries chimerical.

Mrs. A. J. Simpson, owner of the Emmet House, Harbor Springs, announces that her hotel will be operated as usual this season. Her son, H. L. Simpson, will assist her in the management of the hotel, which for many years has been a popular institution. For a while it was operated by W. L. Cartwright, who for some years past has had the management of the Ramona Park properties at Harbor Springs.

At the midsummer meeting of the Michigan Hotel Association held at Hotel Harrington, Port Huron, last week, a hotel operator's code of ethics, similar to one recently adopted by the Ohio Association, was the subject for principal discussion. Pil. A. Lins, president of the Ohio organization, well known to Michigan operators, spoke at length upon the proposition, explaining its provisions, telling how it worked out and advising the Michigan operators to adopt some such code. He pointed out that it had done much to cut down certain unethical practices among the members. John A. Anderson, president and general manager of the Harrington, and an ex-president of the M. H. A., recommended the code in discussing standard business practices as outlined by the American Hotel Association. The date of the annual meeting was set for September 11 and 12, at Benton Harbor, following a suggestion made by A. Michaelson, manager of Hotel Premier, in that city. Miss Ruth Mary Myhan, manager of Hotel Shamrock, South Haven and chairman of the short-course committee on hotel operation at the State College, reported on the last session, held in April. Preston D. Norton has charge of placing the students of the 4 year course and asked for the co-operation of all the members in so doing. Regional vice-presidential reports of hotel conditions in the various districts were heard from Max V. McKinnon, manager of Hotel Wardel, Detroit, for the first district; A. Michaelson, for the fourth; Lloyd G. Robinson, Hotel Durant, Flint, for the sixth; Creighton W. Holden, manager of St. Clair Inn, for the seventh and Harold A. Sage, manager Hotel Tuller, for the eleventh. Eleven new member hotels were admitted to membership during the session.

This Mexican exodus from California, which we are all hearing so much about isn't really half as bad as it is painted, and the folks out here haven't even worried about it. The facts are that within the last eighteen months about 75,000 Mexicans have left Los Angeles and its environs. The general impression seems to be that a large number of these were deported, which is very far from the truth. The fact is that only about 1,000 of this number have been deported. During the last six months Mexicans have been leaving Los Angeles at the rate of 10,000 per month, but only 600 undesirables were forced out. The others all left of their own free will or because of misunderstanding of the situation, or of rumors which have spread through the Mexican colony that things are to be made very difficult for aliens here for the next year or two—that the "hire Americans first"

HOTEL DETROITER

ROOMS 750 BATHS
FREE GARAGE
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SINGLE ROOMS
WITH
PRIVATE BATH
\$2.00 \$3.00
NO HIGHER



DETROIT



NEW
...
Decorating
and
Management
...
FAMOUS
Oyster Bar.
Facing
Grand Circus Park.
800 Rooms . . . 800 Baths
Rates from \$2
HOTEL TULLER
HAROLD A. SAGE, Mgr.

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

New Hotel Elliott
STURGIS, MICH.
50 Baths 50 Running Water
European
D. J. GEROW, Prop.



Warm Friend Tavern
Holland, Mich.

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

GEO. W. DAUCHY, Mgr.

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.
WM. G. KERNS, 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,
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HOTEL OLDS

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

Occidental Hotel

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

Columbia Hotel

KALAMAZOO
Good Place To Tie To

HOTEL CHIPPEWA

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

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

HOTEL ROWE

Grand Rapids, Michigan.
ERNEST W. NEIR, Manager.

policy is going to make it hard for Mexicans to make a living. So they are going back to Mexico, where they know some relative will share his last plate of frijoles with them. California, however, owes much to those same Mexicans. Southern California used to be an almost trackless desert and now is one of the richest and most productive areas in the world. Mexican labor has brought about this transformation. Without the Mexicans she would suffer an agricultural relapse. The great trouble here is that the average American, or almost any other nationality, becomes "soft" and unfitted for the hard work in the hot and arid open spaces. Sometimes down in the Imperial Valley the mercury reaches as high as 120. At this extreme temperature the Mexican is at his best—fairly lubricated, as it were. They make it possible for California to maintain her high standards of fruit and other products. They are just as law-abiding as the Americans. Of course they do not accomplish as much as labor in more temperate zones, but they do not absorb expensive foods and the rate of compensation measures up only to their accomplishments. The railroad corporations find them more dependable for section work than any other class and they exist in impossible places.

Buster Keaton, a Muskegon product, is accredited with this story, as having been told at the Glendale breakfast club: Two youthful, but worthless lounge lizards, were nursing a next morning headache. One of them was bemoaning the fact that he was the offspring of religiously inclined parents and was disgracing his ancestry. The other questioned his religious bearings and offered to lay a bet of \$5 to the effect that his chum could not repeat the first line of the Lord's Prayer. The other covered the bet and started out with "Now I lay me down to sleep." "You win," said his companion, "but I didn't think you could do it."

Out here in California a ride in the suburbs in any direction seems like a panorama of "for rent" signs, tacked on buildings which formerly used to be known as wayside restaurants—conclusive evidence of the fact that the catering business is not what it appears to be to the outsider. Many people get the notion that if somebody praises their coffee or tells them that their pie is up to the "mother" standard, they are specially adapted to public catering and, without investigating to find out whether they have any business acumen coupled to their capabilities as cooks, they fling their banner to the gentle breezes and prepare for a parachute drop. When I first came out here several years ago I formed the acquaintance of various hotel men, and several caterers, all of whom have made successes in their particular line, and I enjoy fraternizing with them for the reason they are constantly teaching me something which is worth while passing on to my hotel and restaurant friends. Among my acquaintances were two brothers in major hotel operations. I say "were" for the reason that one of the brothers passed on last year. This organization in addition to operating 1,000 hotel rooms, also feeds countless thousands daily, supplying a fifty cent table d'hôte meal, three times daily, with no a la carte service whatsoever. And they made money, a lot of it, out of this particular feature. There are two managers. One is always to be found in the hotel lobby glad-handing its patrons. The other is never in evidence. He attends to the business of the institution and he knows his stuff. Naturally the business has grown to such proportions that the actual requisitioning is left to the steward, but the contracts are made by the higher ups.

Competitors will tell you that the food costs here are five per cent. lower than in any other institution. This of itself is a handsome profit on account of the enormous business they transact. One of the best eating places I have found here is a counter where you perch on a stool. The food is wonderful; the service excellent. All through the depression the owner who runs it, has been making money, and the other day he told me why. He said that in ordinary times his profits were extraordinary. Now they are less, but still plenty. To my query as to why about eight out of every ten cafes pass away, he replied that the average cafe man hasn't the dimmest idea whether he is really making or losing money—until the crash comes. They do not know how to figure costs. "For an untrained person to go into the cafe business is just as easy as for a greenhorn, noticing that good surgeons make money, to start carving out appendices," he continued. "My grandfather was a famous chef in Europe; my father was a chef at Martin's in New York, and I was brought up to know every detail of the business. I know accurately just what my restaurant is costing me. Out of every dollar I take in, I allow 20 cents for labor, including waitresses, etc. From the dollar I set aside 46 cents for the cost of the food. Ten cents goes for rent, insurance and general overhead. The remaining 24 cents is mine, although it is not always clear profit, as depreciation has to be considered. My calculations go to every meal I serve. For instance I buy a piece of meat for 60 cents. I cut this in half as a service portion, and I have to get 90 cents for one of those portions or I am stuck—this on account of the soup, bread, vegetables, etc., that go with an order. It is a safe bet that the sale price must be three times the cost of the main meat portion. Unless you calculate things down to this point, you really do not know whether you are making or losing money. I can tell you the profit on every order that goes to the kitchen, and I use equal care in financing. For instance, one of the things I try to avoid is that grand rush of bills at the end of the month. At the end of every week I make out a check to myself for the week's share of the month's rent, for the week's share of the insurance premium and so on. You will never find me in a position where I am smothered with bills at the end of the month. I have already taken the pressure off by this system." I happen to know this particular individual has been importuned to associate himself with several of the larger institutions here, but the fact is, he is making more money on his investment than any of them and his food offerings are of a very high standard. I am passing this along for the benefit of such as have a desire to feed folks, without any knowledge as to what it really means. In other words don't let anyone influence you to go into the restaurant business just because you know how to make coffee with a flavor or "sinkers" which will not sink. Try selling door knobs or something which does not require an education based on experience.

The eighteen day diet propaganda does not seem to be popular either with the hotels or medical men. If the hotel is operated on the American plan, there will be little inclination toward dietary achievements by its guests, but there are some people who seem to think that economy in eating is the real mission of this life. If they persist in it they will without a great deal of delay be transplanted to a realm where eating is popularly supposed not to be an achievement. Nature has a peculiar faculty of demonstrating when you should eat, and while there is a lot of guesswork as to just what you should eat, one might easily arrive at the conclusion that

when our ancestors were still hale and hearty at four score years, they were probably getting a balanced ration, and it was a hearty one at that. Freak diet lists savor too much of guess work.

The Filipinos, or the politicians—I hardly understand which—are making another play for so-called independence and there are a lot of uninformed people who are giving them advice on the subject. The Hawaiian Islands enjoyed absolute independence for a long time, but by a majority vote of the people there they decided it would be advantageous to them to cuddle up under the wings of the American eagle, thereby enjoying peace, comfort and safety. The writer knows somewhat personally of the exact conditions over there and is prepared to state with a high degree of assurance that after all these years of so-called "American rule," nobody would get to first base with a suggestion to try out some other form of government. They are protected against themselves as well as the rest of the world. Independence for the Filipinos would sure be a fool-hardy experiment, and yet there are a lot of people who talk as though they ought to have it.

Frank S. Verbeck.

Richard Calahan, who has been manager of the Majestic, in Detroit, for several years, has taken a lease on the Kenwood, in Pontiac, and will conduct it. The Kenwood is over 100 years old and was originally known as the Hodges House. It was operated by Howard F. Heldenbrand, now proprietor of Hotel Heldenbrand in that city, for a number of years until September, 1926, when he sold out. Charles E. Gattton, who has been a clerk under Mr. Calahan at the Majestic for several years, has been appointed manager in his place by William S. Buckley, proprietor of the hotel. The Kenwood has seventy-five rooms.

Why Witnesses Are Scarce.

Visitor in County Jail: What terrible crime has this man committed?

Warden: He didn't commit any crime at all. He was going down the street a few days ago, and saw one

man shoot another, and he is held as a material witness.

Visitor: And where is the man who committed the murder?

Warden: Oh, he's out on bail.

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Northern Michigan's Finest Resort Hotel

In July, the ideal summer month. TEE UP on our sporty 18-hole Tournament Golf Course known as "Michigan's Best." JOIN THE "GALLERY" July 15th for the Michigan Amateur Championship played by outstanding members of the State League. Special rates to golfers in attendance during that week. You can RIDE, HIKE, FISH, SWIM and DANCE in this health-giving climate, or just relax on our sunny beaches and shady lawns and you will return home with ruddy good health, new pep and vitality. Our staff of trained hotel employees are waiting to serve you. For information address MRS. FRANKLIN C. SEARS, Manager, Charlevoix, Mich.

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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 and Sandwich Shop

CODY HOTEL

GRAND RAPIDS

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

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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

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms and 400 Baths

RATES

\$2.50 and up per day.

RAMONA PARK HOTEL

On the shores of Little Traverse Bay opens under new management July 1st. Spend your July vacation at this most beautiful of Northern Michigan Resorts. No other hotel offers finer appointments, greater natural attractions or variety of amusements. Your choice of several excellent golf courses, fine Tennis courts and excellent riding horses with competent instructors. You can HIKE-FISH-SWIM AND DANCE in this health giving climate immune from hay fever; drink from our famous Ramona Artesian well supplying the best mineral water in the middle west; rest and relax on our sunny beaches and shady lawns. Share in the quiet and refined atmosphere created by our well trained service and return from your vacation with splendid health, renewed energy and vitality.

For information address

FRANKLIN C. SEARS, MANAGER, Harbor Springs, Mich.

DRUGS

Michigan Board of Pharmacy.
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Don't Be Found Napping.

In the case of the business man, he should be continually on the alert to do those things that are necessary to the permanent welfare and profit of his business. The trouble with most of us is that we usually know what is the best thing to be done for improvement; we intend to do it, but that's as far as we get. We fall down on the follow-through.

It is well at this time of the year, as the busy season approaches, to indulge in some very serious stock-taking of a personal and mental character. It is, of course, important to know what we have on hand in the way of merchandise and other assets—the condition of our equipment and fixtures. It is just as important, if not more so, to know what we are going to do with that physical stock on hand, and what we have on hand in the way of mental equipment—alertness, vision, ambition. In the final analysis, those are the assets that determine more than anything else how far we are going to get and how much profit we are going to make.

For this reason, it occurs to me as a propitious time to review some of the many valuable suggestions offered for improving the physical appearance of the fountain, the quality and character of the service, the quantity and character of the merchandising, and lay plans for carrying out some or all of those suggestions. So let us take them in the order named and, as we go along, see just where the shoe fits, resolve just what we are going to do about it, and take the necessary steps, before we are another day older.

Some housewives are naturally orderly and neat. Others are naturally slovenly and untidy. Soda fountain proprietors, taken by and large, fall into the same two classifications. Those who are naturally neat have probably already given due consideration to the steps necessary to main the proper physical appearance of their fountain, and are doing all that their particular means make it possible for them to do. Those who are naturally slovenly and untidy may or may not derive any benefit whatever from these suggestions, but suffice it to say, that the fountain whose physical appearance is not up to par will not get the share of business it should get. Neither the top of the fountain, nor the space beneath, should be permitted to become cluttered up with glasses, paper cups, dirty spoons, dirty dishes, dish cloths, receptacles, scraps of uneaten food, or

anything else that can possibly offend the average customer.

Pains must be taken to see that the top of the fountain is clean and dry before customers are seated. Many a woman has ruined an expensive dress that has become spotted due to melted ice cream, syrup, or some other substance left on top of the fountain. The major job of cleaning up should be done before or after rush hours, not while customers are coming in and out. Containers filled with syrup, crushed fruit and other ingredients should be kept away from possible contamination at all times. The fountain should be well and attractively lighted, so as to invite patronage. The mirror or wall which is faced by customers when being served should not—as is so often the case—be plastered with too many flashy signs.

If it is desired to present a menu, this should be presented in neat form in a frame or panel for that purpose. The remaining available space may be used for the displaying of a few good pasters or hangers, particularly those advertising brands of merchandise.

Needless to say, one of the most important elements in the appearance of the fountain is the appearance and manner of the clerks.

The steadily increasing patronage of the modern, progressive fountain demands the use of modern equipment. In fact, it is next to impossible to produce modern drinks and dishes quickly and economically without the use of up-to-date equipment. It is decidedly important to have convenient menus listing the drinks, dishes and other specials that are most popular among the class of trade served. Many fountains make the mistake of listing too many items in their menus, others have found that it pays, and pays well, to specialize on a few items and earn the reputation for exceptional quality and service.

An impudent, ill-mannered fountain clerk can easily undo all the good built up by first-class service in all other directions. It is important that soda fountain clerks be taken with an eye to their appearance and their manner. It is my opinion that women make the best soda fountain operators, because the business of waiting on customers at a soda fountain falls more in the line of woman's natural duties.

Comfortable seats are an important item in the rendering of quality service at the modern fountain. In many fountains the seats are difficult to use. Either they are so close to the fountain that customers' knees are continually getting in the way, or they are so close together that discomfort is caused. This is an important item.

Another essential factor in the rendering of good service is promptness. Each order should be handled with promptness and dispatch, whether it be for a 5-cent Coca-Cola or a 25-cent chocolate egg malted milk. The serving of the drinks should not be so hurried as to result in the customer getting less than he pays for, nor so slow as to make him feel that his patronage is not desired. It should be an orderly procedure, and the customer should be made aware that his drink is being as

carefully prepared as though he were the only customer in the shop.

People like to patronize a busy fountain, because everyone likes to ride with a winner. But people do not want to patronize a shop that is so crowded, so jammed, so confused all the time that the service is hurried and unsatisfactory. If your fountain comes under this heading, enlarge it. Make sure that you have ample space and ample clerks to serve your customers in a thoroughly satisfactory manner; otherwise they will not be slow in switching their patronage to a fountain that is more careful of these essential details.

The factor of cleanliness has already been dealt with in the preceding paragraphs. It is, of course, an element of service and must be taken into serious consideration, not only in the appearance of the fountain, but in the condition of everything used at the fountain. Dirty glasses simply will not do. Paper cups besmirched with dirty fingers are perhaps even more repulsive than dirty glasses. Greasy spoons and forks to which are adhering particles of food from previous servings are inexcusable. People will not come back to fountains that tolerate such carelessness. Service is bound to reflect the thinking of the proprietor or the man in charge of the fountain. If this service is not what it ought to be, it should behoove him to change his thinking or change his business.

Many fountains fail to provide modern sanitary receptacles for straws. This should be done because straws have become as essential a fountain requisite as carbonated water. For the protection of customers they should be kept clean.

So many soda fountain proprietors seem to have the foolish idea that to do business successfully they have to buy a little bit of every Tom, Dick and Harry's merchandise who happens to come along. Consequently their counters, their fountains, their establishments in general are littered with a hodgepodge of merchandise of various descriptions together with display cards, pasters and hangers of this, that and the other manufacturer.

Many of these lines represent duplication of types of products. There are only a few products in any line which are known to the public generally and demanded by them. The soda fountain proprietor can turn over his merchandise more rapidly, make a bigger profit on his investment, and operate a neater looking establishment if he will confine his merchandise buying to those lines that are best known and in greatest demand.

In other words, he should see to it that he does not carry too many lines and that as far as possible he special-

izes on advertised goods of a class that his normal trade prefers.

If he features food service in connection with his fountain, it is important that he observe the ordinary custom of cleanliness and sanitation in connection with the foods he dispenses. Food should not be piled up in platters or trays and left exposed to dust, bad air, flies and contamination generally. If possible, it should be individually wrapped in oiled paper, neatly piled or arranged, priced with neat legible price tags and conveniently displayed.

Above all, foods should always be fresh; never stale, dry or soggy. To do this may necessitate throwing away a considerable amount of left-over foods until practice and experience make it possible to determine with some degree of accuracy the likely daily demand for the different types of foods; such as fillers for different kinds of sandwiches. If the proprietor makes the mistake of buying or making up too many ham sandwiches to meet Monday's requirements and holds the balance until Tuesday, he cannot expect his Tuesday customers to be satisfied with the dry or soggy tasteless sandwiches he hands them; and such practice is bound to react sooner or later on his business as a whole.

In the matter of drinks, it is always amazing to me to find so many soda fountains actually skimping on the quality or size of the drinks they serve. They will take a popular drink like Coca-Cola, put in too much ice, use too little syrup, and fill it up with carbonated water. This results in a weak insipid drink that not only cheats the customer, but is absolutely unfair to the Coca-Cola Co., which is spending millions of dollars to tell the public about the goodness of its drink and to educate the soda-fountain proprietor to live up to its claims.

On the other hand I know soda fountains patronized by people who come for blocks because of the goodness, quality and generous portions of their drinks. They have a fullness, a richness, a flavor, that only they seem able to give them.

I am not trying to preach a sermon in this little article. I am simply trying to hand out some facts which I know are already obvious to many of you, but which, unfortunately, so many people in the business to-day completely ignore. You simply cannot get without giving. People are not going to patronize you day in and day out if you do not give them a square deal. You are going to find more businesses losing out because they persist in short changing their customers in this matter of quality and service than for any other reason.

The man who thinks that he can

HOEKSTRA'S ICE CREAM

Cream of Uniform Quality

An Independent Company

217 Eugene St.

Phone 30137

Grand Rapids, Mich.

make a bigger profit by cutting down on quality is crazy. Just plumb crazy! There is not any other way to describe it. Henry ford has proved, on the other hand, that if you give a little better quality at a lower price you can so greatly increase your business as to make such a policy pay you a bigger profit. You can do it in the soda-fountain business, too.

In this matter of merchandise it is also important to know your costs. Do not guess about them. Know them! Then you can price your merchandise properly. Price it so that you make a profit. A profit that enables you to surround that merchandise with the right kind of service.

There is not a great deal that the individual soda fountain can do in the way of newspaper advertising that can be made profitable, because newspapers cover the entire city. The average soda fountain draws only from a limited area. But you can use house-to-house or office-to-office circularizing, or even direct-mail advertising in your territory with excellent effect if you do it intelligently. If you have a food service department, try to drum up some noon luncheon trade from the offices in your vicinity. Or, if you are a neighborhood soda fountain, try to drum up week-end carry-home ice cream business through your circularizing.

Keep your windows attractive and neat. See that they are changed once a week. You can get plenty of attractive display material from the manufacturers of the products you handle. Do not permit your establishment to become shabby-looking on the inside or outside. It does not cost much to keep a place neat, clean and bright looking and every dollar spent in doing so comes back at a profit.

In your windows and in your store

use pasters, hangers, display cards and display containers intelligently. Most of this material runs into a lot of money for the man who buys it. It has a very definite value to the soda-fountain proprietor, provided he uses it in a way to get out that value. He should not use too much of it, or, what he does use loses its effectiveness. He should not use it to point where his counters and his fountain look crowded and untidy. The best place for such material is in the windows and on the bar back of the fountain, not on the fountain itself.

As a final suggestion, pay more attention to the lines that move best, and when you have determined upon them ask yourself what you can do to broaden the sales of those lines and to increase the sales of some of your slow-moving lines. If you have any items in your line which do not seem to move with sufficient rapidity to pay you a profit, get rid of them. You are not in business for your health.

H. K. Dugdale.

What Diplomacy Did.

"I've decided on a name for the baby," said the young mother. I shall call her Euphrosyne."

Her husband did not care for the selection, but being a tactful fellow, he was far too wise to declare his objection.

"Splendid," he said cheerfully. "The first girl I ever loved was called Euphrosyne, and the name will revive pleasant memories."

There was a brief period of silence, then: "We'll call her Elizabeth, after my mother," said the young wife firmly.

They conquer who believe they can.
He has not learned the lesson of life,
who does not each day surmount a
fear.—Emerson.

Seasonable Merchandise

Base Balls, Indoor Balls, Golf Balls

GOLF SUPPLIES—Clubs, Bags, Etc.

TENNIS SUPPLIES—Balls, Rackets, Etc.

INSECTICIDES. ROGERS HOUSE PAINT

ROGERS BRUSHING LAOUER

PICNIC SUPPLIES.

WALL PAPER CLEANERS

SODA FOUNTAIN SUPPLIES

KODAKS AND FILMS

PAINT BRUSHES

MOTH KILLERS—ANT KILLERS

BATHING SUPPLIES — FOOD JUGS

SPONGES — CHAMOIS — ETC.

Complete Sample Line Always on Display

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids			Cotton Seed			Benzoin Comp'd.		
Boric (Powd.)	10	20	Cubebs	5	00	Buchu	2	10
Boric (Xtal)	10	20	Eigebon	4	00	Cantharides	2	10
Carbolic	38	40	Eucalyptus	1	25	Capicum	2	20
Citric	44	60	Hamlock, pure	2	00	Catechu	2	10
Muriatic	3 1/2	40	Juniper Berries	4	50	Cinchona	2	10
Nitric	9	16	Lard, extra	1	50	Cochicum	2	10
Oxalic	15	25	Lard, No. 1	1	55	Cubebs	2	10
Sulphuric	3 1/2	8	Lavender Flow	6	00	Digitalis	2	10
Tartaric	43	55	Lavender Gar'n	1	25	Gualac	2	10
Ammonia			Lemon	2	50	Gualac, Ammon.	2	10
Water, 26 deg.	07	18	Linseed, boiled, bbl.	81		Iodine	2	10
Water, 18 deg.	06	15	Linseed, raw, bbl.	78		Iodine, Colorless	2	10
Water, 14 deg.	5 1/2	13	Linseed, bld., less	88	01	Iron, Clo.	2	10
Carbonate	20	25	Linseed, raw, less	85	98	Kino	2	10
Chloride (Gran.)	08	18	Mustard, artifi. oil	30		Myrrh	2	10
Balsams			Neatsfoot	1	25	Nux Vomica	2	10
Copaiba	1	00	Oliva, pure	3	00	Opium	2	10
Flr (Canada)	2	75	Oliva, Malaga,	3	00	Opium, Camp.	2	10
Flr (Oregon)	65	00	yellow	3	00	Opium, Deodor'd	2	10
Peru	2	50	Oliva, Malaga,	3	00	Rhubarb	2	10
Tolu	2	00	green	3	50	Paints		
Barks			Orange, Sweet	6	00	Lead, red dry	13 1/2	13 1/2
Cassia (ordinary)	25	30	Origanum, pure	2	50	Lead, white dry	13 1/2	13 1/2
Cassia (Saligon)	40	60	Origanum, com'l	1	00	Lead, white oil	13 1/2	13 1/2
Sassafras (pw. 50c)	40		Pennyroyal	2	35	Ochre, yellow bbl.	2 1/2	
Soap Cut (powd.)	20	30	Peppermint	4	50	Ochre, yellow less	3	6
35c	20	30	Rose, pure	13	50	Red Venet'n Eng.	3 1/2	7
Berries			Rosemary Flows	1	50	Red Venet'n Am.	4	8
Cubeb	75		Sandewood, E.	1	50	Putty	5	8
Fish	75		I.	12	50	Whiting, bbl.	5	8
Juniper	10	20	Sassafras, true	2	00	Whiting	5 1/2	10
Prickly Ash	50		Sassafras, art'l	75	00	Rogers Prep.	2	45
Extracts			Spearment	5	00	Miscellaneous		
Licorice	60	75	Sperm	1	25	Acetanalid	57	75
Licorice, powd.	60	70	Tany	6	00	Alum	06	12
Flowers			Tar USP	65	75	Alum. powd. and	09	15
Arnica	75	80	Turpentine, bbl.	84		Bismuth, Subnitrate	2	12
Chamomile Ged.	35	45	Turpentine, less	71	84	Borax xtal or	06	13
Chamomile Rom.	40	90	Wintergreen, leaf	6	00	Cantharides, po.	25	21
Gums			Wintergreen, sweet	3	00	Calomel	2	72
Acacia, 1st	60		birch	3	00	Capicum, pow'd	42	65
Acacia, 2nd	50		Wintergreen, art	75	01	Carmine	8	00
Acacia, Sorts	25	40	Worm Seed	6	00	Cassia Buds	20	30
Acacia, Powdered	30	40	Wormwood	10	00	Cloves	35	45
Aloes (Barb Pow)	35	45	Potassium			Chalk Prepared	14	16
Aloes (Cape Pow.)	25	35	Bicarbonate	35	40	Chloroform	47	54
Aloes (Soc. Pow.)	75	80	Bichromate	15	25	Choral Hydrate	1	20
Asafoetida	50	60	Bromide	68	85	Cocaine	12	85
Pow.	75	75	Bromide	54	71	Cocoa Butter	45	90
Camphor	87	95	Chlorate, grand	21	28	Corks, list, less	30	70

GROCERY PRICE CURRENT

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

ADVANCED

Lard

DECLINED

AMMONIA

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



MICA AXLE GREASE

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

APPLE BUTTER

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

BAKING POWDERS

Arctic, 7 oz. tumbler	1 35
Royal, 2 oz., doz.	93
Royal, 4 oz., doz.	1 80
Royal, 6 oz., doz.	2 45
Royal, 12 oz., doz.	4 80
Royal, 2 1/2 lbs., doz.	13 75
Royal, 5 lbs., doz.	24 50
KC, 10c size, 8 oz.	3 70
KC, 15c size, 12 oz.	5 50
KC, 20c size, full lb.	7 20
KC, 25c size, 25 oz.	9 20
KC, 50c size, 50 oz.	8 80
KC, 5 lb. size	6 85
KC, 10 lb. size	6 75

BLEACHER CLEANSER

Clorox, 16 oz., 24s	3 85
Lizelle, 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

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

Kellogg's Brands	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Pep, No. 234	2 70
Pep, No. 202	2 00
Krumbles, No. 424	2 70
Gran Flakes, No. 624	2 45
Gran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10
Kaffe Hag, 12 1-lb. cans	6 15
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 4 oz.	2 00

BROOMS

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

ROLLED OATS

Purity Brand



Instant Flake, sm., 24s	1 80
Instant Flake, sm., 48s	3 60
Instant Flake, lge., 13s	3 40
Regular Flake, sm., 24s	1 80
Regular Flake, sm., 48s	3 60
Regular Flake, lge., 13s	3 40
China, large, 12s	3 15
Chest-o-Silver, lge., 12s	3 25

Post Brands.

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

BRUSHES

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

Shaver

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
Wickling	40
Tudor, 6s. per box	30

CANNED FRUITS

Hart Brand

No. 10	5 75
No. 2	3 35
Pride of Michigan	3 25
Mich. red, No. 10	11 75
Red, No. 10	12 00
Red, No. 2	4 15
Pride of Mich. No. 2	3 65
Marcellus Red	3 10
Special Pie	2 60
Whole White	3 25
Gooseberries	
No. 10	8 00
Pears	
19 oz. glass	
Pride of Mich. No. 2 1/2	3 60
Plums	
Grand Duke, No. 2 1/2	3 25
Yellow Eggs No. 2 1/2	3 25
Black Raspberries	
No. 2	3 65
Pride of Mich. No. 2	3 25
Pride of Mich. No. 1	2 35
Red Raspberries	
No. 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 57
Cove Oysters, 5 oz.	1 60
Lobster, No. 1/4, star	2 30
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, k'less	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, Im. 1/4, ea.	10 22
Sardines, Im. 1/4, ea.	25
Sardines, Cal. 1/4, ea.	1 35
Tuna, 1/2 Curtis, doz.	2 65
Tuna, 1/4, Curtis, doz.	1 80
Tuna, 1/2 Blue Fin	2 00
Tuna, 1s, Curtis, doz.	4 75

CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 80
Beef, No. 1, Roast	3 00
Beef, 2 1/2 oz., Qua., sil.	1 35
Beef, 4 oz., Qua., sil.	2 25
Beef, 5 oz., Am. Sliced	3 90
Beef, No. 1, B'nut, sil.	3 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 35
Deviled Ham, 1/4s	1 60
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	1 35
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans

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

CANNED VEGETABLES

Hart Brand

Medium, Plain or Sau.	75
No. 10, Sauce	5 60
Lima Beans	
Little Dot, No. 2	3 10
Little Quaker, No. 10	13 25
Little Quaker, No. 1	1 80
Prize, 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. 1	1 85
Pride of Mich., No. 10	8 75
Pride of Mich., No. 2	1 65
Marcel., E. June, No. 2	1 40
Marcel., E. June, No. 5	4 50
Marcel., E. Ju., No. 10	7 50
Templar E. J., No. 2	1 32 1/2
Templar E. Ju., No. 10	7 00

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

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

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

Squash	
Boston, No. 3	1 80

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 85
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 80
Quaker, Gallon Glass	12 00
Quaker, Gallon Tin	7 25

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

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

CHEESE

Roquefort	60
Wisconsin Daisy	16
Wisconsin Flat	16
New York June	27
Sap Sago	40
Brick	13
Michigan Flats	16
Michigan Daisies	16
Wisconsin Longhorn	17
Imported Leyden	23
1 lb. Limberger	26
Imported Swiss	58
Kraft Pimento Loaf	25
Kraft American Loaf	23
Kraft Brick Loaf	23
Kraft Swiss Loaf	35
Kraft Old Eng. Loaf	44
Kraft, Pimento, 1/2 lb.	20
Kraft, American, 1/2 lb.	20
Kraft, Brick, 1/2 lb.	20
Kraft Limburger, 1/2 lb.	20

CHEWING GUM

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

COCOA



Droste's Dutch, 1 lb.	8 50
Droste's Dutch, 1/2 lb.	4 50
Droste's Dutch, 1/4 lb.	2 35
Droste's Dutch, 5 lb.	60
Chocolate Apples	4 50
Pastelles, No. 1	12 60
Pastelles, 1/2 lb.	6 60
Pains De Cafe	3 00

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

Bulk Goods	
Elbow, 20 lb.	5 1/2 @ 7 1/2
Egg Noodle, 10 lbs.	14
Pearl Barley	
0000	7 00
Barley Grits	5 00
Chester	3 75

Sage	
East India	10
Tapioca	
Pearl, 100 lb. sacks	09
Minute, 8 oz., 3 doz.	4 05
Dromedary Instant	3 50

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors	

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

Lee & Cady Brands	
American Eagle	
Home Baker	

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

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

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

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 30
Imitation, 30 lb. pails	1 60
Pure, 5 oz., Asst., doz.	90
Pure Pres., 16 oz., dz.	2 40

JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE	
Van Westenbrugge Brands	
Carload Distributor	



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

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

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

Safety Matches	
Quaker, 5 xro. case	4 25

MULLER'S PRODUCTS	
Macaroni, 9 oz.	2 20
Spaghetti, 9 oz.	2 20
Elbow Macaroni, 9 oz.	2 20
Egg Noodles, 6 oz.	2 20
Egg Vermicelli, 6 oz.	2 20
Egg Alphabets, 6 oz.	2 20
Egg A-B-Cs 48 pkgs.	1 80

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

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

Salted Peanuts	
Fancy, No. 1	14

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

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

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

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

PEANUT BUTTER



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

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

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

Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



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



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

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75
Sweet Small	
16 Gallon, 2250	27 00
5 Gallon, 750	9 75

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

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

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

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

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif.	14
Good St's & H's	13
Med. Steers & Heif.	12
Com. Steers & Heif.	11

Veal	
Top	13
Good	11
Medium	09

Lamb	
Spring Lamb	21
Good	17
Medium	14
Poor	10

Mutton	
Good	10
Medium	08
Poor	10

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

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

Dry Salt Meats	
D S Bellies	18-20 @ 18-12

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

Sausages	
Bologna	16
Liver	18
Frankfort	20
Pork	31
Veal	19
Tongue, Jellied	15
Headcheese	18

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

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

Liver	
Beef	16
Calf	55
Pork	08

RICE	
Fancy Blue Rose	5 10
Fancy Head	07

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

SALERATUS	
Arm and Hammer	3 75

SAL SODA	
anulated, 60 lbs. cs.	1 35
granulated, 18 2 1/2 lb.	
packages	1 00

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

HERRING	
Holland Herring	
Mixed, Kegs	
Mixed, half bbls.	
Mixed, bbls	
Milkers, Kegs	
Milkers, half bbls.	
Milkers, bbls.	

Lake Herring	
1/2 Bbl., 100 lbs.	

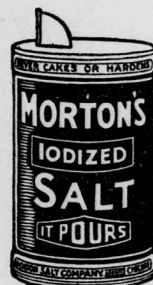
Mackeral	
Tubs, 60 Count, fy. fat	6 00
Pails, 10 lb. Fancy fat	1 50

White Fish	
Med. Fancy, 100 lb.	12 00
Milkers, bbls.	13 50
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	16

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

STOVE POLISH	
Blackne, per doz.	1 35
Black Silk Liquid, dz.	1 35
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 35
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 30
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoll, per doz.	3 00

SALT	
F. O. G. Grand Rapids	
Colonial, 24, 2 lb.	95
Colonial, 30, 1 1/2	1 20
Colonial, iodized, 24-2	1 35
Med. No. 1 Bbls.	2 00
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	90
Butter Salt, 280 lb. bbl.	4 00
Block, 50 lb.	4 00
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'r, 32 26 oz.	2 40
Five case lots	2 40
Iodized, 32, 26 oz.	2 40
Five case lots	2 30

BORAX	
24, 1 lb. packages	3 35
18, 10 oz. packages	4 40
96, 1/4 oz. packages	4 60

CLEANSERS	
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WASHING POWDERS	
Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2
Brillo	85
Climalline, 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 50
Old Dutch Clean, 4 dz.	3 40
Octagon, 96s	3 50
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 3 doz.	3 15
Soapine, 100, 12 oz.	6 10
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandote, 48	4 75
Wyandot Deterg's, 24s	2 75

SOAP	
Am. Family, 100 box	5 60
Crystal White, 100	3 50
Big Jack, 60s	4 75
Fels Naptha, 100 box	5 50
Flake White, 10 box	3 35
Grdma 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 00
Octagon, 120	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lre.	3 50
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9	50
Williams Mug, per doz	18

THE CHRIST OF COMMON FOLKS

I love the name of Christ the Lord, the Man of Galilee,
Because He came to live and toil among the likes of me.
Let others sing the praises of a mighty King of Kings;
I love the Christ of common folks, the Lord of common
things.

The beggars and the feeble ones, the poor and sick and
blind,

The wayward and the tempted ones, were those He loved
to find;

He lived with them to help them, like a brother and a
friend,

Or like some wandering workman finding things to mend.

I know my Lord is still my kind of folks to this good day;
I know because He never fails to hear me when I pray.

He loves the people that He finds in narrow, dingy streets,
And brings a word of comfort to the weary one He meets.

My job is just a poor man's job, my home is just a shack,
But on my humble residence He has never turned His
back.

Let others sing their praises to a mighty King of Kings;
I love the Christ of common folks, the Lord of common
things.

George T. Liddell.

THE COUNTY FAIR.

Valid Reasons Why It Should Be Perpetuated.

When in 1641 Gov. Kieft of New Amsterdam established two live stock fairs, one for cattle to be shown in October and the other for hogs to be shown in November, little did he dream he was laying the foundation of one of the most ancient and cherished customs of American country life, the county fair, and if Gov. Kieft was to come back in 1931 no doubt he would be astounded if not overwhelmed by the immense progress and changes which have taken place in American fairs during the past decade.

For the next hundred years, following Gov. Kieft's efforts to encourage agriculture in the new world, fairs were beset by continuous difficulties, the hazards and perils in connection with the establishment of a home or community in a strange world where life or death was a matter of constant watchfulness demanding the utmost courage and the will to do or die, fairs continued their more or less hectic existence and often times it appeared the end was at hand, but the early colonists refused to give up and always the fair would come back, oftentimes in a new locality or under a changed name or with a new idea, but in all cases the desire to meet friends, neighbors and strangers was the compelling factor in the continuation of the fair.

The county fair, as we know it today, had its beginning in the agricultural societies founded as early as 1785, beginning in Massachusetts, Maine, Pennsylvania, New York and South Carolina. At first these fairs were patronized mostly by the elite and we find that in 1804 and 1805 live stock shows were held in Washington, where the rich land and slave owners would vie with each other for the honor of having the best cattle.

Shortly after the beginning of the nineteenth century a business man who had turned farmer, known as Elkanah Watson, became interested in the newly formed Berkshire Agricultural Society of Massachusetts, organized in 1811 for the purposes of presenting an exhibit of local products. The idea soon was a success and was adopted by neighboring states, with the result that in 1819 Watson, with the aid of Gov. Clinton, of New York, succeeded in getting the State legislature to appropriate \$10,000 to aid new agricultural societies and from that time on the county fair became an established institution and flourished for many years.

The old time county fair was as necessary in its day as the church. Human nature demands and must have relaxation. It must make new contacts. It requires new environments. It easily becomes bored and our ancestors being normal men and women, looked upon the county fairs as being the one occasion during the year when the cares, trials and tribulations attendant on agriculture at that time and life in general were to be set aside for one day or a week and given over to joy and happiness. To add interest to the occasion prizes were awarded to those who excelled in any agricultural endeavor. To-day awards made at state and county fairs in America run

into the millions of dollars and agriculture receives all of it.

To-day a new problem brought about by changed conditions threatens the existence of many of our oldest and best county fairs. Michigan has sensed the danger for several years past and the majority of fairs are seeking their way along as yet uncharted courses. Just what the outcome will be is still problematical. Good roads, radio, and the automobile are probably the greatest source of worry for the average fair at the present time. People want to do things and go places nowadays and do not hesitate to leave their own community to do so. Be that as it may, the county fair is up against a hard proposition if its patrons expect it to meet the competition backed with unlimited cash resources, set up by good roads, radio and the automobile. All over the country county and district fairs have been dying out for the past three or four years. Fair officials who claim to know insist this does not mean the fair as an institution has outlived its usefulness. On the contrary, if we believe what the experts are telling us it simply means the deceased fairs have gone the route over which all non-progressive organizations have followed. This line of reasoning may be true in many cases, but back of all this tendency to failure there lies something deeper than mere neglect of opportunities. If we consider the changes which have taken place in the amusement world during the past ten years and hazard an opinion of what further changes will take place during the next ten years the present pace of development will appear as a snail compared to a fast racing car. What the future holds for our county fairs no one knows, but it is safe to say that in 1942 county fairs will still be in existence but in a vastly changed form from the fair we know to-day. Many remedies to cure the present condition have been offered but no one as yet has struck a cure. The most popular suggestion at the present time is State aid. Michigan has not been as liberal with its aid as other states have. Whether or not the course pursued by our State has been as it should be will not be discussed here, but it might be well, in passing, to call attention to the role played by our State fair during the past twenty-five years. After many changes of policy and personnel, coupled with many vicissitudes, after being shifted from one place to another the State fair was finally taken to Detroit and to all intents and purposes was to be re-organized, with the sole idea of making it the State's show-window for all agricultural lines. It was not long before politics appeared and in a short time politicians were in full control. For the past decade our State fair has been used almost exclusively to pay political obligations with the State paying the shot. How long this is to continue is hard to tell. Michigan is rich enough and well able to afford a State fair equal to the best and surpassed by none, but under the present laws this condition is at best only a remote possibility. Several times our legislature has attempted to change conditions without success and our State fair goes deeper in the red each year. Eventually a change will have

to come and if the change is carried out by those members of the State Legislature who are not friendly to the State fair the change will probably result in oblivion and many deserving politicians will find themselves cast out in the cold world.

No right thinking person will say the sins of our State fair deserve such severe punishment as a complete dissolution of the organization.

It must be admitted our State fair has tried on various occasions to justify its existence, but, unfortunately, its efforts have lacked the punch necessary to make itself the medium for good its original sponsors anticipated. On the other hand, Michigan county fairs have always been close to the people and have generally tried to do for agriculture the most their limited resources permit. The community built around the county fair usually represents the highest type of citizenship and it would be a most regrettable thing if, due to circumstances beyond the control of the county fair, the long-honored and cherished institutions, some of which have been in existence more than seventy-five years, were allowed to pass out. Here is hoping the county fair is still in its infancy and destined to grow bigger and better with the passing of time.

A. C. Martin.

Late Business News From Ohio.

Urbana—C. A. Fuson, 74, for thirty years a hardware merchant in Urbana, died at his home in this city, following a long illness from heart trouble.

Toledo—The appraisement filed in the receivership action brought in the Common Pleas Court of Lucas county, against Maurice Kripke, men's wear and furnishings, 510 Summit street, showed the merchandise and fixtures to be valued at \$1,931. These were sold by Eliot Kaplan, receiver, shortly after his appointment to A. Birney, for \$1,500.

Hamilton—Leon Siebler, trading as Up To Date Tailors, merchant tailor, 115 South Third street, schedules assets of \$1,209, of which \$850 is stock in trade and \$150 machinery, tools, etc. Liabilities are \$12,842, of which \$9,813 is unsecured and \$3,000 secured.

Youngstown—A 20 per cent. cash composition settlement offer has been submitted to creditors of the B. McManus Co.

Toledo—An involuntary petition in bankruptcy has been filed in the U. S. District Court here against the William Shore Upholstering Co. by Attorney J. Eugene Fraber, representing Gordon Chapman Co., \$119; Toledo Woodwork & Furniture Frame Co., \$365; Commercial Electric Co., \$22.

Cincinnati—Samuel Levi was named as receiver for the L. B. Manufacturing Co., cap manufacturers, upon petition filed in Common Pleas Court by Cyrus, Jack and Samuel Levi, owners

of the majority stock, seeking dissolution of the firm. They alleged it is impossible to continue the business on a profitable basis. Receiver's bond was fixed at \$10,000.

Winchester—Tobias H. Benjamin, general merchandise, Main street, has filed a voluntary petition in bankruptcy listing assets of \$1,500 and liabilities of \$2,040.

Advantages Grocers Now Have Over Fifty Years Ago.

(Continued from page 20)

out. For it is the most insolent intrusion—more insolent even than that of the house-to-house solicitor. But here the remedy is so completely in the listeners' control that its own failure must, it seems to me, follow.

I know that whenever anyone begins to tell me about the many merits of the new Umpty car or Poor Time watches, not only do I cut out the talk, but I have a distinct aversion to the goods advertised. There is just one class of radio advertising I think inoffensive. That is wherein the Standard Oil Co. of California is reported to have the courtesy to furnish me with a musical program which is about to commence. Follows a good program. I learn to look forward to Standard Oil hour and the company has my good will.

Aside from such enlightened private utilization of the radio, which is in excellent taste, I am "agin" all radio advertising; and there are, I think, comparatively few companies large and broad minded enough to work it thusly. Hence, the less we have to do with it, I think the better for us.

Paul Findlay.

The right to work and to earn one's living without interference by any other person is a fundamental principle of Americanism. Its denial is a violation of the most sacred rights of American citizenship.—Redfield Proctor.

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, 9¢ 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

Do You Wish To Sell Out!
CASH FOR YOUR STOCK,
Fixtures or Plants of every description.

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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
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L. LEVINSOHN
Saginaw, Michigan

THE BEST EVER.

Forty-eighth Annual Convention of the M. S. P. A.

The annual meeting of the Michigan State Pharmaceutical Association held its first session in Grand Rapids at 11 o'clock Tuesday forenoon. The convention was formally opened by President John J. Watters, of Saginaw. Secretary Turrell read the correspondence he had received regarding the convention and Association and President Watters announced his convention committees. After the noon luncheon at the Pantlind Hotel, George Welsh, city manager of Grand Rapids, made the address of welcome. It was responded to by President Watters.

Congressman Carl E. Mapes addressed the druggists briefly, speaking on the Capper-Kelly bill which has passed the House and now is under consideration by a Senate committee.

At the afternoon session President Watters delivered his annual address, which is published verbatim on the second and third pages of this week's issue.

Secretary Turrell presented his report, which is also published in full this week. D. G. Look, chairman of the Legislative Committee, presented the annual report of that body as follows:

Your officers and members of your Legislative Committee have been very active during the recent session of the State Legislature and while we may not have accomplished as much as you had expected, we have succeeded in killing off some adverse and enacting some new legislation.

I am taking up only the matter of State legislation as your President and Secretary have already covered National legislation. At a meeting of your officers and members of the Executive and Legislative committees, together with members of the Board of Pharmacy, held in Lansing in January, many matters of legislation were discussed and referred to your Legislative Committee. I shall give you a brief report of the activities covered in this work.

The amendments as agreed upon were introduced in the Senate by Senator Skinner on January 27 and passed by the Senate on April 15, transmitted to the House and referred to Public Health Committee. You will not be interested in the progress of the bill, so I will endeavor to give you only the changes that are made from the present law.

An amendment to Section 4 empowers the Board of Pharmacy to appoint and employ a Director of Drugs and Drug Stores, who shall have authority to represent said Board at all times, whose duty it shall be to enforce and carry out the provisions of this act and the rules and regulations of said Board, who shall be at all times subject to, and under the direction and control of said Board and at whose request the president of said Board shall from time to time call meetings thereof.

Dates for meetings of the board for examination is amended to read: "Said meetings to be held on the third Tuesday in the months of February, June and August."

It makes only one classification—that of registered pharmacist.

Section 2 is amended to read: "Candidates shall furnish satisfactory evidence to the board that they have completed 12th grade work in the public schools, or in any other credited school and must be a citizen of the United States and have paid such certificate and examination fees as shall

be fixed by the board, not exceeding the sum of twenty dollars as an examination fee and twenty dollars as a certificate fee."

Section 13 is amended to read: "The board may grant certificates of registration without further examinations to the licentiates of such other boards of pharmacy as it may deem necessary upon the payment of a fee not to exceed fifty dollars."

Other matters coming before the Legislature, affecting the drug trade may be enumerated as follows:

Tobacco Tax Bills.

Two different tobacco tax bills were introduced—the Lennon bill introduced into the Senate was afterwards withdrawn and a similar bill introduced by Representative McEachron in the House. This bill was reported out by Committee on Taxation May 6, amended and through work done by opponents of the bill, we succeeded in having it referred to State Affairs Committee for burial.

Great credit is due Mr. Heath, of the John T. Woodhouse Co., Detroit, for his untiring work against this bill—the passage of which would have given us another nuisance tax. Sales tax bill—known as the Dykstra-McBride, prescribes a tax on gross receipts of retail merchants. A public hearing was held on this bill with a large attendance of retail merchants from all over the State present. There were several druggists among them and after a conference of those present, it was decided that it was to the interest of the independent druggists of the State that the bill should be passed and several of them spoke in favor of the bill. It failed to pass the House and on motion was laid on the table where it remained during the balance of the session.

Amendment to Livestock and Poultry Remedy Bill.

As you well know there were some remedies used for external use, on which there was a large sale, whose manufacturers refused to comply with the law and file their formula. I had this bill amended to include only remedies used for internal use, and it passed both houses. This was given immediate effect in the house but failed in the Senate and will become effective in September.

Wardell Bill.

This bill prescribed a tax of twenty-five cents on wine tonics, which shall include any medicinal preparation and patented, patent or proprietary medicine exempted from the provisions of Chapter one of the National prohibition act, which contains more than 10 per cent. alcohol by volume. The passage of this bill as worded would have been very detrimental to the drug trade and after a conference with Mr. Wardell, at which time he said he did not want to work any hardship on the druggists, the bill was amended to include only potable wine tonics.

It is regrettable that the amendment to the act raising our license fee to \$5, one dollar of which shall each year be turned over to the M. S. P. A. for the advancement of science and art in pharmacy, could not have been retained in the bill. It passed the Senate with this amendment, but through the quiet lobbying of a very few druggists in the house and at the time unknown to either Senator Skinner or myself, they succeeded in having the bill reported with this amendment stricken out. If this could have been retained, we would have been able to appropriate greater amounts for research work for the benefit of public health, would have had a strong association that would have been a power in matters of legislation, as well as protecting our interests with manufacturers.

Druggists of the State of California have recently had passed by the legislature a bill legalizing resale—price contracts between producers and manufacturers of merchandise, identified

by trade mark, brand or name. This has been referred to as the Junior Capper-Kelly bill and credit for the passage of this bill is due to the efforts of organized pharmacy, together with the retail grocers and merchants association of California. If this law proves to be a success there it is worthy of study by our Association and if Congress does not pass such a bill, we should endeavor to secure its enactment, here and in other states.

Matters of National legislation have been handled largely by our very capable and untiring workers, our President and Secretary, together with the minute men committee and their work on the Capper-Kelly bill, should merit the strong endorsement of this Association.

I would suggest to the M. S. P. A. that hereafter at the annual meeting of our State Association, preceding the biennial session of the Legislature, that a portion of the program be given over to legislative matters to be taken up at the next session of the Legislature, so all members may have a part in the discussion of these measures and an agreement reached regarding legislative matters.

In this way your Legislative Committee will have a better understanding of the majority's wishes.

The value of service at the soda fountain as a business getter was stressed by J. J. Reed of the Coca Cola Co., who stated that 61 per cent. of all persons who enter a drug store are soda fountain patrons.

On the theory that sale of films brings a customer into a store several times and that each time he is a potential customer for other merchandise, Walter Kramer of the Eastman Kodak Co., in his illustrated talk on "A Trip Through Filmiland," advised druggists to exert more effort in capitalizing on the sale of films.

J. W. Luther read a paper on modern drug store merchandising, which was well received.

During the afternoon the ladies of the members were given an organ recital at the Fountain Street Baptist church, followed by tea at the Women's City Club. In the evening a dinner dance was given to all at the Hotel Pantlind.

Gabby Gleanings From Grand Rapids.

Joseph Brewer is never so happy as when making some change in the Pantlind Hotel to the end that the institution may function to the best possible advantage. Just now he is having the paint scraped off the woodwork in the Rotary Club room on the first floor so that the natural grain of the wood shows. No stain has been used, but a wax coating has been applied. The room above, which was used recently by the University Club, has been gone over carefully and made adaptable for office purposes—one office for each of the luncheon clubs which use the Pantlind as their headquarters.

Report has it that George Anderson will retire from the management of the Park Place Hotel, at Traverse City, Sept. 1 and that his successor will be Roy Caruthers.

H. J. Ackles has connected himself with W. R. Roach & Co. and will cover Michigan hotels, restaurants, resorts and hospitals. Although for the past twelve years Mr. Ackles has worked for Eastern food companies, he has spent all of this time contacting the No. 10 trade in Michigan.

Congratulations To Mr. Styer.

Hancock, June 22—County authorities here holding three State-wide shoplifters, operating out of Detroit and apprehended through my efforts. These people are big operators through our State, working dry goods, ready-to-wear and clothing stores. When picked up merchandise to the value of over five hundred dollars was found in their car. About two days work. State police also on case. Can you be of any assistance? Warrant larceny. Prosecutor not giving proper assistance.

Sydney A. Styer,

traveling salesman, Scott Hotel.

On receipt of above telegram the following wire was sent to Mr. Styer:

Telegram received and read with pleasure. Glad you got 'em. Hope you stay by 'em until they are safely sentenced. Sorry you are not getting more help from the proper authorities. We took the matter up with our police department and sheriff's force, neither of whom have any record of your people, who evidently hail from Detroit. Shall be glad to learn the outcome.

Michigan Tradesman.

Fourteen New Readers of the Tradesman.

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

John H. McCann, Charlevoix.
E. J. Kebbie, Charlevoix.
A. T. Zelma, Cadillac.
Albion Anderson, Cadillac.
D. J. Junker, Clam River.
R. J. Hilderbrant, Harbor Springs.
Jacob Siny, Alba.
Harold Meggison, Central Lake.
First State Bank, Central Lake.
Margaret J. English, Petoskey.
Neuman Grocery Co., Petoskey.
Hugo Will, Elk Rapids.
H. H. Rice, Rapid City.
A. J. White, Bass River.

Remember These Colors.

Black ink on white paper or cardboard is not the most easily read combination, according to a color expert. Here is his table in order of legibility:

1. Black ink on yellow paper.
2. Green ink on white paper.
3. Red ink on white paper.
4. Blue ink on white paper.
5. White ink on blue paper.
6. Black ink on white paper.
7. Yellow ink on black paper.
8. White ink on red paper.
9. White ink on green paper.
10. White ink on black paper.
11. Red ink on yellow paper.

Happy is the man who believes in his fellow, for it is more blessed to be deceived in some things than to be suspicious in all things.

FOR SALE

Complete men's style shop store fixtures located at 311 Michigan St., N. E., Grand Rapids. Will sell for \$200 if bought at once. Phone 97731, or see S. C. De Groot, Trustee at 602 Association of Commerce Building.