

MICHIGAN TRADESMAN

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Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, JULY 8, 1931

Number 2494

THE BRIGHT SIDE

There is many a rest in the road of life,
If we only would stop to take it,
And many a tone from the better land,
If the querulous heart would wake it!
To the sunny soul that is full of hope,
And whose beautiful trust ne'er faileth,
The grass is green and the flowers are bright,
Though the wintry storm prevaieth.

Better to hope, though the clouds hang low,
And to keep the eyes still lifted,
For the sweet blue sky will soon peep through
When the ominous clouds are rifted.
There was never a night without a day,
Or an evening without a morning,
And the darkest hour, as the proverb goes,
Is the hour before the dawning.

There is many a gem in the path of life,
Which we pass in our idle pleasure,
That is richer far than the jeweled crown,
Or the miser's hoarded treasure;
It may be the love of a little child,
Or a mother's prayers to Heaven;
Or only a beggar's grateful thanks
For a cup of water given.

Better to weave in the web of life
A bright and golden filling,
And to do God's will with a ready heart
And hand that are swift and willing,
Than to snap the delicate, slender threads
Of our curious lives asunder,
And then blame Heaven for the tangled ends,
And sit and grieve and wonder.



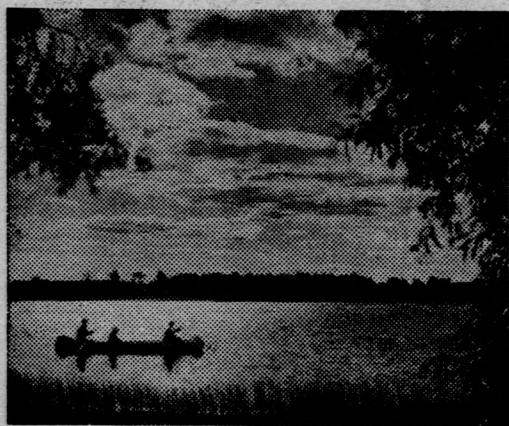
M. E. Davenport
President

SUMMER SCHOOL

Securing a good position is a matter of being prepared when the position is open. You may save two months in preparation by attending Summer School. This school is Chartered by the State as a Class A College. All work in business, Accounting, Secretarial, Law, Income tax, and Economics is of very high grade. It is a pleasure to send catalog.

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215 Sheldon Avenue
GRAND RAPIDS, MICHIGAN

MICHIGAN BELL TELEPHONE CO.



For a perfect outing . . .

VACATION IN MICHIGAN

SPEND your vacation in Michigan . . . lake-bordered land of play. Tumbling, sparkling trout streams . . . sporty golf courses . . . thousands of tree-bordered lakes and rivers . . . bridle paths winding through verdant forests . . . miles of sandy beaches . . . wonderful highways . . . *no state offers more.*

Telephone members of the family frequently and call the office, to dispel worry. Telephone ahead for accommodations, or to notify friends when you will arrive.

LOW COST Long Distance telephone service . . . available everywhere . . . will help make your vacation enjoyable. The rates are *surprisingly low.*



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

VACATION IN MICHIGAN

COLLECTIONS

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

CREDITOR'S COLLECTION BUREAU

Telephone
Cadillac 1411-1412

7th Fl. Lafayette Bldg.,
Detroit, Michigan

Here's our story — and we've stuck to it

We sell to the independent jobbers, who sell to independent grocers who sell to independent housewives who want quality without paying a premium in price.

If that's your policy, too, any really good independent jobber will be glad to take care of you.



A. Rich
President

PURITY OATS COMPANY
KEOKUK, IOWA

.. don't overlook this big opportunity...

Many of the world's leading doctors and physicians recommend Fleischmann's Yeast as a simple, natural way to better health. You can help your customers to keep in the "pink of condition" by suggesting that they eat three cakes of this famous health food a day.

Fleischmann's Yeast-for-Health increases the appetite. Customers who eat it buy more groceries. Don't overlook this big opportunity to build up sales! Tell all your customers about the benefits of Fleischmann's Yeast and urge them to eat it regularly.

FLEISCHMANN'S YEAST-FOR-HEALTH

Distributed by
STANDARD BRANDS INCORPORATED

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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.

BROAD EDUCATIONAL LAWS.

They Will Result in More Just Human Society.

It may look to the average business man that the function of religion and the church and the function of business relations are as far apart as the poles of the earth. That is, the relations between each are remote and the principles of religion and business hold very little in common. When I refer to religion it is to that understanding and relation between man and his Creator and not to any sect or creed.

Business is the first necessity of organized society. It is of first importance to the welfare of every individual in it. We all depend upon business of some kind as a means of livelihood and for any possible comforts or luxuries. It is necessary that business be surrounded with every safeguard, that it may operate freely and provide constant employment to the people. When business slows down or fails and labor is left unemployed, suffering is near at hand, such as we now have throughout the Nation.

We are living under a selfish and unjust industrial system. It has resulted in 10 per cent. of the people owning 80 per cent. of the wealth of this country. We have been taught that the dollar is sacred by placing it above human rights. Even our educational training has been commercialized and youth is given to understand that the successful acquirement of wealth is the goal of success. The great accumulation of wealth has been made possible by special privilege laws, which give those of wealth an unjust advantage over their fellows. This kind of law and practise is a violation of economic law and is a great factor in bringing on reactions such as panics and depressions.

No cure for recurring panics and depressions is possible unless both small and large business men interest themselves in the causes which produce them and are willing to give of their

time to study the problem. If we are going to take it for granted that politicians and big business will take care of the situation, or that the problem will solve itself in time, we are going to keep right on being upset in business, as we have in the past. As a business man and a student of this subject I am convinced that recurring financial depressions are brought upon the business world by violation of economic law. What I mean by economic law is the code laid down by our Creator to govern both business and social relations among men. When we adjust our business affairs to conform to this code, and live the principles this code demands, we will have less of these depressions and eventually there will be none. The code, known as economic law, demands honesty, justice, uprightness and the knowledge of our relationship with our Creator. This will come naturally when we train the spiritual sense or instinct of child life.

I do not know of a more important problem than making our business relations constant, safe and dependable. With the staggering losses business has already taken, it should become our foremost National problem to get our business relations properly adjusted. To say it can't be done is cowardly and un-American. Every step of human progress made came as the result of education. If our civilization is to mount to a higher plane, it must be elevated by education of youth. During the past few weeks many leading educators of our Nation have declared our present educational system is weak and should be strengthened and broadened by the introduction of spiritual instruction of youth.

The church alone cannot cope with this need of spiritual instruction. In our own State to-day 70 per cent. of the children are growing up with no spiritual training whatever. The church can reach only those who elect to send their children for instruction, which should be supplemented in the home. Many are astonished at the increase in crime among youth, but when you consider the neglect of spiritual training, it is clear to see why this is so. Business men may believe it is the duty of the church to care for spiritual education and that this duty has nothing to do with business as we commonly understand it. This is a vital misunderstanding. Business is usually very careful in the selection of a manager or of one upon whom it wishes to place a heavy trust or responsibility. It wants to know the employe is honest, dependable and trustworthy. It wants those who are grounded in character and principle, otherwise there would be no confidence. This same requirement should apply to every employe, as well as the employer himself. The church may have failed to per-

form the function it is supposed to accomplish in the business world, but it has not failed any more than business men themselves have failed to cooperate in placing business upon a higher plane. What we need to-day is more business men interested in a broader educational system, that will operate through our public schools, to provide spiritual, thrift and economic training. There is nothing else they could do that would help as much to stabilize business in the future. Training in good citizenship will do more to avoid panics and depressions. When you develop the spiritual side of child life, there will be more humanitarianism in business.

We are not going to have any better government or any more stable business relations than we deserve. We have an excellent form of government, and the power of the ballot is supreme. Upon our intelligent use of it our prosperity depends. If we are to have a better administration of government, we have got to have a more enlightened electorate. Our present citizenship is what our public school system has made it. If we are to advance to a higher plane, we have got to broaden our educational laws. As business men we are going to discover that selfishness and greed in business has got to be curbed. We have got to take more interest in the welfare of the one with whom we do business. We have got to become interested in his success and happiness, for upon this depends his future buying power. Business is suffering to-day because of the evil of high powered salesmanship, which encouraged people to buy beyond their ability to pay. So many lost their buying power that factories had to close and all lines of business had to operate with less help, thus adding to the great army of unemployed.

Our present plight is our own fault. It is a big price to pay. It is a challenge to our intelligence. Providence has been kind. No famine or pestilence has assailed us. Mother Earth has provided an abundance. We should be a happy, prosperous and contented people. The Good Book tells us we are "our brother's keeper" and that "we cannot live for self alone." Business men should study some of these precepts. If they do, it will make them more happy and prosperous. I am in favor of this as a business man and I shall do what I can to broaden the educational laws of this State, so we can build a more just and humane society.

E. B. Stebbins.

Carson City, Mich.

Lucky is the man who loses his reputation if it is bad.

Happiness is often the price of being commonplace.

Cherry Pack Starts Soon For Oceana.

Continuation of strawberry picking throughout the past week despite the exceptionally hot weather has surprised many growers who expected that the crop would be cut off short with berries drying up on the vines. Deliveries to Oceana canning plants have continued throughout the week and the amounts received up to this morning are considerably in excess of what was anticipated a week ago.

The first deliveries of gooseberries are also being made this week. The Oceana production is said to be near normal and this county probably furnishes the largest bulk of this fruit of any section in the country.

Early Richmond cherries are rapidly coloring. Last year the season's pack started on July 6 but, according to field men of the Oceana Canning Co. the fruit will not be ready for picking on that date this year. H. K. Royal, manager of the plant, states that usually growers get too anxious to get their fruit off the trees and that from present indications the pack this year should start about July 13.

Announcement of prices on canned cherries has been made by the Sturgeon Bay headquarters of the Great Lakes Fruit Industries, Inc., at the exceptionally low price of 6.50 a dozen for the so-called gallon size. This is 2.50 a dozen under the opening price of last year and indicates a correspondingly lower price in cents as a net yield to the grower for his fruit.

It is more than likely that the low price will also be reflected in the amount that growers can afford to pay for picking, suggestions of 50c, 60c and 75c per 100 having been made.

Growers and pickers are advised not to be misled by pernicious rumors which seem to be prevalent, relative to prices or plans. During the week several parties of people have driven in from outside points following information that pickers were to get 2c per pound this year. A grower from near Coopersville covered practically all of the factories in Western Michigan, having heard that some canner (no one seemed to know who) was in the market for cherries of any kind or nature at exceptionally high prices. This is the kind of a year when one can safely figure that the grass is just as green at home as it is over the neighboring fence. Unsubstantiated rumors are usually just about as far from the truth as it is possible to get. In this particular section, as is indicated in another article in this issue, the canners and the growers are working in close harmony with the intention of adopting the policy that will be to the largest general advantage.—Shelby Herald.

A load of liquor merely adds to a man's load of trouble.

SOME TRENDS IN TRADE.

Sidelights on World's Most Important Happenings.

Most trading centers report continuation of the relatively buoyant feeling which began two weeks ago with the announcement in Washington that President Hoover had suggested a temporary removal of the war debt burden. Retail trade, although affected by the summer dullness now under full swing, was by no means dead and close observers noted a disposition to shorten the period of seasonal stagnation.

Increased sales of low-priced automobiles are the first evidences of the practical effect in the automobile industry of the sharp change in sentiment and the rise in security and commodity prices. This upturn in demand is expected to hasten model changes and plant activity.

Rubber has joined the rapidly expanding group of price-rising commodities, due to the better all-round feeling and an improved statistical and industrial position.

Century Ribbon Mills reports greatly improved sales in recent months, reflecting new styles in women's wear. The year began badly but notable gains have been made since the end of March.

A budget of nearly \$250,000 to be spent mostly in newspaper advertising in the year started July 1 was adopted last week by the National Macaroni Manufacturers who were told that the four-year campaign has already done measurable good in spite of adverse conditions. Manufacturers were urged to refrain from reduction in quality to meet low-price demand, the surest way to defeat the purpose of the sales promotion.

Manufacturers of home furnishings show no inclination to accept a suggestion made by retailers that cash discounts be marked up as a means of increasing profits. Proponents of the idea say the manufacturers should raise their costs to cover the increase. The manufacturers see in the plan only a screen for poor merchandising at the expense of the consumer, and complain that dealers take discounts anyhow which they do not earn.

The Kentucky graduated sales tax law, the first title of which was "an act to restrain the unfair competition of the chain stores and in aid of individual merchants of the commonwealth," has been upheld by the Court of Appeals of that State. The reasoning of the Supreme Court in the Indiana case was largely followed.

Comparison of chain store operations with those of wholesalers and independent dealers was incomplete because of insufficient data. Using studies in Nebraska and Ohio indicating a gross margin of 28.2 per cent. taken by wholesaler and independent between them contrasted with 19.4 per cent. taken by the chains, the conclusion, granting possibilities of error, is that there is a difference of 8.8 per cent. in favor of chain customers.

Calling attention to inadequacies in the Federal Trade Commission report on resale price maintenance, George Gordon Battle, counsel of the New

York Board of Trade's committee on retail pricing, suggests further study for data on which to base final findings. He thinks that a problem other countries have solved should be soluble here, and believes that a difficult questionnaire accounts for failure of most manufacturers to express preference for legislation.

Government and other observers are slightly more optimistic regarding business conditions. The general opinion is that by fall, after gradual improvement, practically all industries will show an appreciable improvement. To a surprising extent, individual manufacturing companies which have adhered to equitable selling policies have maintained both volume and profits, indicating that the revival of general business will emphasize the importance of the retail distributor.

Interest is keen as to the next announcement by the administration for the improvement of economic conditions. There seems to be nothing in the rumor that a moratorium will be suggested to relieve the farmer of the pressure of Government loans and to assist co-operative associations. It is more nearly possible that the next announcement will deal with the problem of conserving and regulating basic raw materials, such as oil and minerals, or with the practicability of allowing agreements to prevent the selling of manufactured products below cost.

Dangers of expedients and trick selling methods are being discussed by officials, and one expressed the conviction that the business world should be warned against false reports and merchandising methods that promise exceptional returns. He suggested that "Get the facts before you act" should be the business slogan for the country, and mentioned that the Bureau of Foreign and Domestic Commerce is able to furnish all facts with which to test or on which to base every sound selling plan.

Program of operations for the coming year, recently announced by the U. S. Chamber of Commerce, offers nothing of an unusual nature for the immediate stimulation of business. Hope has been widely expressed that the chamber's committees would evolve a plan that would have an immediate effect, either in hastening business revival or in creating confidence but; the program is a conventional, sound outline of effort evidently designed for a steady pull.

Warnings on misbranded beverages are being broadcast and published by the Department of Agriculture to the public. Recently the administration seized more than 2,000 cases of grapefruit juice which had been either adulterated with undeclared sugar or misbranded as to quantity of contents. The department contends that buyers who want pure fruit juices should not be obliged to pay for those which have been sweetened or watered.

American lumber interests are bringing the greatest possible pressure to bear to prevent the importation of Soviet lumber. The National Lumber Manufacturers' Association has cited the Canadian ban against Soviet products and the embargo placed, in re-

taliation, by the Soviet government on all Canadian products. "The principle involved," the Association states, "was considered far too vital to be considered in the same breath with mere loss of dollars in exports. The protection of free Canadian labor was immeasurably more important than the entry of Canadian products to the Soviet markets. It is our deliberate opinion that the protection of free American labor from the competition with labor as it exists under the rule of Russian communism will and should be far more a matter of principle than a consideration of dollars."

The merchandising capacity of drug stores is being studied for the first time by the Department of Commerce in St. Louis. This phase of the survey is expected to throw a great deal of light on general retailing methods. It is not concerned with existing data, but is really a scientific exploration and a creative effort that is intended to establish the factors of sound retailing. The work is carried on by studying every person who enters the territory of the store and recording his or her activities. The data will include figures on those who pass the store, those who look at windows, and all details of purchases made by customers, with the influences of weather and other conditions.

The fallacy of selling below cost to procure a profitable large volume is proved by high cost of buying orders as shown by several recent investigations. In one case a manufacturer was buying new territory with a price appeal, and was amazed when the analysis showed that for every \$100 of gross profit he was paying \$125. In another case, a wholesaler was attempting to increase his volume through a delivery service, and out of 125 delivery loads it was shown that but three were profitable.

Change of viewpoint on the part of manufacturers from volume to profits is the motive of much of the Government's work in domestic distribution. It is contended by several officials that this change in viewpoint, with the realization that a cut in price is inevitably a cut in profits, would accomplish a great deal toward more economical distribution.

Retail store clinics for manufacturers of lines of products may take the place of many specialty salesmen. The plan is to select one store in a community and by scientific methods build up the business of the store on the line of the manufacturer. Then co-operating wholesalers are furnished, not only with the figures of volume and profit for the clinic store, but also with full details as to how the results were attained. When the work is done properly, it is said that the cost of independent distribution is greatly reduced because of the natural desire of retailers to emulate the success of the clinic stores.

The oyster campaign recently launched by the Bureau of Fisheries to dispel the general fallacy that oysters are not good during months without "R" in their spelling is said to be having excellent effect. The campaign may serve to suggest to other indus-

tries that are harmed by general fallacies ways in which the Government may aid them by correcting false impressions and beliefs.

When On Your Way, See Onaway.

Onaway, July 7—A Sunday Free Press heading reads: "Detroit Deserted by Fourth Crowds." Just as we predicted in last week's Tradesman. The home coming at Onaway certainly thinned them out down there. We always knew that Detroit was a nice little city, but altogether too far from Onaway to amount to anything.

However, seriously speaking, it is a real pleasure to state that never before in the history of our little city have we enjoyed such large crowds of fun-loving, happy visitors. Both days, Friday and Saturday, the weather was perfect. Every sport was pulled off according to schedule. The firemen's water battle not only delighted the crowds, but washed their sins away also. There will be no need for baptismal services for some time to come. Regrets were received from outsiders who were unable to attend. Among whom were J. E. McMullen and wife, of the Linden Leader. A former letter from "Mac" announced their coming and a hearty welcome awaited them, owing to their many friends and acquaintances here; immediately following, however, came a second letter, Mrs. Mac prostrated by heat, unable to come, but surely will later.

The broadcasters announced the events loudly in their regular order. The bands led the crowds; the lunch counters, refreshment stands and dining halls did a rushing business. The lubricated pig squealed vigorously until captured. Dance halls and theaters flourished. There were good trotting and running races at the fair grounds. There were greetings, handshakes and laughter. There was not a single accident. No intoxicated or disorderly persons or arrests were in evidence.

Let us look back a few years. Would this have been possible during the days of open saloons?—a physical impossibility.

In referring to our tourist register we find fifty-one different cities represented at our home coming. These figures are probably only a minor portion of the numbers. Included in the list are Seattle, Wash., Indiana, Ohio, Chicago, Atlanta, Ga., New York and Pennsylvania.

Come now—own up—are conditions worse under the Eighteenth amendment? Is it not a fact that the world is growing better after all? Sensational write-ups of murder, liquor and scandal make the world look dark. An equal amount of publicity in behalf of all the good deeds performed would change the aspect of things.

I have but little respect for any newspaper, periodical or magazine that will not come out in the open and make a stand for the right, show its colors and assist in upholding the law and not defame it. I have cancelled my subscription to more than one magazine for that very reason.

Squire Signal.

Demand For Glass Products Eases.

Demand for flat glass products eased off during the week under the influence of seasonal conditions and inventory taking by distributors. Orders for window glass were received at about the average for June, which was below that of May. Considering the season and the lack of demand from automobile manufacturers and mirror makers, plate glass is moving better than might be expected. Conditions affecting future demand for plate glass are favorable. Buying of window glass continues on a piece-meal basis.

Kitchen-Fresh!



KITCHEN-FRESH!

*That's why more women are demanding these famous **KRAFT PRODUCTS** every day.*

Every day sees new customers asking for Kraft Mayonnaise Products.

Kraft Mayonnaise, French Dressing, Thousand Island Dressing, Old Fashioned Salad Dressing, Ham-N-aise and Sandwich Spread are all kitchen-fresh! Women want Kraft products because they prefer their exquisitely *fresh* flavor.

IMPORTANT ANNOUNCEMENT

We are pleased to announce that we have made arrangements with I. VAN WESTENBRUGGE to take over the exclusive sale of
KRAFT "KITCHEN-FRESH"
MAYONNAISE PRODUCTS
in Grand Rapids and surrounding territory.

I. VAN WESTENBRUGGE needs no introduction to the merchants in the Grand Rapids territory as distributors of high quality food products. They will continue to render the same efficient service on all Kraft Cheese Products.

KRAFT-PHENIX CHEESE CORPORATION

General Offices, Chicago, Illinois

MOVEMENTS OF MERCHANTS.

Detroit—United Men's Store, men's furnishings, has opened at 1000 Randolph street.

Grand Haven—Bastian Van Woerkom will open a men's clothing store on Washington street.

Detroit—The Canton Shop, 3001 West Grand boulevard, has changed its name to the Juniors Shop, Inc.

Detroit—The Shedd Creamery Co., 2366 Vinewood avenue, has changed its name to the Shedd Products Co.

Mancelona—H. A. Dahlquist, who conducts a 5c-to-\$1 store at Charlevoix, has leased a store in the Laing block and will open a similar store here.

Flint—Lockhart's, Inc., 518 Harrison street, has been incorporated to deal in merchandise with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Chesaning—Nason Bros., dealers in lumber and fuel, have purchased the Adam Loffelbein Lumber Yard at St. Charles and will continue the business as a branch.

Detroit—The H. A. Hosiery Co., 153 West Jefferson avenue, has been incorporated to deal in hosiery at wholesale with a capital stock of \$2,000, all subscribed and paid in.

Ann Arbor—The Harris Seed Co. has removed its plant from 300 East Washington street to 303 South Main street where much needed additional floor space is acquired.

Albion—C. A. Cayers, of Jackson, has purchased the former E. N. French grocery stock and store building at 119 Austin avenue, of A. E. Gage, taking immediate possession.

Detroit—Eye-Kleen, Inc., 3735 Scotten avenue, has been incorporated to manufacture and sell pharmaceutical specialties, with a capital stock of \$1,000, \$250 being subscribed and paid in.

Detroit—Kiefer-Whaling, Inc., Buhl building, has been incorporated to deal in men's clothing, furnishings, hats and shoes with a capital stock of \$10,000, \$6,000 being subscribed and paid in in cash.

Alpena—The Alpena National Bank has consolidated with the Alpena Trust & Savings Bank under the style of the Alpena Trust & Savings Bank and increased its capitalization from \$200,000 to \$400,000.

Detroit—Samuel Davidson & Co., Inc., 13231 Livernois avenue, has been incorporated to conduct a plumbing, heating, supplies, etc., business with a capital stock of \$2,000, all subscribed and \$700 paid in.

Northville—William H. Elliott & Son, 112 East Main street, are closing out their stock of groceries at special sale and will remove their bakery equipment to Trenton, where they will continue the business.

Detroit—The Ellis Engineering Corporation, 309 C. P. A. building, has been incorporated to deal in machinery, hardware specialties, etc., with a capital stock of \$6,000, all subscribed and \$1,000 paid in in cash.

South Haven—Glenn B. Robinson, druggist on Center street, is refurbishing the ice cream department of his store. Some changes have also been made in the counter and show case furnishings of the store.

Detroit—Smith Bros., Inc., 2479 First National Bank building, has been incorporated to manufacture and sell golf bag stands with a capital stock of 10,000 shares at \$1 a share, \$5,000 being subscribed and paid in in cash.

Dearborn—The Commander-Larabee Flour Co., Wyoming and Brandt avenues, has been incorporated to act as distributor and selling agent with a capital stock of 1,500 shares at \$10 a share, \$1,000 being subscribed and paid in.

Macon—R. Dutton, of Dundee and Earl Payne, of this place, have taken over the management of the John Gowman general store, which has been purchased by Henry Ford as a part of his experimental farm development in Lenawee county.

Hudson—The Oren Howes & Son Dry Goods Co. celebrated its fiftieth anniversary this week, the business being established by Mr. Howes fifty years ago. His son has been associated with him as a partner for over twenty-five years.

Wayland—Norris Schuh is erecting a garage and super-service station on South Main street. The North part of the building will be occupied by Mrs. Schuh with a tea room. It is expected the new place of business will be open for business August 1.

Lansing—Coven & Hamilton, 1204 South Washington avenue, dealers in radios, motors, electrical appliances and electric contractors, have merged the business into a stock company under the style of the Coven Electric Co. with a capital stock of \$25,000, \$9,500 being subscribed and paid in.

Battle Creek—Jack Neller, a junior in the law school of Tulane University, New Orleans, who is spending his vacation here with his parents, has purchased the Washington Confectionery, 5 Washington avenue and will conduct it until time to return to his studies when he will put it under the management of his sister, Miss Muriel Neller, until his return.

Clare—The Clare City Council has unanimously approved the franchise offered by the Gas Corporation of Michigan to distribute natural gas in the city of Clare. A special election will be held on July 14, to determine whether or not Clare will substitute natural gas for artificial. Clare has had artificial gas piped from Mt. Pleasant for about fifteen years.

Lansing—Theron M. Sawyer, 55, secretary-manager of Lansing Merchants' Association, Inc., was fatally injured, his wife was instantly killed and their three children seriously hurt when their car left the road and crashed into a tree between here and Grand Rapids Sunday afternoon. Mr. Sawyer was rushed to Blodgett hospital, Grand Rapids, where he died.

Frankfort—Two additional baths and a private dining room have been added to the facilities of the Park, in Frankfort, on Lake Michigan, during the winter season and a large amount of redecorating has been done, according to Miss Sadie Chambers, owner and operator of the house. A large number of mattresses have been replaced with new and the grounds West of the hotel have been graded and seeded and a miniature golf links on

the East has been prepared for playing.

Manufacturing Matters.

Royal Oak—The Lifetime Metal Products Co., 420 South Main street, has changed its name to the Levitt Hardware & Accessory Co.

Detroit—The Continental Cigar Co., 2610 East Forest avenue, has been incorporated with a capital stock of \$6,000, all subscribed and paid in.

Detroit—The Universal Marble Co., Inc., Greenfield Road, has been incorporated with a capital stock of \$20,000, \$10,000 being subscribed and paid in.

Detroit—Fertilife, Inc., 1017 Penobscot building, has been incorporated to manufacture plant foods, with a capital stock of \$30,000, \$5,000 being subscribed and paid in.

Detroit—The T. D. Strom Manufacturing Co. 7416 Mack avenue, has been incorporated with a capital stock of \$5,000, \$2,560 of which has been subscribed and \$1,133.47 paid in.

Detroit—The Non Ferrous Alloys Co., 6425 Charlevoix street, has been incorporated to operate a foundry for non ferrous metals with a capital stock of \$10,000, \$5,500 being subscribed and paid in.

Manistee—The John H. Rademaker Co., has been incorporated to manufacture and deal in salt, chemicals, lumber and building supplies, with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Electric Door Operator Co., 956 East Larned street, has been incorporated to manufacture and sell garage door openers, with a capital stock of 6,000 shares at \$1 a share, \$6,000 being subscribed and paid in.

Milford—The Wood Specialty Co., 209 Oakland street, manufacturer of crates, boxes, etc., has merged the business into a stock company under the same style with a capital stock of \$10,000, \$7,200 being subscribed and paid in.

Flint—The Standard Cotton Products Co., 2701 Camden avenue, manufacturer of cotton fabric for upholstery, has merged the business into a stock company under the same style with a capital stock of \$240,000, all subscribed and paid in.

Wayland—The Pet Milk Co. is installing machinery in its local plant for the manufacture of ice cream mix, to be sold to manufacturers of ice cream. The making of the ice cream mix will be an auxiliary to its manufacturing of evaporated milk.

Detroit—The Detroit Ornamental Foundry Co., manufacturer of ornamental metal castings, 1971 Guoin street, has merged its business into a stock company under the same style with a capital stock of \$20,000, \$10,000 being subscribed and paid in.

Recent Business News From Ohio.

Fremont—Damage estimated at several thousand dollars was caused at the A. H. Jackson Manufacturing Co. plant, an underwear concern here when a high wind ripped the roof off the building and a mild cloudburst fell upon sewing machines and stock of materials in the cutting and sewing departments. Eighty women and girls

were at lunch when the storm broke and no one was injured.

Kent—Mark H. Davis, 74 Kent clothing merchant, formerly of Garrettsville, died at Cincinnati recently. He had been identified with the clothing business in this section of the State for more than 30 years prior to his retirement.

Youngstown—Nominal assets of \$104,921 and liabilities of \$81,438 are listed in schedules filed in the U. S. District Court at Cleveland, by the O. B. McManus Co., department store. Assets consist of cash on hand, \$278; stock in trade, \$35,520; auto, \$300; personal property, \$593; debts due on open accounts, \$55,904; bank deposits, \$950. Liabilities are taxes, \$419; secured claims, \$20,286; unsecured claims \$60,732. There are 192 creditors with unsecured claims.

Cincinnati—An involuntary petition in bankruptcy has been filed against Charles N. Zesterman, trading as Zesterman Case Co., by attorneys Benham & Benham and A. L. Weinstein representing Atlas Leather Case Co., \$65; Gladstone Case Manufacturing Co., \$91, and Levine & Rosenberg, \$675.

Cincinnati—Wolf Sigman & Son, retail dry goods, Gilbert and Wehrman avenues, list assets of \$600, consisting of stock in trade. Liabilities are \$5,068, of which \$3,268 is unsecured.

Call For Low-End Linoleums Off.

Business in the wholesale hard surface floor coverings market fell sharply following the price advance of 7 to 10 per cent. which went into effect this week on low-end linoleum and felt base products. Jobbers attributed most of the loss in purchasing to pre-holiday inactivity. The drop in demand caused by the price increase cannot be fully gauged until next week, when normal buying conditions prevail. The call for better grade linoleums and felt base goods, which were not affected by the price change, continues at subnormal levels.

Amber Costume Jewelry For Fall.

Popular price costume jewelry lines for the Fall season will feature amber color beads and bracelets, carved peach-pit and coral necklaces, along with Florentine pieces of oxidized metal. A number of such items, it was said, have been made up in sample form, but production is being held up awaiting the response of buyers, due here in the near future. Prevalence of distress merchandise in the low-end lines is having an adverse effect upon the current sale of costume jewelry in the \$1 to \$2 retail range.

See Trend To Union Suits.

Some trend to men's nainsook union suits, particularly in the low-priced ranges, has become evident during the last two weeks. While the demand is somewhat of a seasonal nature, it has developed suddenly and has caught mills that have been concentrating their attention on gym pants unprepared. As a result a few manufacturers are finding deliveries difficult. Greatest emphasis has been placed on the low-priced numbers, retailing at 39, 49 and 59 cents.

Essential Features of the Grocery Staples.

Sugar—Both raw and refined sugars, in our opinion, will show no more than moderate firmness during the next month or two. We see little purpose in making extensive forward commitments at this time. Local jobbers hold cane granulated at 5.25c and beet granulated at 5.05c.

Tea—During the past week the market has been slow on account of the holiday spirit. News came from primary markets that India teas are a fraction higher. This has not yet been followed by advances in this country. China greens are still firm and operators are expecting advances on Hoochows and Pingsueys because of expected crop shortage. The consumptive demand for tea is good. First hands demand is about ordinary.

Coffee—There is very little of importance to report in the coffee market since the last report. Early in the week prices strengthened a little on green Rio and Santos sold in a large way, but later excessive supply got in its work again and the market eased off. Later in the week, however, news came from Brazil that much coffee was supposed to be hurt by frost and this raised future Rio and Santos several points. Perhaps actual Rio and Santos advanced a small fraction, but it was small. Milds are unchanged from a week ago. The jobbing market on roasted coffee is also about unchanged.

Canned Fruits—The strawberry pack was smaller than expected, on account of the roots being stunted by the drought a year ago. The cherry pack in Michigan will be nowhere near as large as usual, due to the prevalence of maggots in sour cherries grown on trees which were not sufficiently sprayed. The Government has issued an order forbidding packers to receive or pack any cherries which have not been sprayed four or five times by the grower. Reports from Wisconsin and New York still tell of damage to the growing crops, sometimes by too much rain and sometimes by too little. California fruits show no particular change. Opening prices on new pack cling peaches are expected almost any time now. The trade expect them to be pretty low.

Canned Vegetables—The Michigan pea crop is only going to be half a crop because of the drought which prevailed a year ago. The subsoil is apparently without any moisture. The new crop of sweet peas in New York, Wisconsin and other growing states has been badly damaged by weather conditions. Particularly in fancy peas is the damage widespread as the blistering sun has turned the crops hard, and only a small portion of them will grade out as strictly fancy peas. Buyers have learned of this condition from their own sources and the result is that spot fancy peas are being held more firmly. Corn shows little change. Crops in Maine are reported as badly damaged and many factors show a disposition to hold Bantam, but it still is available in New York and Maine at unchanged prices.

Dried Fruits—Dried fruits show no particular changes here. New apricots

are more in demand now and the situation in California shows much improvement, particularly on the lower grades. Higher grade apricots are reported as slightly easier. New crop raisin prices will be made next week by the California raisin pool. The campaign for additional acreage necessary to bring about the support of the Farm Board for the new control program is making fair progress and may be concluded before July 10, on which date the formal opening is expected. New crop prunes are developing favorably, while spot prunes remain easier in the hands of packers, due to the lack of buying and the need for liquid capital by some of the operators. The future peach and pear markets are shaping slowly and are more or less affected by what is happening in new raisins, apricots and prunes. In an effort to improve their prospects, 5,000 apricot growers, acting through the California Prune and Apricot Growers' Association, are conducting a campaign to prevent demoralization of the apricot market. Growers are being advised that co-operation will net them between \$750,000 and \$1,000,000 more on the new crop. It is being pointed out that the growers' problem this year is a financial problem. In former years the crop was financed largely by the East, as it was the custom of buyers to anticipate their future needs, buying for months in advance. "To-day this situation has changed," says a statement issued by the growers. "Hand-to-mouth buying is the common practice. Buyers do not anticipate their needs but buy for immediate requirements only, even when they know that future purchases must be made on a rising market."

Salt Fish—Demand for mackerel and other salt fish is still poor, perhaps no poorer than it always is in warm weather. Stocks are light, however, and there is no particular pressure to sell, therefore prices are steady.

Canned Fish—No change has occurred in salmon. Demand is fair and most of the grades are in fair position. There is some shading in sockeye salmon. Sardines show no change anywhere. Demand is only fair. The tuna fish situation is clearing up, and boats are going out for striped tuna and yellowfin after a sixty-day lay-off. A tentative agreement on price has been reached and canners are determined to stabilize the market.

Beans and Peas—Pea beans are weaker again on account of very slow demand. Other varieties of dried beans are sluggish with the tone barely steady. Blackeye peas are a little firmer with an advancing tendency showing at present.

Cheese—Fair demand is noted in cheese. As the offerings are light the price has been steady to firm.

Nuts—Walnut halves and pieces, particularly from France, are in light supply, and the trade is being advised to cover early fall requirements as soon as possible, as cleanup is looked for before new crop nuts from France are available. Shelled almonds and filberts are dragging, with buyers taking only what they actually need. In the unshelled group interest centers on new

crop almonds, walnuts, pecans and other domestic nuts. The almond crop will probably be the largest in several years, estimates varying from 18,000 to 20,000 tons. Growing conditions also favor California walnuts. The Association estimates an increase of over 16 per cent. in the production of merchantable unshelled varieties and an increase of approximately 23 per cent. in shelled varieties. A large crop of pecans is also in prospect.

Rice—Several sections of the Southern producing states report a lack of sufficient rainfall and moisture in the soil for normal development while Louisiana growers say that salt water continues to be a threat in the large growing section just East of the Mermentau river. Stocks of top grades of Blue Rose now in hands of growers are moderate, while millers are holding practically none. Most of the plants have shut down, but a few are operating against orders booked. The long grain varieties are firm and very scarce.

Sauerkraut—Due to the satisfactory sales effected in the past few months, up-state kraut packers are more confident. A few are holding for firmer prices in the belief that with a reduced output in the coming season the worst has been seen in declining prices.

Syrup and Molasses—Considering the season there is a fair demand for sugar syrup, but only in small lots. Prices are steady and unchanged. Compound syrup is selling a little better without change in price. Molasses moderately active for the season with unchanged prices.

Vinegar—Continued improvement was shown in vinegar. With the coming of the warm weather stocks are moving into consuming channels in a much better way. Buying was a little more active, and sellers reported an improved understone to the market.

Review of the Produce Market.

Apples—Current quotations are as follows:

Ben Davis, A Grade\$1.50
Ben Davis, Commercial 1.25
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—Home grown, 35c per doz. bunches.

Butter—The market has been steady to firm since the last report. Demand has been fairly active and the feeling in outside markets somewhat firmer. There has been a small fractional advance during the week. Jobbers hold 1 lb. plain wrapped prints at 24½c and 65 lb. tubs at 22½c for extras.

Cabbage—Home grown, 90c per bu.
Cantaloupes—California stock is quoted as follows:
Standards, 45s\$3.00
Jumbos, 36s 3.25
Jumbos, 45s 3.25
Jumbo flats 1.50

Carrots—New from California, 60c per doz. bunches or \$3.25 per crate; home grown, 35c per doz. bunches.

Cauliflower—\$1.50 for box containing 6@9.

Celery—Home grown, 30@50c according to size.

Cherries—Sour, \$1.50 per 16 qt. crate; Sweet, \$1.75 ditto.

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

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

Currants—Red, \$1.75 per 16 qt. crate.

Eggs—Fine fresh eggs are wanted and are selling every day to a degree which about absorbs the receipts of this grade. Heated eggs are beginning to show themselves and under grade eggs in general are hard to move. Jobbers pay 15c for high grade fresh stock.

Grapefruit—Extra fancy Florida sells at \$3.25 for 54s.

Green Onions—20c for Silver Skins.

Green Peas—\$1.75 per bu. for home grown.

Green Beans—\$2.25 per hamper.

Gooseberries—\$1.75 per 16 qt. crate.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate\$0.00
Imperial Valley, 5s, per crate 5.00
Hot house leaf, per bu. 60c
Home grown head, per bu. 1.25

Lemons—The price has declined \$2 per box.

360 Sunkist\$11.00
300 Sunkist 11.00
360 Red Ball 10.00
300 Red Ball 10.00

Limes—\$2 per box.

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

126\$6.25
150 6.00
176 6.00
200 5.25
216 5.25
252 5.00
288 4.75

Onions—Calif. yellow, \$1.50 per 50 lb. sack; white, \$1.85 ditto.

Parsley—50c per doz. bunches.

Peppers—Green from Florida, 60c per doz.

Pieplant—75c per bu. for home grown.

Potatoes—New home grown, \$1@1.10 per bu.; Virginia stock \$3 per bbl.

Poultry—Wilson & Company pay as follows:

Heavy fowls 16c
Light fowls 13c
Ducks 14c
Geese 12c

Raspberries—Black, \$2.25 per 16 qt. crate; Red, \$2.50 ditto.

Spinach—Spring, 50c per bu.

Strawberries—\$2 per 16 qt. crate.

Tomatoes—\$1 per 10 lb. container, Southern grown; home grown hot house, 75c 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—40@60c apiece for Florida stock.

It is hard for a man to climb up in this world, but it hurts him much worse to climb down again.

Perhaps some children are naughty because they have heard that the good die young.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Akron and other nearby cities in Ohio appear to be full to overflowing with alleged companies which undertake to foist so-called medicated salt on the retail merchants of Michigan. The product thus exploited has no medical value and its sale is interdicted by the State agricultural department. The unfortunate feature is that in most cases the crafty agents who sell the trash insist on securing trade acceptances which eventually turn up in the hands of alleged innocent third parties. This department has protected hundreds of merchants from the machinations of these crooks in the past, but new victims are constantly appearing and asking for assistance. Once more—for the hundredth time—we warn merchants not to sign trade acceptances or give their signatures to any one in advance of shipment no matter how alluring the proposition may be. Any merchant who ignores this warning and invites trouble by dealing with these irresponsibles deserves a call from the fool killer.

An advertising agency corporation, said to have placed for publication alleged false advertisements, including those of a watch vendor, signed a stipulation with the Federal Trade Commission, agreeing that if the Commission will not include it as a respondent in proceedings against the advertiser, it will waive any right it has to be joined as a respondent and will abide by such action as the Commission may take against the vendor-advertiser.

Resale price maintenance methods are discontinued, according to an order of the Federal Trade Commission to Coty, Inc., importer, packager and dealer in cosmetics, New York. The company is to stop carrying into effect by agreements, contracts or co-operation, a system of suggested resale prices for the articles it sells by such means as (1) agreements with wholesale or retail dealers that the company's products will be resold by such dealers at prices specified by the company; (2) procuring assurances from either wholesale or retail dealers that the prices fixed by the company, for resale of its products will be observed by such dealers; and (3) seeking co-operation of dealers in maintenance of resale prices suggested by the company for its products. The Commission found that the company made it generally known to the trade by letters, telegrams and interviews, that it expects dealers handling its products to maintain its suggested prices. When information would be received by the company indicating that vendors of Coty articles in a particular city were not maintaining the suggested prices, the company would send its agents to such a city to interview these dealers, and to point out to them the company's price maintenance policy and insist that they maintain suggested prices. Such agents would obtain from the wholesale and retail dealers agreements to maintain such prices. The company has refused to sell its products to

wholesale and retail dealers who have not maintained suggested prices and who will not agree to maintain such prices in the future. The company has furnished names of wholesale or retail dealers whom it has refused to supply with products, directly to those dealers who maintain the respondent's suggested prices or who are selling in the territory where are situated the dealers who had been cut off. Since 1928 the company has not made a practice of notifying its vendees when such price cutting dealers have been cut off for failure to observe the suggested resale prices.

Unfair competition in the leasing of machinery will be discontinued by a corporation manufacturer of machines used for the random dyeing of yarns, according to a stipulation agreement between the company and the Federal Trade Commission. Leasing its ma-

tains sufficient natural fruit of the grape as to derive therefrom its color and flavor, the words "Nu-Grape" may be used if accompanied by words equally conspicuous in type, clearly indicating that the product contains substances other than natural juice of the grape. If the beverage produced from the company's syrup is not composed in such substantial part of the natural fruit of grapes as to derive therefrom its color and flavor, then the company, according to the Commission's order, shall cease altogether from using the words "Nu-Grape" or "Grape" to describe it in advertising or on labels, bottles, barrels, caps, crowns or stoppers, "except and unless, in the same connection, it is made prominently to appear that the product is an imitation, artificially colored and flavored. The Commission also prohibits the company's using or authorizing others to use in advertising or labeling, words

made by the Department of Agriculture shows "Merchandise No. 25" to contain from seventy-two to seventy-four per cent solids, also tartaric acid, malic acid, citric acid, and 13.85 per cent alcohol. The chemists found "Merchandise No. 25" to be so changed by removal of solids such as fruit sugars and by removal of true fruit acids, as well as by addition of alcohol, that it has ceased to be a pure concentrated grape juice and has become a grape extract. "Nu-Grape" syrup is pronounced to be an artificially colored invert sugar syrup containing added acid, principally tartaric, and not more than twenty per cent, of grape juice, while the "Nu-Grape" beverage, made from the syrup, is found to be artificially colored, sweetened with invert sugar and acidulated with added acid and containing no more than four per cent. of grape juice. "Nu-Grape" syrup is held not to contain sufficient natural fruit or juice of the grape to give it its color or flavor. The color is derived from artificial coloring matter and the flavor principally from the added tartaric acid. Nu-Grape Company of America was a Georgia corporation with its principal office and place of business in Atlanta, up to December 19, 1924, when, by action of its stockholders, the company reorganized as a Delaware corporation of the same name with the same officers, directors and stockholders. Since then no business has been carried on by the Georgia corporation, although it has not been dissolved. The Delaware company's principal office is listed as in Wilmington, Delaware, although the executive offices and principal manufacturing plant are in Atlanta. Other plants are maintained in Chicago, Los Angeles, Baltimore, Kansas City, Dallas, Little Rock, and Jacksonville.

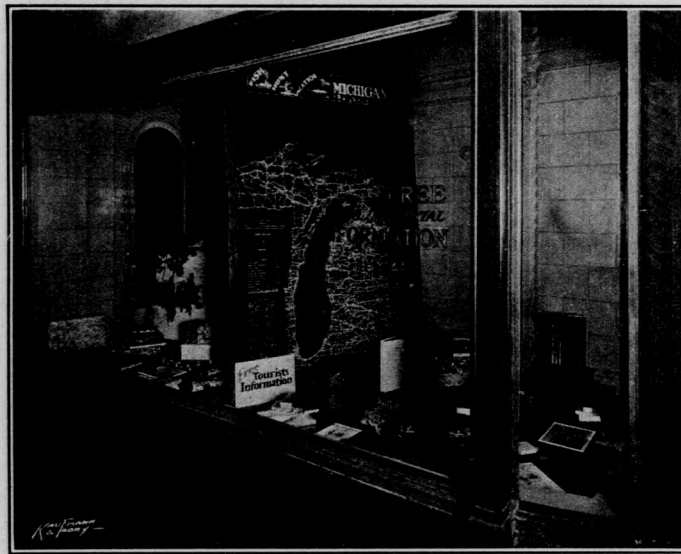


Exhibit made at Chicago headquarters of the Michigan Tourist and Resort Association by the Kalamazoo Paper Box Co.

chines to manufacturers and sellers of woolen, cotton and rayon underwear, in competition with other corporations and firms, the respondent agreed to stop attempting to enforce leases of its machinery on the conditions that the lessee shall not use or deal in the goods or machinery of competitors of the lessor. The conditions of this stipulation agreement apply in all cases where the effect of such lease may be to substantially lessen competition or tend to create a monopoly in commerce. The corporation further agreed to cancel all restrictive clauses which may at this time be contained in leases now in effect, and to notify the lessees that such clauses are without effect.

The Federal Trade Commission has ordered Nu-Grape Company of America, Atlanta, manufacturer of a well-known beverage concentrate, to discontinue use of the term "Nu-Grape" or the word "Grape" as a trade name or other designation for a product not composed wholly of the natural fruit or juice of the grape. Provision is made that when such a product con-

falsely suggesting that a product is made from the natural juice of grapes or contains such juice in such substantial quantity as to derive therefrom its color and flavor. The company has sold its "Nu-Grape" syrup generally to bottling plants and a few jobbers who use it in preparing the "Nu-Grape" beverage. The retailer mixes one ounce of syrup to five ounces of carbonated water and sells it at five cents a bottle. In 1928 the company made and sold more than 200,000 gallons of "Nu-Grape" syrup and in 1929 about 105,000 to 110,000 gallons. Since May 1928 "Nu-Grape" syrup has been prepared as follows: In manufacturing forty gallons of the concentrate one gallon of a so-called "Merchandise No. 25" is used. The remaining thirty-nine gallons consist of water, sugar, tartaric acid and certified coloring matter. "Merchandise No. 25," which is bought from a firm in Brooklyn, has for its base a concentrate of grape juice obtained in California. The Brooklyn Company adds aromatic grape juice concentrate made from grapes by a secret process. An analy-

Ithaca, July 5—Am going to suggest a matter that I believe you might bring to the attention of your readers through your department devoted to questionable schemes being worked by smooth promoters.

A man by the name of E. C. Carver, who claims Alma or Jackson or most any other place as home, is working a so-called advertising stunt, whereby he gets a garageman to perform about \$6 to \$10 worth of services free as advertising, for as many customers as Carver can sell coupon books to at \$1 each. I will enclose one of the books. The garage man gets nothing. Carver gets 100 per cent. of all money taken in.

Not only this but he leaves the printer unpaid. With us he ordered 500 books, agreeing to pay when he called for the books. Later he came back one evening with a hard luck story about an automobile accident and asked us to release a few books to him and that as soon as he got his insurance he would call for the remainder of the books and pay in full. We still have the books. The same stunt, I understand, has been worked on printers in several other towns by this man Carver, who is a smooth duck, but one that bears watching.

Romaine McCall,
Editor Gratiot County Herald.

More than half the time when a woman betrays a secret some man is at the bottom of it.

A boy never gets much comfort out of his first cigar, but he gets lots of experience.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Announcement of the second semi-annual women's apparel market and exposition to be held at the Statler Hotel, August 30, 31 and September 1 and 2 has been made by the Women's Apparel Club of Michigan, through the club's president, Milton Aronheim, of this city. A second market and exposition will be held in Grand Rapids on September 13 to 16, inclusive, at the Pantlind Hotel for the benefit of the merchants in Western Michigan.

The Women's Apparel Club of Michigan, organized in 1930, is comprised of Michigan representatives of National manufacturers in the women's children's and infants' wear field. Kindred lines are also represented. At the first exposition held in Detroit last February more than 100 lines were represented. Influenced largely by the success of this affair the club membership has nearly doubled and the increase will be reflected in the coming expositions to be held in the two Michigan cities, according to Manley Sprague the secretary. Mr. Sprague is in charge of arrangements.

Sklare & Elias, Inc., wholesale draperies and linens, have moved from 170 West Jefferson, to new quarters at 148 West Jefferson.

The Camill Neckwear Co. is now occupying new quarters at 138 Jefferson avenue, East. The firm for a number of years was located at 148 West Jefferson.

The building at Jefferson, East, and Bates street has been razed, the basement filled up to the road level and the space turned into a parking lot. This is the second time within a short time that a building has been removed for this purpose in the heart of the wholesale district.

Retail merchants in this city report a good pre-Fourth business and in most cases stated that the volume exceeded that for the same period in 1930. Thanks to ideal weather conditions.

Preston D. Norton, general manager of the Norton, and of the Norton-Palmer, in Windsor, and chairman of the committee on student placements for the Michigan Hotel Association, reports that all twenty of the students in the four-year hotel course at Michigan State College have been placed with various hotels about the State of Michigan or contiguous states for their summer laboratory work, which is required for graduation.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Eder Lipson Furniture Co., by Lawhead & Kenny, attorneys, representing C. A. Finsterwald Co., \$740; Reliable Mattress Co., \$701; Standard Screen Co., \$136.

An involuntary petition in bankruptcy has been filed in U. S. District Court here against Paul Faust by Lawhead & Kennedy and John McNeil Burns, representing Hood Rubber Products Co., \$1,751; Endicott Johnson Corp., \$1,323; Brandau Shoe Co., \$88.

The Union Guardian Trust Co. has been elected trustee of Majestic Shoe Shops, Inc., in involuntary bankruptcy. Assets are given as \$5,500 and liabilities

\$37,063 in schedules filed in U. S. District Court here.

The Union Guardian Trust Co. is conducting receiver's sale of stock for Hughes & Hatcher, retail men's wear, with stores at 2305 Woodward avenue and 1244 Washington boulevard. Assets are given as \$174,301 and liabilities \$238,619 in involuntary bankruptcy schedules filed in U. S. District Court here. Assets are real estate, \$50,000; cash on hand, \$200; stock, \$60,000; fixtures and machinery, \$30,000; debts due on open accounts, \$27,877; deposits in banks, \$5,924. Liabilities include taxes, \$33,800; secured claims, \$16,405; unsecured claims, \$118,413.

Equitable and Central Trust Company, Detroit, has been appointed receiver for the Lee Plaza Hotel by Circuit Judge Harry B. Keidan. The property which had been operated by the Metropolitan Trust Company as receiver until that institution closed last week. The Lee Plaza is one of the larger apartment hotels in Detroit, having approximately 200 apartments of which 70 per cent. are rented at the present time. The building was erected about five years ago.

Three million, three hundred ten thousand, nine hundred seventy-one dollars and nine cents was the amount written on the face of a check handed to O. B. Fuller, State Auditor General, at Lansing, Tuesday, June 30, by a representative of the Michigan Bell Telephone Company. The check was tendered in payment of the Telephone Company's State tax bill for 1930. Only one other check, representing the joint tax paid by the New York Central Railroad and the Michigan Central Railroad, was larger. The Michigan Bell Company's tax payments this year to State, Federal and municipal governments represent \$5.51 for each of 681,976 average telephones in service during 1930, or the net earnings from approximately two of every five telephones. According to Walter I. Mizner, treasurer of the Michigan Bell Company, who signed the check, the Telephone Company pays more than 23 per cent. of the total amount that will be paid the State of Michigan this year by utility companies. Under the State law telephone and telegraph companies, railroads, railway car loaning companies, and express companies pay taxes to the State in lieu of local taxes. This money is placed in the primary school fund and later disbursed among school districts in proportion to the number of children of school age residing in the district at the time the annual school census is taken. It is estimated the primary school fund for 1931 will receive from utility taxation approximately \$14,100,000.

Copper Boiler Sales Rise Sharply.

Prevailing low prices on copper have enabled manufacturers of copper wash boilers to market their products this season at prices from 25 to 50 per cent. below last years quotations. The reduction in prices has been followed by a record increase in demand. Boilers formerly priced above \$7 at retail are now available around \$4. New fall lines of household utensils and kitchen ware will feature the boilers at prices on a par with the Spring levels.

REPRESENTATIVE RETAILER.

Duncan Weaver, the Well-Known Pharmacist.

Harry Duncan Weaver was born on a farm five miles Southwest of Fennville. His grandmother, on his father's side, was born in Germany. His mother was born in Vermont. His father was born in Ohio and lived to be 83 years of age. The family subsequently removed to Saugatuck and in 1910 again removed to Fennville.

Mr. Weaver graduated from the high school of Fennville in 1917. During the time he attended school he worked nights and mornings in the drug store of W. H. Faust. In 1919 he went to the Ferris pharmacy school at Big Rapids, graduating therefrom one year later. He then entered the employ of Richard Thiel, of Fennville, with whom he remained six years. The next year he was employed in the Liggett drug store at Muskegon Heights. He then returned to Fennville, purchased the Thiel drug stock and continued the business under the style of Weaver



Duncan Weaver.

Drug Co. He now uses the title Duncan Weaver, Druggist.

Mr. Weaver was married Feb. 17, 1929, to Miss Myra Matting, of Holland. They live in their own home in Fennville.

Mr. Weaver is a member of the Methodist church, being a member and secretary of the board of stewards of that organization. He also teaches a class in the Sunday school. He has never joined any fraternity.

Mr. Weaver has served Fennville four years as member of the common council.

He was president of the State Rexall Association one year—1929-1930. Jan. 21, 1930, Governor Green appointed him a member of the Michigan Board of Pharmacy.

Mr. Weaver attributes his success to his friends. He believes he has the most loyal friends of any man in the world. This means, of course, that he has a delightful personality, which enables him to make and keep his friends. He is universally liked and respected in the community in which he lives and has a large following in the Michigan

State Pharmaceutical Association, the convention of which he has attended regularly for several years.

Canned Grapefruit Fails To Meet U. S. Rules.

Jacksonville, Fla., July 3—The Florida Citrus Exchange is having its troubles trying to get the grapefruit canning industry on a successful working basis, the latest complication being the seizure of more than 2,000 cases of canned grapefruit that did not meet the requirements of the Federal pure food laws. Samples of the canned grapefruit had been subjected to inspection and chemical tests at Washington.

It is understood that the canners, in their haste to hit the early market, had labels printed in great quantities that did not conform to requirements of the Federal pure food laws with regard to indicating the actual contents of the can. The Exchange subsidiaries engaged in the canning deal, together with the independents who are pooled under the name of the Florida Canners' Association, have appealed to U. S. Senator Duncan Fletcher for assistance.

Money in Produce Business.

San Francisco, July 3—A wholesale produce dealer moved to this city recently and deposited \$500,000 in a local bank. He had been engaged in the wholesale produce business in a prosperous California community for over 20 years, and finally moved to this city with a cool half million to his credit. When asked the secret of this financial success, he said: "I attribute my ability to retire after 20 years in the produce business to close application to duty, always hewing absolutely to the line, letting the chips fall where they may, in addition to the most rigorous rules of economy, never spending a cent foolishly, everlastingly on the job with a whole heart early and late, and to the death of an uncle who left me \$499,999.50."

Expect Better Gift Wares To Sell.

Gift wares buyers going into the wholesale markets within the next few weeks will be in quest of limited supplies of medium and high-price items for Fall sales. Novelty merchandise selling around \$1 will supply the bulk of the business, but stores are reported ready to give more attention to the better merchandise than they did last Fall. Outstanding among the articles expected to be popular are recently imported lines of Holland pottery. Price competition on Italian pottery has turned the demand toward the Holland pieces, which are available to retail at from \$3 to \$30.

Overcoming the depression by appointing committees is not considered feasible by the best economists in Washington. The announcements of the United States Chamber of Commerce and of the Civic Federation are considered as merely gestures. They will have little effect, in the opinion of the best observers. The greatest need is for representative action on the part of the Nation's business leaders. One of the best known economists in the Government service remarked the other day that there are literally tons of reports and other data bearing on the economic situation that have been carefully collected, and that further research is not needed. The one hope is that business leaders may come forward and organize with a definite plan of restoring confidence by action.

GERMANY THE WHINER.

The remarkable description of financial and economic conditions in Germany from the pen of Paul Findlay on page 20 of this week's edition of the Tradesman can be depended upon as accurate because Mr. Findlay has made a close and careful investigation of conditions in Germany and records his conclusions from first hand investigation.

The Franco-Prussian war was declared July 19, 1870. The treaty of peace was signed May 10, 1871. The conditions of the treaty were the ceding of Alsace and Lorraine to Germany and the payment of a war indemnity of \$1,000,000,000, the German army to occupy certain portions of France until the last penny of the indemnity was paid. The last installment of the war indemnity was paid Sept. 5, 1873, without a whine or protest on the part of France.

Contrast this record with the action of Germany over the war indemnity Germany agreed to pay as the result of the kaiser's war of conquest—an indemnity which should have been five times as large as the amount finally agreed on because of the utterly defenseless position of Germany for starting the war after long and expensive planning and the rapacity and brutality with which it was conducted. Considering the wantonness with which the war was prosecuted and the fact that no German building was destroyed and German soil was not invaded, Germany got off very easy for the awful things she did and the way she did them.

Germany's position in undertaking to repudiate her war assessment is utterly untenable and contemptible and should receive no consideration whatever at the hands of the civilized nations of the world.

NARROWING THE FIELD.

In an article in the current issue of the Spectator, the well-known insurance publication, Dr. Frederick L. Hoffman gives some figures as to the growth of the death rate from cancer which at first glance appear alarming. He shows that in fifty cities there has been a steadily increasing number of deaths from cancer in the past twenty-five years and that the cancer mortality for 1930 in the entire United States was the highest on record.

We have no intention of minimizing the danger from cancer. It is one of the gravest problems the medical profession now faces, and further growth in the death rate can be combated only by a public realization of the necessity of prompt application to a physician upon the first appearance of symptoms. But at the same time it is not so much because cancer is becoming more widely prevalent but because of the elimination of other diseases, permitting thousands of persons to reach the age at which cancer affects them, that the mortality rate constantly increases. In fearing cancer we forget how life expectancy has been increased by medicine's successful fight against other causes of death. If cancer is now our chief enemy, it is only because we have taken up an advanced position in the struggle to prolong life.

Some day, we do not doubt, science

will turn the scales against cancer. It will decrease to an irreducible minimum deaths from all diseases. Then the memace will be old age. The statistics will prove that deaths from this cause have increased at so alarming a rate that all medical facilities must be martialed for a fight to the finish. And while science may cause old age to retreat, slowly and reluctantly, it is the one foe it can never vanquish.

REPORTS ENCOURAGING.

Although there was some recession in the hopeful sentiment which first greeted the proposal for an international debt holiday, the cheerful tone in business last week was fairly well maintained. It was recognized that the whole debt problem and the threats of political and social disorder can scarcely be dismissed as past the danger point, and yet the general feeling seemed to be that at least a start has been made toward solving those difficulties which are prolonging the depression.

Helpful to this sentiment were small advances in both the weekly business index and in the commodity price average. The former moved slightly higher as increases in car loadings and electric power output offset the declines in the other basic activities. The Annalist weekly price index of commodities rose to 102.2, with the only declines in farm products, building materials and miscellaneous items.

While building contract awards in this district last month were nearly equal in value to those placed in the same month last year, the figures for the country as a whole have shown little improvement. For the first nineteen days of the month they were running one-half of 1 per cent. under the daily average for May, when a gain of about 2 per cent. is usual, and were little more than half of the June, 1930, awards.

Some improvement in automobile sales is reported, and this, coupled with the more liberal purchasing policy which the railroads may adopt on the basis of being able to obtain higher rates, points to an improved outlook for operations in the many supplying industries.

IMPROVEMENT A FEATURE.

Little in the way of a review of the half year in business seems necessary when so much depends upon the outcome of the international debt agreement. The substitution of long-term for short-term credits among the suffering nations will spell, it is felt, all the difference between stability and collapse. Eventually, it is freely predicted that the war debts and loans will be considerably scaled down and commercialized.

The six months in business, however, have proved that the low point in the depression was not reached last December, as many so confidently asserted upon earlier occasions. Building operations have also failed to come up to expectations. The veterans' payments brought a measure of relief to the situation and were reflected chiefly, it is believed, in the improvements which took place in merchandise trade. The gain in this activity was the chief development of the half year.

Following upon this stimulation,

which was transmitted to the textile and boot and shoe industries, there was some reaction which, however, has been overcome to a degree by the vigorous promotion of merchandise by the larger stores at greatly reduced prices. The public has responded to these bargains even though the spread of wage reductions and the cutting down of interest and dividend payments have influenced purchasing power unfavorably. Recently, the more cheerful feeling in business has brought almost immediate response in improved buying by consumers.

FALL BUYING POLICIES.

This week the buying season on Fall merchandise is under way. After the holiday the number of buyers in the market begins to increase and a peak is reached late this month and through the early weeks of August. Some preparations have already been started, but they are of a minor character.

A canvass of opinion in the markets regarding the operating policies likely to be followed by the stores for the new season indicates that greater caution and care will be exercised than ever in the selection of Fall lines. The opinion seems to prevail that prices and styles are about right but that a good deal more concentration on quality will be necessary before values are well established.

A certain amount of stabilizing is required. Many new prices have appeared within the year and, as a result, there has not been the concentration of effort on particular price lines which finally gives them all the value possible. Thus, with ten price lines in dresses instead of five, piece goods manufacturers spread their values out to cover ten instead of five standards and there is not the concentration which raises quality. The same thing holds for the labor put into the garments.

What the stores propose to do for the new season is to pick those price levels which consumers prefer and to intensify their efforts toward building up value, which is a combination of quality and price.

DRY GOODS CONDITIONS.

Almost up to the holiday last week retail trade in this district ran at about the best level so far this year, except for the Easter period. Some of the large stores exceeded their 1930 figures by good margins, while a number reported that they equalled last year's volume. Women's apparel, sports wear and men's furnishings were the most active departments. Low prices have apparently exerted their usual influence, but the more hopeful feeling with respect to the general business situation was also a factor, no doubt.

The June figures for trade were probably helped appreciably by the last-minute spurt. Early reports from the chain systems indicate that many increases were probably enjoyed and the comparisons for the month show up much better than the averages for the half year.

In view of the fact that the decline in retail trade started about a year ago, the monthly comparisons for the remainder of the year may prove more encouraging, particularly if allowance

is made for the lower prices now prevailing. The larger stores that keep even with last year's dollar volume will actually be moving from 15 to 20 per cent. more merchandise.

The week's gain in retail trade was welcomed in the wholesale merchandise markets as a highly helpful forerunner to the opening of Fall operations. The new season gets under way this week and producers believe that more liberal buying will result from the spurt in retail stores.

THE BEETLE WAR.

Word from the United States Beetle Research Laboratory at Moorestown, N. J., that "within a period of from ten to thirty years" the Japanese beetle will be brought under control by the use of parasites carries not half the encouragement for farmers and gardeners that everyday observation might bring. For every year more and more natural native enemies of the beetles appear to be taking up the task of ridding the country of the pernicious immigrant. Of these, the birds appear the most important. And this year, possibly because of two successive mild winters, the birds seem to be particularly abundant. The starling, noisy and ill-mannered as he is, has developed a taste for beetles. The robin, too, has learned to like beetles. So has even the gamin of birddom, the English sparrow. That feathered immigrant, the pheasant, has both large capacity and ready appetite for beetles; and the pheasants have had large broods this spring. Climatic vagaries, too, have played a part in the beetles' troubles. Last year the hot, dry weather reduced their numbers. This year some atmospheric condition has delayed their emergence and their feeding season will consequently be cut short. And, to top the list of difficulties of the beetles, more and more gardeners are learning to use effective sprays and soil treatment.

A BRAVE ENCYCLICAL.

The Pope's encyclical on labor is to be welcomed as one of the most forthright documents that had ever come out of the Vatican. The encyclical letter, in reply to the Fascist charges against the Catholic Action Societies, is like unto it. It goes directly to the very base of the issue. In answer to Mussolini's declaration that the state must monopolize the education of the young, Pope Pius XI says flatly that "a conception of the state which makes a young generation belong to it without any exceptions, from the tenderest years up to adult life, cannot be reconciled by a Catholic with Catholic doctrine." He declines to have Church and Pope limited to "external practices of religion." There is the issue joined. That it is wisely joined no human power can tell. But with Catholic Austria destroyed by the war, with disestablishment in France and with a republic in Spain, that faithful daughter of the Church, it is certainly a brave prelate who will stand forth on such an issue in Fascist Italy. We must admire the fair shot at Mussolini's censorship which the Vatican took in sending the letter outside of Italy for publication to the world at large from London and Paris.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

If there ever was a more perfect day than July 4 I fail to recall it. We spent the day quietly at our country home at Lamont in the midst of our flowers and birds, with Old Glory responding to the brisk breeze. Owing to the favorable season our flowers are 50 per cent. more numerous than in any previous season and we are delighted to have several new varieties of birds with us which partake of our hospitality and use our bird baths freely, but have not yet handed in their cards so we can identify them by name. We are anxiously awaiting a call from some bird specialist who can help us in our present dilemma.

As I look out on the little park adjoining our home on the West—made beautiful by the artistic genius of Eugene Goebel and the generosity of the township board in kindly permitting us to put Mr. Goebel's plans into execution—at no cost to the community—my mind goes back sixty years and I recall the Fourth of July celebration held in the little park in 1871. Dr. Scott, the physician and druggist at the foot of the hill, was master of ceremonies, Elder Doolittle, pastor of the Congregational church, and the Methodist clergyman furnished the spiritual portion of the program. Prof. Barney, the superintendent of schools, read the Declaration of Independence, and Rev. James Ballard, of Grand Rapids, delivered the oration. The little organ in the Congregational church was carried to the platform, where music was furnished by Mr. and Mrs. James F. Cady, father and mother of Geo. W. Cady, executive secretary of the American Missionary Association of the Congregational church, the Pittman sisters, Charles Pittman and another man whose name has entirely escaped me. I recall that the steam barge, the Experiment, tied up during the exercises at the dock where the Denison sawmill was located and sent word to the merry makers that any one who wished to avail themselves of a free excursion on the river would be accommodated at 3 o'clock in the afternoon. Many of the young people in the village took advantage of the offer and had the unique experience of spending an hour or more in the hot sun while the boat was stuck on the sand bar in the river just below the village.

In the evening practically all the people in the village assembled in the Congregational church and listened to a joint service arranged by the Congregational and Methodist clergymen. It consisted of semi-religious and patriotic songs and addresses and charades illustrating the Army, Navy and Goddess of Liberty by real people. Tame, you say? Yes, it would be considered tame in this day and age when the young people seek thrills and even the old people crave excitement. The religious atmosphere of the village created by New England and York State people did not tolerate card playing and dancing which now takes so much of the people's time and con-

sume so much of their energy, but I defy you to show me a village of the present day which has turned out more noted people and so many worthwhile characters as the little old village of Lamont has to her credit.

Speaking of the "Bar" which has been the occasion of much trouble to the navigation of Grand River reminds me of a fisherman who set his lines—with great hooks tied on the lines at frequent intervals—across the river on the bar every night during the summer season. The sturgeon, which were then in great quantities in Grand River, could not swim across the bar, but rolled over and were hooked on the ugly barbs of the fisherman. He frequently secured during the night a dozen fish weighing from 50 to 100 pounds, cut them up and shipped them in casks to a Chicago fish house, where the fish was still further reduced to smaller pieces and packed in kits for the Scandinavian trade of the Northwest. We were not aware at this time that the roe in the female sturgeon was worth \$10 to \$15 per pound for "Russian caviar." If the fisherman had not been sixty years ahead of his time he might have died a millionaire.

A year later I witnessed a Fourth of July celebration at Reed City, which was then only one year old. The speakers' platform was erected in the woods at the edge of the village and all the oratorical and vocal talent of the town was invited to seats on the platform. During the exercises Peter Doran—then a law student in the office of Burch, Beardsley & Judkins, at Hersey, but afterwards a practicing lawyer in Grand Rapids for forty years—climbed upon the platform and, without invitation or introduction, began making a spread eagle speech appropriate to the occasion. When he had exhausted his knowledge of the subject, he turned to the speakers who had been regularly invited to address the audience and remarked:

"I think I will now give way, as I note there are several other distinguished gentlemen awaiting to be heard."

At Reed City I was not a little surprised to see Stevens & Oaks in charge of a saloon. I had known them the year before as professional gamblers on the Daniel Ball and L. & L. Jenison, which river boats made regular daily trips at that time between Grand Rapids and Grand Haven.

There was no school at Reed City when I arrived there, so I started out to look for work. I was offered a job in a shingle mill by F. D. Lacey, of Nirvana, but when I learned that all new employes were expected to give up from two to four fingers the first week on an edger, I balked and took a job in the drug store of Clark & Lonsbury. All went well until one day a man came in for rat poison. I sold him what he asked for. The next morning the sheriff put in an appearance with the enquiry, "Ernie, did you sell so-and-so rat poison yesterday?" "Yes," I replied. "What did he say he was going to do with it?" he asked

"Give it to rats which kept him from sleeping nights," I replied. "Well, he took it himself instead of handing it to the rats. You are not to blame for his action."

This experience so unnerved me that I immediately decided I did not want to be a druggist, so I sought and obtained employment in a dry goods store, afterwards changing to a hardware store. I subsequently found steady employment in the general store of D. M. McClellan, with whom I remained nearly two years, when I went to Big Rapids to enter an apprenticeship as a printer. Three years later found me in Grand Rapids, where I have resided fifty-four years.

The situation precipitated by the enactment of the malt tax is about as perplexing as anything which has crossed the path of the retail grocer for many moons. Because of uncertainty, no dealer knows where he is at. Many merchants have taken out \$25 licenses, which they have paid under protest, so that if the enactment is declared to be unconstitutional by the Supreme Court they can recover their money—in the event of the next Legislature making an appropriation for that purpose. When I think how easy it would have been to have so worded the measure as to avoid all this trouble and uncertainty I cannot help feeling that the man who introduced the bill must have been a half-wit or nitwit. The addition of a half dozen words would have made the measure so plain that any one who can read the English language could interpret it correctly, rendering an interpretation by the highest tribunal in the State entirely unnecessary. Some of the jobbers who have taken out wholesale licenses, paying \$100 apiece therefor, do not dare sell malt in their cash-and-carry stores until the matter of such sale is passed upon by the Secretary of State or Attorney General or Supreme Court. The two officers first named apparently are at logger heads over the situation, because they fail to agree on any essential feature of the act. To all appearances the Legislature fails to avail itself of the services of a most essential character—a fool killer.

The Grand Rapids Herald editorially clamors for the enlargement of the cement parking spaces at Ottawa Beach, Grand Haven and Muskegon, so that all who seek access to Lake Michigan for cool air and bathing may be accommodated. It strikes me that the right thing to do along that line is to extend M 50 three miles further West, where it opens up the finest bathing beach anywhere to be found on Lake Michigan, without forcing the visitor to drive through sections of town or city which present many objectionable features. Especially is this the case with Muskegon, where approach to Lake Michigan is anything but enjoyable. The cost of completing the extension named will be so reasonable, after the exorbitant and utterly fantastic demands of the owners of lake shore frontage have been satisfied, that it is to be hoped the enlargement of lake facilities will be accomplished in such manner, instead of

by increasing the size of the parking spaces already provided.

Grand Rapids people who visited Holland last week to take part in the two-day celebration were delighted to find the new thoroughfare from Zeeland to Holland open for travel. It is as straight as an arrow except for a slight deflection to the left as it enters Holland. This is a welcome change from the succession of sharp turns which greatly lessened the pleasure of the old route.

A local lawyer recently told me this story: A client called on him to discuss the defense of a case which was soon to come up in court. The client told the lawyer his side of the controversy in minute detail. Then he said: "What I have told you is the exact truth. Now what do you want me to swear to?"

Another lawyer recently handed me a Supreme Court decision, which I read with much interest because it covered a case which was of vital interest to me. After refusing the plea of the appealing attorney for a new trial, the judge who wrote the opinion said: "The attorney for the appellant presents a long array of citations, none of which have any bearing on this case."

The deeper the authorities go into the Federal Bond and Mortgage Co. investigation the worse the disclosures appear. Unless all signs fail the loss which will be sustained by people who were so foolish as to purchase bad bonds from this organization will amount to several million dollars.

Thanks partly to the great American slump, British industries are beginning to progress more rapidly than they have at any time since the kaiser's war. The visit of the Prince of Wales to South America and his subsequent speeches to British business men, urging them to adopt American advertising methods, have begun to bear fruit, and the American automobile business is already losing out to its British competitors. A Buenos Aires correspondent of the London Times reports a similar swing to British goods in the Argentine. Orders for British motor trucks and omnibuses are definitely increasing and the prospects for passenger cars and airplanes are excellent. The Prince of Wales coincidentally did a good job. One of the most significant illustrations we have seen of the recent attempt to combine business and patriotism in England appeared in an advertisement of Farrow's tomato ketchup, a humble enough product in all conscience, yet one that should arouse the finest emotions, to judge from this bit of inspirational prose:

Look at the metal cap on it. It is made of soft British steel, a ton of which takes four tons of coal to make. If you are a miner's wife you will know what the cutting of four tons of coal means in work and wages. Women of the North of England and South Wales, please note. The label on the bottle and inks on the label are made in Britain. The gorgeous tomatoes from which the ketchup is made are ripened to perfection under a tropical sun and are sweetened with

British-grown sugar—seasoned with British-grown onions and piquant British-made vinegar—flavored with Empire spices—packed in British cases—nailed with British nails—transported by British made trucks and locomotives.

Evidently new spirit is abroad in Shakespeare's England.

The average stock salesman attempts to trade you out of something good in exchange for something poor. The exceptional stock salesman trades you out of something poor into something good.

Will Carleton, the poet of the commonplace, was one of the first poets of the country to give public readings of his own writings, a venture which brought him a large income. The secret of his poetical success lay in the ability to utter in simple language the homely sentiments of the plain people. His best known poem, "Over the Hills to the Poor House," has a pathetically human note which set in vibration the sympathetic chords in the hearts of a great multitude. Superintendents of the poor reported to him that their inmates were decreasing in numbers because children were withdrawing their parents from poor houses, shamed into filial duty by the ballad.

Will Carleton was one of three students who entered Hillsdale College sixty-six years ago and who, in after years, attained conspicuous success in different lines. The other two were former Chief Justice Joseph B. Moore, now retired, and Prof. Byron A. Finney, for many years librarian of the University of Michigan, now librarian emeritus. Prof. Finney is writing a life of Carleton and Justice Moore has loaned him many personal letters which he received from the poet during their friendship of half a century.

Justice Moore recalls that Carleton had rather a rustic appearance when he entered Hillsdale in the fall of 1865, but he had one outstanding qualification. He was the best cornet player in the college. One of the then four literary societies was the Alpha Kappa Phi, which featured music in its programs, and when it was revealed how well Carleton could play a cornet he was enrolled in the society. When he had won success as a reader of his own poems he told Justice Moore that, appreciative as were his American audiences, when he made a reading tour of England his reception there was even more enthusiastic.

E. A. Stowe.

Nineteen Dozen Eggs Eaten By Average American.

The poultry industry should improve during the next few months, R. W. Dunlap, Assistant Secretary of Agriculture, told members of the Maryland State Poultry Association at Centerville, Md. Mr. Dunlap stressed the need for greater consumption of poultry products. For instance, he said the annual per capita consumption of eggs in the United States is nineteen dozen, while in Canada it is thirty dozen.

CO-OPERATIVE FOOD STORES.

How Independent Establishments Function in Wisconsin.

Chain stores are here to stay. They represent a new angle in marketing and merchandising which has manifold advantages. It is possible, however, for the independent grocer to enjoy many of the advantages held by the chain store by utilizing chain store merchandising methods.

The Wisconsin Department of Agriculture and Markets has accomplished a great deal in organizing the farm and dairy interests of the State into co-operatives which not only help the producer but bring the product into the hands of the consumer at a fair price. A little over a year ago the Department went further and formed the first non-stock co-operative corporation of grocers in Wisconsin, the Central Wisconsin Food Stores. This group, consisting of approximately fifty stores, confines its activities to the city of Madison and immediate vicinity.

Each of these stores maintains its independent, owner-managed status as before. The organization itself is controlled by its regularly adopted constitution and by-laws. It is chartered by the State, and its affairs conducted by elected officers and a board of directors. The direct management is vested in a full-time salaried manager who has charge of the office and the organization's varied activities.

Expenses are met by fixed monthly dues and income from advertising and other allowances of manufacturers and jobbers whose lines are handled by the various stores. After a year and a half, the financial condition of the Association is in splendid shape in spite of difficulties encountered to which such an innovation in co-operative endeavor would naturally be subject.

The management must naturally keep in close touch with its members and for that reason the board of directors meets every week while a meeting of the entire membership is called every month. At those meetings any problems that come up are worked out and solved.

The first step, of course, in the organization of such a group of stores was one that the chains have already worked out, namely, the question of a basic stock of merchandise. So many articles are handled by every store. We now have a basic stock of about 250 articles that every grocer keeps. This includes a long list of such products as breakfast foods and cereals, seasonings, spices, teas, coffees, canned goods of all kinds, sugar. Everything, in fact, that customers call for with reasonable regularity.

That was the first big step in co-operation. It was fundamental and important work, because the next step necessary in order to build up public confidence is to increase business and to save expenses is advertising in newspapers.

Unless every store has a certain line of special articles, the chain cannot advertise. Therefore, we see to it that every store keeps a supply of these articles.

And every week the advertising com-

mittee meets to prepare the advertisements for that week. Every store of these fifty in the Central Wisconsin Food Stores Co-operative must sell those special articles at that price. That's what makes a sale. That is the way the chain stores do business and that is the way the Food Stores Co-operative does business.

In order to make advertising more effective, the Co-operative had a trade mark drawn up which identifies the Central Wisconsin Food Stores Co-operative. This trade mark tells the public about the stores, lets them identify a certain class of service with the stores. Then it's the business of the Co-operative to keep up that standard.

To identify the stores even more readily, all of the co-operating units are painted green. The Central Wisconsin Food Stores Co-operative are the "green-front stores."

They are doing business to-day. They are doing such good business that there is a story about one chain store actually having to close down. It couldn't stand the competition of a home-owned, home-managed co-operative "green-front store."

This Co-operative isn't asking for special legislation, it isn't asking for favors. It is giving the public what it wants and getting its share of the business.

For a long time now, the chain stores have been putting their own special trade brands on their merchandise. They have gone to corn canning factories, to pea canneries, to breakfast food manufacturers, to packers and manufacturers of all kinds and they have said: "Now we want you to put our labels on these goods so that we can build up a special trade in these articles."

And the manufacturers in many cases have found it necessary to do just that thing. But as a result they lose all credit for putting up a fine article—they lose the value of thousands of dollars spent in advertising their products in the big magazines and newspapers throughout the country.

The Central Food Stores didn't do that. They said to the manufacturer:

"We know you have a good article. We know you are spending thousands of dollars in advertising in National magazines. We want the same price on your product the chain store gets, but we want you to leave your own label on the goods, use your own trade mark. Then our patrons cannot come to us and say that we are handling inferior products and non-standard brands and for that reason can sell cheaper. That's why we sell standard brands of goods at the same price the chain stores do. And that satisfies our customers."

The Co-operative is growing. When a new store decides to join it, the manager of the Co-operative visits that store. He arranges it for convenience, tells the storekeeper how to put goods on display the way the chains do, sees that the front is painted a distinctive color, and makes the store look like a chain store so that it can do business like a chain store.

Accordingly, the Co-operative has gained a reputation for good business

practices. The stores are still owned and operated by the men who own them. That insures the patrons of getting service and responsibility not on the part of Wall street, but by the man who wraps up the packages.

The storekeepers retain their position in the community, pay taxes, help support local enterprises. They are independent workers using the chain-store principle to their own advantage and for the benefit of the community because they can sell their goods cheaper than they did before.

To summarize briefly: What are the activities of the Association and what are its benefits? What are some of the future plans? First, buying. Group quantity buying has brought down wholesale costs, not only in dry groceries but in fruits and vegetables, meats and baked goods as well. The bug-a-boo of chain-store advantages in buying has been killed and practically all items are bought on the same basis as its Wall street competitors.

Weekly advertisements of the same size and attractiveness as the chains are placed right next to them in the daily newspapers. These are run under the caption of Central Wisconsin Food Stores. Space is paid for by the office from members' dues and each member, at slight cost, becomes as good and big an advertiser as his chain competitors.

Being associated with an organization like this has made these grocers better merchandisers. Almost to a man stores have been remodeled, cleaned up, re-arranged, re-decorated and in some instances members have built entirely new stores. In the face of a major depression most of them, by keen merchandising, have shown a gain in sales, and profits as well.

Some future plans include credit ledger interchange for credit protection, central collection services, the setting up of a standard accounting system and comparative store statistics. Possibly in the near future a co-operative delivery system will be considered.

Co-operation has brought about and will bring about better conditions for the grocer in this present day of keen competition. A willingness to give and take and to really co-operate is all that is necessary to improve his position. The Department of Agriculture and Markets and its personnel are willing to assist and have shown the way in sponsoring this new factor in co-operative endeavor. R. M. Orchard,

Counsel Wisconsin Department of Markets.

A Grocer Insult.

A judge gave an Oregon grocer who beat up a Government inspector a chance to defend himself. The grocer said:

"I am guilty. I lost my head. All the morning I held my temper while Government agents inspected my scales, tasted my butter, smelled my meat, graded my kerosene. In addition, your Honor, I had just answered three Federal questionnaires. Then this bird comes along and wants to take moving-pictures of my cheese. It was more than I could stand—I pasted him in the eye."

FAMILY OF FOUR.**Able To Eat Adequately On \$8.34 Per Week.**

Families of four adults that may need to make drastic reductions in their food budgets could live safely on an average cost of \$8.34 per week at current prices, but discretion must be exercised in any reduction in milk, vegetables and lean meats, the Bureau of Home Economics, Department of Agriculture, declared June 26 in a statement setting forth a suggested food guide.

The cost per family of four is approximately \$1 less at the present time than in January, the Department said.

The statement issued by the Bureau follows in full text:

A survey of food costs recently completed by the Bureau of Home Economics of the Department of Agriculture shows that a family of four adults can purchase a week's supply of food, as outlined in "The Family's Food at Low Cost," for an average figure of \$8.34.

This is a little more than a dollar more than the figure obtained for the same family group in January in the same cities. But it does not indicate a rise in costs for in the current study the larger amount of food, as listed in the allowance per week in the Bureau's food guide, was used in the calculation. The food guide lists a range in the amount of each food of from two to five pounds a week to allow for the different methods of cooking and uses of food to which different families would naturally put them. The January figure was arrived at by using the minimum quantity, and the present one was derived from considering the maximum one.

The combinations and proportions of food, in the list for which the average price was obtained, will give food nutrition returns for a limited outlay of money, the Bureau says. Families that may need to make drastic reductions in their food budget, could safely live by this food guide, the Bureau declares, but there must be great discretion if any reduction is made in the suggested amounts of milk, vegetables and lean meat.

The food needs for one week for a family of four adults, and also several other family groups, appear in considerable detail in the Bureau's publication. The Family's Food at Low Cost. The allowance of bread for four adults is from 20 to 25 pounds a week; flour, 4 pounds; cereal, 4-7 pounds; whole milk, fresh or canned, 4-14 pounds; potatoes, 15 to 20 pounds; legumes, 1-3 pounds; tomatoes—fresh or canned—or oranges, 6 pounds; other vegetables, fresh or canned, including some of green or yellow color and inexpensive fruit, fresh, canned or dried, 20-25 pounds; fats, 4 pounds; sugar including some unrefined cane molasses 5 pounds, and lean meat, liver, fish, cheese, eggs, 5-10 pounds.

The prices were gathered, as they were in January, at inexpensive or average stores, rather than the more expensive sources. New York City topped the list with \$9.033 and Los Angeles was the lowest with a cost of

\$7.81. Following are other cities and the figures for filling the market basket outlined: Chicago, \$7.88; St. Louis, \$7.98; Kansas City, \$8.08; Detroit, \$8.15; Dallas, \$8.21; Pittsburgh, \$8.22; New Orleans, \$8.23; Washington, D. C., \$8.36; Charlotte, N. C., \$8.46; Atlanta, \$8.94; Philadelphia, \$8.99.

The same articles were chosen in each food group in every city and since vegetables and fruits are relatively cheaper throughout the South, cities there showed a lower figure than in the North, with the exception of Charlotte and Atlanta. Inexpensive meat costs are largely responsible for Chicago and St. Louis' placing near the bottom of the list.

Low cost cold meats for hot days are a little bit more difficult to plan for and achieve than cooked ones, the Bureau says. Delectable cold concoctions usually cost more than plan and simply prepared cooked meals. The low cost food guide has only a small weekly allowance of meat which is often the basis for the cold meal. Cooking meat with potatoes or cereal extends its flavor so much more than if it is eaten by itself. But to-day's menu uses cold sliced picnic shoulder as the mainstay of the dinner, which is not entirely given over to cold food.

If the shoulder is prepared the day before, cabbage could be cooked with it for the latter part of the cooking period and served as one of the hot vegetables for that day. Picnic shoulders, like many cuts of beef and pork, are cheaper right now than they have been in years, and they have the advantage in being the least expensive meat for cutting cold.

Potato salad makes an excellent accompaniment for the shoulder. It is an old favorite and has the additional recommendation that it doesn't cost much to make. A hot green vegetable is quite appropriate for the cold meat. Wilted lettuce was chosen since the new loose leaf lettuce can usually be found now in the markets at very attractive prices.

Neat Package Always Makes Good Impression.

Good impressions of a market may be offset by arrival of meat in the customer's home in an untidy package. On the other hand, it has been demonstrated that care in packaging will do much to hold a particular housewife's trade. It builds good will, while meat delivered in a delapidated or torn package will repel it. To be sure that products arrive at their destination in as presentable a condition as when they left the store makes it necessary to use good wrapping paper. A few cents saved on cheap paper may mean dollars lost because of customers that do not come back.

Roped in Once.

Employer: I want you to prove your power as a salesman. Just sell that gentleman some of those cigars.

Salesman: But I sold him some of them last week.

Employer: I know, but selling them to him again is where the real test is going to come in.

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FINANCIAL

Progress of Utilities Reflected By Market For Issues.

Although stability in commodity prices may tend to check further advances in bonds, numerous opportunities still exist for purchasing, on a relatively attractive income basis, sound obligations of less than gilt-edge rating.

To the shrewd investor a careful study reveals a sufficient back-log of well secured issues to permit a selective purchase of bonds of sound rating affording a yield of from $4\frac{1}{4}$ to 5 per cent. In this group are found numerous public utility, rail and industrial obligations.

Persistent advances in the better grade public utility obligations in response to easy money rates have established the group at their highest levels in recent years, judging by several indexes. This explains in a degree the ability of the market to absorb several large utility offerings recently, one of which was the \$85,000,000 Commonwealth Edison first mortgage 4 per cent. bonds marketed last week.

Ranking as one of the largest electricity supply companies in the world, Commonwealth Edison Company, controlled by the Insull interests, supplies with electrical energy almost without competition the City of Chicago, having a population of 3,375,000.

Moreover, through a wholly owned subsidiary, the company owns interests in coal mines, coal railroads, outside power stations and other companies, which, while not directly connected with its business as a public utility operating company, are regarded as vital to Commonwealth Edison's future growth.

The company owns five central generating plants and 105 substations. Total capacity of the central stations and storage batteries aggregates 1,128,000 kilowatts. Through long-term contracts with Chicago District Electric Generating Corporation and Super-Power Company of Illinois, this capacity is increased to 1,321,000 kilowatts. These contracts give the company definite allotments of capacity and, although covering given periods, may be considered permanent because of the company's substantial interest through its subsidiary in the stock of both companies.

The bonds, offered at $94\frac{1}{2}$ to yield more than 4.25 per cent., will be used to simplify the capital structure. Plans include the redemption of a total of \$59,774,000 bonds bearing a much higher interest rate than the present issue, and any unused balance will be applied to reimburse the company in part for capital expenditures heretofore made in the development of its properties.

Secured by a direct first mortgage lien on all of the fixed properties, rights and franchises of the company now owned, and on all such property hereafter acquired against which any bonds may be issued under the mortgage the bonds carry a redeemable feature. Upon a consummation of the redemption program, funded debt will amount to \$157,000,000.

Operating revenue for last year showed a slight increase compared with the previous twelve months despite the effects of business conditions on utility operating organizations. Net income amounted to \$22,545,268 for 1930, also an increase, against annual interest charges on the net funded debt, including the latest issue, of \$6,790,000. Operations for the first five months of 1931, it is revealed, resulted in net income in excess of the corresponding period of 1930, although revenues were somewhat lower.

[Copyrighted, 1931.]

Some Stocks Now More Valuable Than Cash.

Has the time arrived when the economic order of things dictates the wisdom of converting idle cash into some form of commodity, whether it be bonds, stocks, cotton, wheat or some other equivalent?

Economic history has illustrated time and again that the successful speculator or investor is that individual who is possessed of sufficient foresight to be able at the opportune time to convert things that are dear, or high priced, into things that are cheap or perhaps abnormally low-priced.

The recent turn of events has demonstrated clearly enough, and perhaps quite painfully in many instances, that the investor, or speculator who moved to convert stocks into money through the spring and summer of 1929, has had little or no cause for regret in the interval since that time. It is not hard to recall the fact now that stocks were mighty "dear" in that interval, and that money in terms of purchasing power, or the things that more nearly represent it, such as bonds, were relatively cheap.

Currently we have reversed this situation somewhat. Whether the bear market has definitely run its course, naturally, remains to be proved. But there is no questioning the fact that stocks are low by comparison with the inflated prices reached in the boom which collapsed in the fall of 1929. On the other hand, such things as most nearly represent actual cash,

domestic Government bonds, for example, are quite dear, notwithstanding the fact that abnormal conditions in the credit field keep money and credit rates down to record minimum figures. Government bonds, however, now return a yield which very closely approximates the historical money rate yield of around 3 per cent.

"Those who followed the old trading maxim (swapping things that are dear for things that are cheap)," says Theodore Prince & Co. in a study of the situation, "exchanged their equities for cash in 1929. Perhaps these same shrewd traders are now ready to exchange their cash for equities. Money in terms of goods was very cheap in 1929, and it has been increasing in real value (purchasing power) ever since.

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We believe that money has now very nearly (if not quite) reached the limits of its purchasing power. It is high time, therefore, to consider exchanging money for something that is less dear."

This firm naturally has a leaning toward stocks as the most promising medium of exchange. "Owing to the depression," it holds, "many companies cannot utilize their capital to advantage now. Valuable properties can be bought in the open market today at a fraction of the cash which has been invested in them. Because of the prevalent bearish psychology, it is not generally realized that there are companies which are selling in the market at less than their net current assets. Clearly enough there are equities now on the bargain counter. At present prices, we believe that many stocks are now more valuable than cash."

[Copyrighted, 1931.]

Four Stages in a Pool Operation.

There are four stages in a pool operation, whether it is a bear or a bull pool operating in a stock. The first stage in a bull pool is accumulation. The second is the marking up. The third is distribution of stock and the last stage is marking down.

Accumulation simply means the quiet purchasing of a stock without causing any publicity to attract the public. Then the marking up period, which is the big side of its operation. At this point you hear a little of the stock but no news to attract the purchase of it until the marking up stage is about complete. Then comes the broadsides, good news, rumors of mergers, extra dividends, news that a pool is operating, at which times the pool starts to liquidate and is called the distribution stage. This is a difficult operation as the pool has to sell its stock at a profit. Accordingly all the news comes out.

The final stage, or marking down, ends the operation and the stock usually sells down to a point about where accumulation started.

In a bear pool the first stage is distribution, the second is marking down, the third is accumulation and the fourth is marking up. This is reverse action from that of a bull pool.

The distribution is done without publicity to cause one to believe anything could be wrong with the stock. Then comes the marking down stage when stock is sold and prices are pushed lower. Usually there are a few false shakeouts since the manager wants the public to sell their stock at the bottom of the decline so the accumulation period can be inaugurated. The accumulation finishes the action just the reverse of a bull pool.

At this point the poor news comes out. Everything to discourage the holder of the stock is published as it can readily be seen that the pool must cover the stock it has sold short in anticipation of buying it back cheaper for a profit.

In the present period bull pools will probably be formed and the bear pools will turn into bull pools. This, of course, only means the first stage in the operation, or the accumulation period. This stage will probably cover a very long period of time as the de-

cline has been so drastic and long that the bull pools will carry their stocks for a year or longer before the distribution stage. This should give the public an opportunity to be insiders, providing they do not wait, as they usually do, until the distribution stage has occurred.

Bull pools usually in a bull market.

Bear pools usually in a bear market.

Jay H. Petteer.

More Knowledge of Consumptive Demand Held Necessary.

Economists probably never will agree on the puzzling question of whether the sharp decline in commodity prices in the last two years has been caused by overproduction or by underconsumption.

Arguments backed by volumes of statistics have been advanced by both sides. The subject comes up for discussion again in the comprehensive annual report of the New York Stock Exchange issued to-day. Although Richard Whitney, president, draws no definite conclusion, he suggests the tendency toward accumulation of raw materials in 1929 and 1930 was overlooked.

A chart based on Department of Commerce figures on inventories indicates that consumption of raw materials slackened perceptibly in 1929 and supplies rose to record heights in 1930 in spite of a normal consumptive demand that year.

The old axiom of economics imposing a penalty on the producer for increasing output beyond consumptive demand while thousands shiver in bread lines for lack of sufficient clothing and food is difficult for the farmer, for instance, to understand.

"I never can be convinced," says a Northwestern dairyman, "that a people should suffer because they produce too much." Only greed and ignorance, he thinks, can effect such an uneven balance of goods and capital.

Overproduction brings falling prices, however, and, as Mr. Whitney points out, "falling prices ultimately curtail production and stimulate consumption. But experience shows that the speed with which this economic principle operates depends largely upon the amount of the existing surplus."

Mr. Whitney thinks the "generally normal inventories of manufactured goods apparently blinded observers to the quite different situation with raw materials" in 1929.

In commenting on the relationship of production and consumption, Mr. Whitney points out that "trends of consumption are themselves largely unpredictable and constantly subject to the changing whims of fashion." He adds:

"If any fundamental progress in stabilizing the fluctuations of business is actually to be realized, a more complete and accurate knowledge of consumption seems indispensable."

William Russell White.

[Copyrighted, 1931.]

It is hard for a man to climb up in this world, but it hurts him much worse to climb down again.

Perhaps some children are naughty because they have heard that the good die young.

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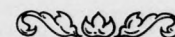
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VISION OF NEW FRANCE.

How It Gradually Faded Out in America.

Although there was only about five years after the defeat of General Braddock before the final victory of the English at Quebec, those five years saw quite a string of French victories before the victory at Ticonderoga, where the tide seemed to turn and from where there was nearly an equal string of English successes which led the way to Quebec. The victory there, forever, ended the vision of a New France in America.

Sept. 12, 1760, Major Rogers received orders to proceed to Detroit and other posts in the Northwest and take possession of them in the name of the King of England. His command consisted of 200 provisional rangers who were transported in fifteen whale boats. The undertaking before them called for all the pioneer daring of that day. The selection of Rogers, who was of Irish descent and a native of New Hampshire, was made with a full knowledge that he was well fitted for the work to be accomplished. One writer describes the major as wearing "a close fitting jacket, a warm cap, coarse woolen trousers, leggins and moccasins. A hatchet was thrust into his belt, a powder horn hung at his side, a long, keen hunting knife and a trusty musket completed his armament." The same writer says that "he lifted a scalp with as little compunction as did any Indian and counted it the most successful warfare to crepe into an Indian encampment by night to set fire to the lodges and to escape by the light of the flames, with the screeches of the doomed savages rejoicing in his ears."

The trip to Detroit was no summer pastime. The lateness of the season added the perils and discomforts of cold to the storms which troubled them the greater part of the way, but they pushed on in spite of everything. The fore part of October they reached Niagara where they were formed to make camp while they dragged and carried their boats and luggage around the falls.

About where Cleveland now stands the party was met by a body of Indians who announced that they were delegated by King Pontiac to enquire why they had invaded the country without his consent. Major Rogers explained that the English were victors over the French and that in their surrender the French had agreed to turn over to the English their posts at Detroit, Mackinac, Green Bay and St. Joseph, as well as others South of Detroit. In a little while Pontiac himself appeared, to whom the English commander again explained the situation and his mission. After hearing the Englishman Pontiac replied that he would stand in his pathway until morning, and retired.

It was an anxious night for the English commander and his men, but they took no chances, posted watches in every direction and otherwise guarded against surprise. The next morning Pontiac again appeared and went through the whole story again. Pontiac finally gave his consent and the English proceeded. In his reply to

Major Rogers Pontiac specified very strongly that he was willing for the English to live in his country so long as they treated him with respect. The The Indians and English smoked the pipe of peace before they separated. Experiences when they reached Detroit convinced the English that the time spent in their parley with Pontiac had not been wasted. The Indians and their chief were better posted as to the situation than was the French commander, and would not be parties to trouble in the changes which were taking place. When the English arrived at the Western end of Lake Erie they were informed that 400 Indians were encamped against them to prevent their further progress toward Detroit. Pontiac, however, had smoked the pipe of peace with the invaders and his influence sent the belligerent Indians home with no demonstrations against the English.

When the English arrived in the vicinity of Detroit they went into camp across the river and a messenger was dispatched to the French commander with a letter which explained the situation. The French commander had not even heard of the English victory and was disposed to fight to the last. In an attempt to arouse the Indians he had a picture painted which showed the head of Major Rogers with a crow eating his brains. He ran this up the flag pole. The Indians failed to be impressed, however, and when the surrender finally took place, are said to have jeered the French commander with taunts that it was his head which the crow was pecking. Finding his position hopeless the French commander finally gave up. His troops were called to the public square and laid down their arms. Detroit was surrendered to the English Nov. 29, 1760. The French flag, which had flown upon the staff at Detroit since 1701 was replaced by the British Jack.

The Indians saw several things in connection with the surrender at Detroit which they could not understand. Why so large a detachment of French soldiers should surrender to so few Englishmen as the little party who were sent with the summons was a hard question. When the surrender was over they could not see why the French soldiers were allowed to depart instead of being tortured. The whole thing was so different from anything they had ever seen. When the new commander announced that the French settlers could remain in their homes as if nothing had happened, if they would take the oath of allegiance to the new ruler the climax of the new proceeding reach its height.

Developments, however, showed that very material changes had been made. It had been the policy of the French to maintain the wild conditions which would continue the fur production in other parts of this section. They had the idea of permanent homes in Detroit and the development of a settlement there. The English, however, kept the fur trade in mind in their policies toward Detroit as well as the rest for some time longer. As a result, the French population of Detroit soon began to drift to other places and

most of them found new places of abode soon after the English came.

The Indians, too, found a decided difference in treatment. The French had recognized them as equals in every way, intermarrying as they would with equals. The English held no sympathy with the idea and were very overbearing in all their intercourse. This change soon began to bear fruit which quickly developed into a race hatred.

The English made an attempt to take possession of the other posts that fall. Messengers were sent to points South and Southwest. By the time they were ready to proceed to Mackinac, the Soo, Green Bay and Saint Joseph, they were driven back by the oncoming winter. The French flag flew in those places until 1761.

The Detroit which was surrendered to the English is hard to be even thought of in these days. In the early days, both under the French and English, the commandants were expected to maintain their posts at their own expense, but were allowed a system of local taxes which were oppressive. It is claimed that one of the early English commandants only maintained a guard of seventeen soldiers. The buildings, whether of logs or hewn timbers, soon began to show signs of weather and there was no such thing as paint. Roofs especially were given to sagging. The whole town took on a run down appearance and the population ran down to a few hundred. Two or three creeks cut across what is now central portions of the city. In 1734 a great enterprise for the times was pulled off in the erection of a grist mill to do public grinding on one of these creeks. Up to this time and for a long time after in some places grinding had all been done with windmills or by hand. There were no newspapers. The priest took position on a platform near the door of the local church, shortly before each service, and related what news he knew of. Horse races were about the only sport. The prevailing rig in use by nearly everyone was a two-wheeled gig. When two of these gigs ran alongside and a race started, it was up to pedestrians to get out of the way for the streets were very narrow, hardly room enough for the two rigs alongside of each other.

In those days of the transfer there was an old character who did much to accomplish the peaceful adjustment from the French to the English rule. Robert Navarre arrived in Detroit in 1730. He was a direct descendent of Henry IV of Navarre, king of France, and was sent to Detroit as intendant of that post. He held the position until the French surrender in 1760 and was employed by the English from that time for several years, as a magistrate, notary, interpreter and a sort of general controller of affairs. After the change to American rule the family became very loyal to the new government. The family was an honest and able one and from the first, made themselves of great service to the local community.

A. Riley Crittenden.
Howell, Mich.

A woman who isn't curious is a curiosity.

Employer Expected To Cut Operating Costs.

Why blink at the fact that wages, along with all other commodities, are responding to the natural law of supply and demand in a broad economic readjustment?

That is the question Howard Florance asks in the current issue of Review of Reviews. Maintenance of wages at rates prevailing in 1928 and 1929 means that actually salaries have been raised about 40 per cent. since 1926, the purchasing power of the dollar having increased that much.

Inasmuch as raw materials, farm products and a good many manufactured commodities have declined 5 to 25 per cent. or more in the last few years, employers are becoming increasingly inclined to attempt downward revisions in their labor costs. Abundance of labor depresses wages, unless they are artificially supported, just as an oversupply of commodities brings price cutting.

Although organized labor has suffered from shortened working hours, it is the only group that has aroused political support, Mr. Florance points out. He draws these conclusions:

"The scale of pay for civil service employes has not and will not come down.

"The wages of unskilled labor began to decline as far back as a year ago, and have not yet stopped.

"The farm hand's pay has dropped materially.

"Office salaries have been cut far and wide and deep."

In answering the argument that purchasing power is reduced by wage cuts, Mr. Florance shows that the weekly pay envelope and not the hourly wage is the vital factor in influencing purchasing power and business prosperity. He finds that whereas hourly earnings in manufacturing industries have dropped scarcely at all, weekly earnings of workers have declined 12 per cent. as a result of adoption of part-time operations.

"So long as the employer buys everything else for less money," Mr. Florance writes, "he will expect after a reasonable time to purchase labor for less. So long as the employe sees millions of his fellow men out of work, he may be counted upon to revise his estimate of his own worth.

"Wages rise as a result of scarcity or prosperity or both. Why not expect them to be responsive also in a time of labor surplus and depression?"

William Russell White.

[Copyrighted, 1931.]

June Sales of China Ware Ahead.

June orders for popular price dinnerware sets were double those of the corresponding month last year. Sets made to retail from \$7.95 to \$10.95 enjoyed an increasing demand as the month drew to a close and are expected to be the outstanding sellers through the next several weeks. Chinaware decorated in peach tones surpasses all other shades in volume of sales, and is proving the most popular color ever produced in such dinnerware. Current orders for the peach color dishes favor those with plates and saucers in square and octagonal shapes.

MUTUAL FIRE INSURANCE

Why Children Wish To Leave School.

Due to our modern school system, an education is within the reach of practically every child in the country. The average child realizes the value of an education as a preparation for adult life, and progresses through his classes according to his ability. He may merely complete the grades and he may go on to high school or college.

A certain percentage, however, in spite of the obvious advantages which an education affords, wish to leave school before they have completed the required grades or reached the limit of their academic ability. Many factors enter into this situation and each case requires careful analysis.

Many a pupil is adaptable, and capable, both physically and mentally, of earning a living and getting along well in the world but has not the type of mind which absorbs and retains formal school instruction. Some children have mechanical and manual ability which, if developed, would make them successful and valuable members of the community. However, if such children find difficulty in their school work they are bound to become dissatisfied and will try to escape by every means in their power from situations which are painful or distasteful to them. This often results in truancy which too often has been treated by threats and punishment without any attempt being made to learn the reasons or motives prompting the act.

The physical development of children cannot be standardized. Some at 14 years of age are in every way men or women with mature interests and strong urges which cannot find satisfactory expression in the formal academic work of the grades or junior high school. Others are immature in appearance, amenable to the routine of school and discipline of the teacher, of good intelligence and naturally of the student type. These latter children cause little difficulty in school, but the rapidly developing children are very apt to be problems of behavior and their school careers are likely to be terminated at the earliest possible moment, unless their home training and their own intelligence give them a definite reason or incentive for further study.

Economic pressure is also a factor in causing children to leave school. Particularly is this seen in the children of parents working in factories or on farms. But economic necessity is often urged as an excuse when the real reason lies either in the child's dissatisfaction with school or because of undue or excessive attachments to other members of the family.

Whatever the cause, each case should be considered on its merit. If a child cannot or will not learn in school, if the school cannot provide him with the practical education he needs, or if continuance in school will react unfavorably upon his ability to adapt himself to the community, it is sometimes advisable to encourage him to leave school as soon as consistent with the educational law. On the other hand, the pupil who shows promise of being capable of higher

education and whose usefulness will be increased thereby, should be encouraged in every way to continue.

James L. Tower.

Emerging From Industrial Tribulations in Good Temper.

Despatches from Washington intimate that responsible Government officials are now disposed to keep their mouths shut about the wage situation. They acknowledge no blunders in their early outgivings concerning our patriotic duty to uphold labor scales. They make no admission as to the facts in the present situation. Their ostensible attitude is that enough has been said on the subject. On this point there is likely to be little disagreement. It is now tolerably clear to everyone that fundamental economic forces have had their way, as they always do, in spite of everything that has been said against them. The wage fund has been stretched to its utmost capacity. Some groups of labor have taken more than their share as long as they were employed and other groups have suffered in consequence. But making the best of a bad situation, there has been every inclination in the ranks of labor as well as of capital to resort to all possible devices that would ameliorate the hardships wrought by conditions that neither side could control. We are not yet out of the woods. Trials must still be endured which may test the souls of men and the wisdom of business leaders. But unless difficulties now unforeseen shall arise to defer the hoped-for improvement unconscionably there is sound reason to believe that the country will in due course emerge from the industrial tribulations of the last year or two in good temper.

Method in His Madness.

Friends of Martin J. Insull, President of Middle West Utilities Co., tell the following story to illustrate his willingness to help young men, and his point of view as to the form that help should take:

A youth, some years ago, called at the Insull offices and asked for an interview with the president. He was received by a secretary who asked the nature of his business. The young man said he wanted a letter of recommendation from Mr. Insull so that he could get a job at Champaign, Ill.

"Does Mr. Insull know you?" asked the secretary.

The youth replied in the negative.

"I doubt very much that he will give you such a letter," the secretary said. "but if you will wait here I shall ask him."

A few moments later the visitor was taken into Mr. Insull's office. The latter questioned the boy at some length, explaining that he was not in the habit of recommending people he did not know, and that a reference of the character requested was something to be earned. Then he asked, "Why do you want a job at Champaign?"

"I want it," the youngster said, "to work my way through the University of Illinois."

"Why didn't you say so?" said Insull. "I'll lend you the money for that."

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THE SMALL-TOWN MERCHANT

Reasons Why He Can Never Be Supplanted.

"There are no longer any 'hicks' or 'hick towns'—nor any 'city dudes'!" I find this emphatic—and true—statement in a little book put out by the University of Minnesota, under the title "The Small City and Town." The statement is profoundly just, and we should laugh derisively to-day at any would-be humorist who attempted to portray the resident of a small community as one who "blows out the gas," invests in gilded bricks, and pokes his trousers in his boot-tops. Such satire always was absurd, and to-day it is impossible. As Mr. Babcock, the Minnesota Commissioner of Highways, says: "If you go to-day to any large gathering, you cannot separate the city, village and farm folks by appearance. They all dress and act alike, and they have the same advantages of education, entertainment and wholesome environment."

This end has been attained through the achievements of modern science—especially as applied in the vital field of transportation. Modern science and engineering have contrived to banish almost wholly the isolation of the small town. Railways have been a tremendously potent factor. Water improvements have played some small part. But probably the greatest of all forces has been the building of surfaced roads—increasing in the country as a whole from 153,000 miles in 1904 to nearly 700,000 at the end of 1930. To whirl along those roads, uniting small towns, farms and cities, we have more than twenty-five million automobiles. Busses carry more than two and one-quarter billion passengers every year. "Billions" do not mean much to us as a rule—but that figure means about six million passengers every day. That is the whole of Chicago, plus St. Louis, plus half a dozen other good-sized cities—and then some. A considerable train of busses.

What has been the effect of the good roads upon the business life of the small town? Let me give you first an example that bears upon the domestic life as well. In 1910, about 80 per cent. of the bread consumed in this country was baked by housewives in the homes; to-day the proportion is exactly reversed, four-fifths of the bread now being produced in bakeries. Good streets and roads and motor transport by commercial bakeries, especially to suburban regions or outlying small towns, have been a major factor in bringing about this change.

It would be futile to deny that the good roads have operated, in a measure to diminish small-town business. They have made it easy to go "elsewhere" to do shopping—and I tried to show the extent and effect of that in my little talk a week ago. The roads have introduced the element of competition with the cities. But in doing so they have put the small-town merchants "on their mettle," aroused determination, caused marked improvement, and possibly paved the way for salutary regeneration of commercial methods in the smaller places. They facilitate prompt deliveries. The small-town store can keep a fresher stock—

can enjoy the savings of quicker turnovers—is relieved of the necessity of having so large an inventory—and can cope with the swift "style cycle" much more readily than in the past. Moreover, city people have come riding out to buy country produce (to say nothing of various specialties and the inexhaustible ("antiques"). Transient tourist trade has become important. And the roads play a notable role in the decentralization of industry, which, however, is dependent mainly upon another vital force.

The decentralization of industry means much to the business future of the small town. Factories in America have tended, in the past, to concentrate in the cities. Why? Because the power was there, chiefly—the cheapest, most convenient power—and it could not be moved. Power was confined, restricted. But now the long-distance transmission of electric power is changing that condition. Power can be brought to the smallest village—easily, expeditiously, if the local advantages warrant.

That fact is beginning to reverse the industrial movement. Industry is "decentralizing." Factories are coming to the smaller places. Land is vastly cheaper there. Rents are lower. Building costs are less. The labor is usually satisfactory. Tax rates are much more moderate. It does not cost so much to live. Congestion, with its train of ill effects, is practically absent. The terrific din, the nerve strain, the fierce pressure, the fervid excitement, that are so apt to accompany manufacturing in great centers, are not present in anything like the same degree in the small town. All these things have a direct dollars-and-cents bearing on the business of making goods.

Here is one fact of which we must not lose sight: While the Census figures show that the average American small town has been practically standing still during the past ten years, so far as population is concerned, there have been a good many striking exceptions—towns that have made sensational upward spurts. Let us take some specific instances, and try to answer the question: Just why have these places grown?

There is Salinas, California, which shot up from less than 4,000 ten years ago, to more than 16,000. The brisk, clever development of specialized agriculture in the surrounding territory has been the big factor there. Lettuce, carrots, peas, have helped to bring more people to Salinas and more profits to its business houses. The guayule plant is being exploited as a source of rubber, and a rubber company has spent a million and a quarter dollars in the neighborhood of Salinas in the past four years. So we see science and new pioneering research aiding in the upbuilding of small-town business here.

Farther up the Pacific Coast I think of Klamath Falls, Oregon. Its population has increased 235 per cent. in ten years, and, with more than 17,000 people now, it has definitely emerged from the small-town class. Now what happened here. Well, Klamath Falls acquired better railroad and highway facilities. As a result, new agricultural and timber lands were opened. New industries came in. Existing plants

expanded their equipment and activities. More tourists flowed into the town as they passed between California and the Pacific Northwest. So business boomed in Klamath Falls.

Let us look for just a moment at Dodge City, Kansas, which doubled its population during the past ten years. One of the main reasons, here, is to be found in the development of power farming—transforming the plains country West and South of Dodge City. And this progressive town has utilized wisely the business advantages of its strategic location.

And the South, the vigorous new South of fine, aggressive business spirit, has plenty of good illustrations. For instance, there is Bogalusa, Louisiana, registering a 70 per cent. gain since 1920—increasing from 8,000 to 14,000. The town contrived to achieve a thoroughly gratifying industrial development. The local lumber mill was enlarged—a paper mill was established—a new furniture factory and box plant began operations. Inevitably, better business and larger population accompanied these changes.

Maybe it is not quite fair to cite the many small towns that have come forward rapidly by capitalizing their climate—but after all, we must never lose sight of the fact that business nowadays is affected by all sorts of delightful factors which, if we viewed them superficially, would seem to have scant relation to ledgers and cash registers. Profits—and very good profits—can be distilled from gorgeous sunsets, dry air, balmy breezes, rolling surf, velvety fairways. Small-town business has benefited from such things, from Maine to California and from the Rio Grande to the St. Lawrence. Some places have not yet realized their full potentialities along this line, and I am convinced that thousands of towns can benefit commercially in the future by "playing up" their advantages for sport and play, for health and physical rebuilding, for leisure and for pleasure, in winter as well as summer.

One cannot emphasize too strongly that new developments in transportation have an immensely vital bearing on the business future of the small town. Bill Stout, the airplane designer, tells the story of Novi, Michigan, about twenty miles from Detroit. Mr. Stout was curious as to how the town received its rather peculiar name, so, when he was driving through one day, he asked. It seems that the town was once Stop Number Six—"No." Roman Numeral "VI"—on the old-time overland stage route. When the railroads first came through that country they missed this village of Novi, going twenty miles away to the then equally small village of Detroit. Partly as a result of that action (and partly, of course, because of its water transportation advantages) Detroit is a great metropolis. Novi remains a hamlet.

But who knows?—possibly some little hamlet of the plains may be a Detroit of the future, given prominence by our newest mode of transportation, the airplane. Already many small towns have been "put on the map" by the airlines serving them, and hundreds of others have derived some additional income, whether fairly large

and transient or rather small and steady, from air transportation.

Take the case of Pasco, Washington. This is an important division point on the airline serving the great Northwest, which has spurs connecting the major cities of the Pacific Coast and the "Inland Empire" with the transcontinental route, and which will soon be connected with an airline serving Alaska. The airline has made Pasco famous throughout the country. It is a surprise to seasoned air travelers to learn that its population is less than 5,000; some of them had doubtless expected skyscrapers and double-decked busses there. If air traffic goes on increasing as it has been doing recently, that supposition may become a reality.

Another small town in somewhat the same position is Bellefonte, Pennsylvania, which owes much of its present renown—and some increase in business—to the fact that it is important as a stopping place for mail and passenger planes when bad flying weather sets in over the Alleghenies.

I could greatly lengthen this list. Elko and Las Vegas, Nevada, and Midland, Texas, are other pertinent examples. Cheyenne, Wyoming, had an early history closely identified with the pony express, but recently our newest (and almost equally glamorous) means of communication has furnished a sequel to those frontier days. Cheyenne is now an airline division point, with repair shop, pilots' quarters, and so on. At the airport a plane comes swinging down from the sky, mail bags are transferred, and another plane roars away in a cloud of dust. The weekly drama of the pony express has become the half-romantic, half-routine speed and hustle of the sky-way service.

In locating emergency landing-fields on the country's airlines, the Department of Commerce has spent, and will probably continue to spend, large amounts of money. A substantial part of that money goes to increase the resources of the nearest town—nearly always a small town.

I am told by some of our experts in air transportation—thoroughly level-headed men—that it is only a matter of time before the airlines end whatever may remain of the isolation of our small towns. They will be linked to the larger communities by feeder airlines, having the effect of putting the small towns on the main lines of transportation, with all that that involves.

There can be no doubt that radio has worked to the advantage of the small-town business man. Supplying an endless variety of entertainment for the home—and for the store as well—it tends to counteract the lure of city amusements. It keeps people closer to their own hearthstones and to their home town merchants or neighborhood shops. And when television comes, in full power and perfection—as it surely will some time—this influence will be enhanced and intensified immeasurably. Sitting in his own living room or standing by the counter of his local store, the resident of the small town will be able to feel that he is "there" at the thrilling events of the great world—the celebrations, demonstrations, spectacular sport contests—

as well as the superlative entertainment provided all over the world. One does not need to be the seventh son of a seventh father to foresee that small-town business will inevitably benefit from such a striking transformation and forward step as this. Here again we shall see those factors of scientific achievement and virtual annihilation of distance forming a dynamic aid to the business of our smaller places.

Let us take a brief look now at one of the liveliest and most contentious questions that bear upon such business: namely, Can the chain store successfully invade the small town? Frankly, this topic is so controversial that I shall not attempt to answer it in the two or three minutes at my disposal. I just want to mention a few of the things that influence the situation. A chain store in a real small town—not a suburb—lacks some of the characteristics that help to "make the wheels go round" in typical chain store activity. In the nature of things it cannot be so closely related as the city chain store is to the swift, semi-automatic routine of requisition, distribution, accounting, and so forth. Probably that is why our Census figures show that, in towns of less than 10,000, the chains do less than 10 per cent. of the total business.

Yet chain stores have established themselves and are doing business in small towns or resorts that are as much as thirty or forty miles from any good-sized center. Whether they can do so profitably depends upon a variety of circumstances. One of these is the nature of the commodities handled. Another is the character of the transportation facilities. Can trucks rush out quickly over smooth, hard roads? Is frequent rail service available? Are carload-lot shipments feasible? Or does relative isolation prevail? Chain store executives are obliged to look into such questions very carefully.

You must take into consideration the factors of personal relations and of service. We have all seen the little girl in pigtailed come rushing into the country store, lean across the counter, and say, all in one breath: "Mamma wants a spool o' blue silk an' a scrubbin' brush an' a yeast cake an' a can o' little peas, an' she'll pay you Sattiddy—maybe." It will be in an independent store that you will witness a transaction such as that. Such personal merchandising plays an important role and fills a very genuine need. If a small town citizen expects to be "trusted" because he has always been accustomed to it or if he desires delivery service, the independent merchant will generally get his trade. If he happens to be indifferent to those considerations of service and of credit, a local chain store may benefit. The independent merchant can take advantage of the fact that it is probably as safe to extend "open credit" in the American small town as it is anywhere on earth.

A pretty weighty factor in determining the flow of business in a small town is that of personal friendship—the long acquaintance of the people with the independent merchant, their liking for and sympathy with him, the fund of common experiences and emo-

tions and endeavors that bind a small community together. The local people go to the same churches—belong to the same lodges—swat mosquitos at the same picnics. The independent small-town merchant knows the typical wants and proclivities of Jim and Bill and Sally.

And, too, he has personal and business relations with most of the other merchants. He is familiar with the whole local picture—and he is signally "accommodating." A system of merchandising that is somewhat impersonal and "mechanized" frequently finds it a bit difficult—regardless of its efficiency—to counteract the pull and tug of that powerful human element.

Summing up the facts about small-town business which I have endeavored to present to-day and a week ago, I may say that there are unfavorable factors whose power cannot be minimized and which need to be faced squarely, but that, on the other hand, there are strong forces working for the future upbuilding of the smaller places—and the favorable elements are more modern, more in the spirit of the "new age," than are the adverse circumstances. Small-town industry and business in this country are justified in entertaining a lively hopefulness and sturdy courage. Julius Klein.

Drive On Toys Started.

A campaign to persuade retailers to concentrate greater attention on toy departments and to convince merchants that they are sacrificing potential business through permitting toy items to be scattered through other departments in the stores, has been launched this week by the marketing committee of the Toy Manufacturers of the United States of America. Starting in Boston, where a meeting of retailers was held in the early part of the week, the organization plans to send representatives to every important city and section in the country within the next few months.

Chief among the suggestions made by the Association is the need for segregation of all toys in one department. Greater promotional efforts for the sale of toys on such holidays as Lincoln's and Washington's birthdays, the Easter season, Valentine's Day and numerous other occasions are also stressed.

At present, it is claimed, many departments fail to show a profit because they are opened only for the Christmas holidays. In other instances stationery departments are allowed to sell articles belonging in the toy department, while adult games, a profitable source of revenue, are retailed through sporting goods departments.

Office equipment manufacturers enjoyed a June sales volume equal to that of May, according to executives in charge of sales. The activity in recent weeks is significant because May set a peak for sales this year. The opening of second-hand and distress merchandise were said to be contributing factors in the sales gains. Although filing and recording equipment continue to lead all other types of office equipment, sales of desks, chairs and tables registered a considerable gain last month, it was reported.



MUELLER

A name that has survived various general trade situations and has steadfastly stood as a symbol of quality and fair dealing since 1867.

Mueller Products are widely advertised and favorably known to your trade. No other item in your store is more valuable as a leader to be displayed and featured regularly—because no other item in your store leads to the sale of so many other products such as butter, cheese, tomatoes, eggs, bacon, etc.

Mueller Macaroni Products

Largest Selling Brand in America



C. F. Mueller Co.
Jersey City New Jersey



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

The Blodgett-Beckley Co.

MEMBER INDIA TEA BUREAU
Main Office Toledo
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517 East Larned Street

Corduroy Tires



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

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

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

CORDUROY TIRE CO.
Grand Rapids, Mich.

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.

Mesh Dresses Are Popular Clothes For Summer Play.

Strictly tailored—that's the watchword to keep in mind nowadays when you go shopping for the youngest generation. The English notion that children look best in simple clothes, devoid of doodads or frills, is gaining ground in this country all the time, and there has been a decided reaction against these awfully quaint little concoctions you used to see around.

The tailored idea holds good through all types from casual clothes to party dresses, and for all ages from extremely young ladies—just out of baby dresses—to those old enough to gaze yearningly upon the ostrich plumes on their mothers' hats and start counting the years. Indeed, about the only way you can guess the respective ages of a group of well-dressed girls between 2 and 12 to-day is by the length of their skirts. The very young wear them very short; the older sisters get extra inches according to their years. Of course the situation changes radically when the 'teens arrive, and even girls in the early 'teens are permitted long-skirted party dresses—if they are simply made and cut high in the back.

A good example of the sort of thing we mean is a plain little sweater of soft light wool in pale pink worn with a white flannel skirt, box pleated all the way around. So is the handkerchief linen frock, yellow with a little restrained decoration in the form of yellow embroidery on the white linen tabs down one side of the dress. Very English, both of them, very smart, and not, incidentally, inexpensive. They are to be found in New York, as are the other clothes described.

Although it is still very smart to dress small sisters precisely alike, the brother-and-sister idea is less favored nowadays, several shops tell us. It seems that fathers are objecting, even when the son of the house isn't sufficiently clothes-conscious to mind wearing suits that match his sister's frocks.

As far as this particular Summer is concerned, the main excitement seems to be in the realm of beach and playthings—sun suits, beach pajamas, overalls and bathing suits, all of which have been developed in new and amusing versions. With an adequate supply of these, a child is well equipped for a Summer of outdoor play, and they are most appealing, both as to appearance and as to price. If you want to include a few sturdy dresses, those of mesh are the newest, and very practical they are too.

Young girls have taken to the trousered costumes their mothers like, and we have selected three examples for description. One popular outfit is all white and simple as possible—full trousers, chukker shirt and tiny beret. The overall and matching hat in a nice printed cotton is attractive. More pretentious is the linen pajama suit in

vivid yellow and blue with a huge beach hat in the same colors. The bathing suit is a model frequently seen on both the small boys and girls playing around the Southampton Beach Club—striped top and plain trunks. A little sleeveless jacket of white jersey, edged with the stripes, goes with it.

Some other notions the season has brought forth: Black linen suits for boys. New types of pique dresses for the girl from 7 to 14, with hats to match. Silk crepe lounging pajamas for little girls. (Really!) White raincoats of rubberized silk. Jackets, jackets, jackets—tailored pastel flannel jackets, navy blue nautical jackets, polka-dot and striped jackets. White polo coats in children's sizes.

A word about socks and shoes. Plain white lisle is the smartest to wear all the time, and incidentally the older girl lays aside the three-quarter socks she wears the rest of the year and takes to short ones along with her little sister for the Summer. Pin stripes and half-inch stripes are approved, too, and are especially good in navy and white, and red and white. The daytime shoe question is nicely answered by a new version of the grown-ups' Prince of Wales tongueless shoe, scaled down to fit small feet.—N. Y. Times.

Much Velvet in Evidence For Fall.

Each season finds fashion authorities trembling on the brink of deciding "yes" or "no" for velvets, and this year they are in accord with "yes." Transparent velvets, particularly, are due for the biggest season they have had since several years ago, when they were first made and first worn. This season both the Paris couturiers and American designers are using velvets, and important daytime dresses and suits, evening dresses and evening wraps will be seen for Fall in various qualities of pile fabrics.

Velvets this season will be of several types. One of the major reasons for the wide interest with which they are being accepted now by manufacturers is their new weaves. Most important is the ribbed or corduroy velvet which Worth used, and a variation in checked velvet, both of which are made in the transparent or rayon construction. Another new type in transparent weave is suede velvet, so called for its dull surface. This fabric, which has absolutely no sheen, is in line with the trend toward dull surface fabrics.

Lyons velvets, which are all silk and of erect pile, will have their greatest use in evening wraps, but will also be made in luxurious evening gowns and some very formal afternoon dresses. The uses of velvet for trimming are naturally stimulated by the importance of the fabric, and Lyons weaves are very effective for sashes, bows and belts on dresses of sheer wools or canton. Crushed velvet sashes are also used, continuing the vogue for crushed effects which started in crushed patent belts for Summer.

The colors which will be used in velvets for afternoon wear include black first of all, but deep browns, wine tones and dark greens are also shown. White and black are both im-

portant for evening, with lovely soft pastels appearing in the transparent velvets, and deep accent colors in the Lyons velvets for wraps.

The influence of dull surfaces is felt in the new satins which are not the lustrous weaves they used to be. Satins are also lighter weight, because bulkiness is to be avoided in dresses of today. Satins for both daytime and evening should be soft but not shiny. That well-liked satin, peau d'ange, or angel skin, is of the lusterless school and is having wide acceptance now in Paris for evening and daytime fashions.

The satin dress for daytime and the satin suit for formal afternoon wear will be black, with contrasts of beige tones rather than white. Patou beige is a deep cafe au lait tone which is very new both as contrast with black and as a new solo shade for evening dresses. Patou beige satin evening dresses have already made their appearance in New York shops.

Crushed satin girdles, crushed satin sleeves and bows are also used for trimming daytime dresses of cantons and sheer wools.

The daytime dress fabric which has all the attention this Fall is sheer wool, in light weight weaves which are as easily handled as canton crepes. The sheer wool dress will figure importantly in every guise, as the sportswoman's golf dress, as the college girl's campus dress, as the business woman's town dress, as the matron's club dress, and even for afternoon the formal coat dress of sheer woolen will be one of the greatly admired exclusive Fall fashions.—N. Y. Times.

Fall Sweaters Start To Move.

Orders for Fall sweaters have begun to reach the Eastern market in fair-sized volume according to reports in the primary trade, and the bulk of the buying is expected to develop starting next week. Men's shakers, baby shakers, ribbed sport coats and pullovers have all received attention, with the low-priced numbers, such as the \$18.50 range in shakers, in greatest demand. Selling agents assert that they intend following the same policy adopted in bathing suits, of not making up any goods in advance and keeping their stocks at a minimum. If buying is delayed as was the case in swim suits, they expect a similar situation, where deliveries near the end of the season will become difficult to make.

Home Sewing Helps Notion Volume.

Notion items connected with such home-sewing activities as dressmaking, embroidery and other needle-work, rank next to seasonal merchandise in the sales volume of notions stores, according to manufacturers. Buyers visiting the market in search of novelties in the sewing field explain that the vogue for home sewing has been gaining steadily for several months and is spreading. Bathing caps and similar Summer items are in good demand at retail prices from 10 cents to \$1. Calls for wardrobe articles such as hat stands and clothes hangers are fewer than was expected.

Enamel Ware Prices Cut 5 Per Cent.

Fall lines of enameled kitchenware will be priced approximately 5 per cent. under Spring quotations. The lower prices are being made by manufacturers in the hope of booking a good volume of early business. Producers are now assembling their lines and will offer them to buyers toward the close of next month. Ivory and white shades are featured by most of the producers. Pans decorated with solid colors of red, green and blue are also included, but the trade is agreed that the demand for colors in such kitchenware has expired.

Holiday Toy Buying On Increase.

Holiday toy orders rose sharply in the Eastern market during the past week, and manufacturers now look forward to a July business from 10 to 15 per cent. ahead of July, 1930. Since the middle of last month buyers have shown a keen interest in Christmas items and many have placed substantial orders. Scores of others plan buying trips to New York in the next two weeks. Demand for current goods is limited, but retailers are due to re-order on Summer merchandise immediately after the Fourth.

Retail census of distribution for all incorporated cities of 10,000 or more has been practically completed and the reports are available. The agricultural census for 1930, with statistics by counties, listing farms, acreage, values and selected livestock and crops and, in some instances, of farm buildings, dwellings, implements and machinery are available for Arizona, Arkansas, Colorado, Utah, Idaho, Kansas, Virginia, Oregon, Nebraska, New Mexico, West Virginia and Kentucky.

Increase Your Business By Showing New Merchandise

Here are a few suggestions. We have many others.

See Our Salesman or Visit Us.

Ladies Handbags	---\$7.75 Doz.	Ladies' Belts	-----75c Doz.
Velvet Ribbons	-----95c pc.	Necklaces	-----40c Doz.
Jewelry	-----75c Doz.	Voile	-----13½c yd.
Shantung	-----26½c yd.	Curtain Goods	-----13½c yd.
Voile Dresses	---\$8.00 Doz.	Anklets	-----\$1.85 Doz.
Vat Wash Dresses	---\$4.75 Doz.	Silk Chiffon Dresses	-----\$3.75
Men's Rayon Sox	---\$1.15 Doz.	Shirts and Shorts	---\$2.25 Doz.

C. J. FARLEY & COMPANY
 Wholesale Only — Dresses & Dry Goods
 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.

Go Forward and Acquit Yourselves Like Men.

Never was a time in the shoe business quite like the present. We are seeing many changes made for the sake of change. As a result many a merchant, manufacturer and tanner is edging out of the field in which he is most capable. He is looking for green grass in the next field and thinks it is better than his own. Meanwhile, somebody else is sneaking up behind him and nibbling in the field that was rightfully his own.

The majority of explanations given for the change center around the subject of price. The merchant feels that his own field of activity is not sufficient and he buys shoes and commodities not in line with his store and service in the hope that he can make money by the "change." The manufacturer in turn, who has built up a number of years, a product of repute, begins to look at other products lower in price and finds himself in a business that is a compromise rather than a distinct selling proposition. The tanner and the seller of supplies, under pressure of price, enter into the same game of "change." The final result for industry is not good.

But here and there—the country over—we see stores, manufacturers and tanners "sticking to their last." They are doing a thorough job in a definite division of merchandise. As a result of their firm stand, the public is the better served.

In the long run, the merchant is better off holding true to standards, types and services. The major effort in his business is clearly defined. He may freshen his stock with new lines of shoes at different prices but the basic character of the service to the public remains the same. The manufacturer in turn, after twenty years of development of one line of effort in production, is likely to be in a sorry plight through adding a different line and grade of shoes—or even jumping from men's to women's shoes or trying to compromise on both—when if he had put all of his effort into one straight line, he would be much better off.

During the next few months, the industry is going through an unnecessary number of changes. When it is all over, the net result would have been the same if the whole process had been simply one of blind chance. As a Western merchant said last week: "In shuffling the cards, the man who has had a good hand will find himself in a poorer playing position for public favor. Far better to play your own because you know more about them than anybody else." But one result will come from all this change and that is hundreds of stores and dozens of factories will be pushed out of the picture.

So the thing to do is to determine what you can best sell or produce. Concentrate on that and use every effort to make it successful; and don't

make changes simply for the sake of change. Know definitely what you are doing.

There is no question but what purchasing power at retail has been subject to change but in a commodity bearing such a low unit price as shoes, there is no reason for complete upheaval. No commodity needs to be selected so carefully and sold so efficiently as shoes. Hold to standards at all costs.

Industry is about reaching the point below which it cannot operate at a profit. If all shoes were to be fixed as to price on to-day's base, the industry would be in a healthier and happier condition.

This is no time to "wobble," for a firm stand is needed in stores, in factories, in tanneries and in every effort pertaining thereto. General housecleaning has been very beneficial all around and is about over in shoes. The past six weeks has been more wholesome. As we now stand, as an industry, we are in better shape to show progress than almost any industry in the country. Therefore, the important thing to do right now is to hold to the line.—Boot and Shoe Recorder.

Law Requires That Checks Be Deposited Promptly.

Detroit, July 6—Some time ago, a customer of mine gave me a check in payment of a bill. On account of being busy that day and the day following, and knowing the customer to be financially responsible, I did not get around to deposit the check in my bank until three days later. After depositing the check in my bank, I received a notice the next day that the bank on which the check was drawn by my customer had been closed up. I presented the check to the customer, but he refused to pay, saying that he is not liable on account of my delay in presenting the check.

Is he right? A. B.

This question chiefly arises where the bank on which the check is drawn fails before the check is paid, the issuer of the check having had sufficient money in the bank to cover it, and which would have been used to pay the check, if it had been presented in time.

If the holder of a check delays in its presentation to the bank and meanwhile the maker of the check withdraws his account, or reduces it to a point where it is insufficient to pay the check in question, then the maker of the check has lost nothing by the holder's negligence in presenting it too late, and therefore must pay the check even though the bank has failed in the meantime.

The law of Michigan and in most other states is that a man who receives a check must present it for payment, either in person or by depositing it in the usual way through his own bank within a reasonable time after he receives it. If the holder does not present it within a reasonable time, and as a result a loss occurs, he must stand it. The maker of a check, in such case, is released from paying it again, only however to the extent of the loss. If the dividend paid by the bank is, let us say, 70 per cent., there being a 30 per cent. loss, the maker in such case need pay but 70 per cent. of a check.

It is difficult to define the meaning of the phrase "reasonable time," but generally speaking a reasonable time is where no more time is taken than is fairly required in the usual course of business, considering all of the special circumstances.

The law provides that "delay in making presentment for payment is excused when the delay is caused by circumstances beyond the control of the holder, and not imputable to his fault, misconduct or negligence. When the cause of delay ceases to operate, presentment must be made with reasonable diligence."

Thus, in the absence of special circumstances in the above case, it would seem that the delay of A. B. was negligence and that he failed to deposit the check within a reasonable time and must therefore stand the consequences of his negligence.

The point to be observed as a result of this case is simply this: Never delay in depositing checks which you receive in the course of business in your bank for collection. Checks should be promptly deposited.

H. L. Rudnick.

Garden Friends.

A garden's personality
Speaks oft with lips so sweet to me
I then and there with memory
Listen the while attentively
To every flower whose growing pride
Has many secrets to confide
With such an overflowing share
It holds one fascinated there.

"I love a large petunia bed
Singles and doubles" mother said.
"Pick off old blossoms—that is all—
And they'll keep blooming through the fall."

They share the most of all the flowers
Honey for bees and fragrant hours
For everybody every day
And beautify in every way.

The zinnias are sturdy things
Haughty perhaps, yet colorings
Which do betray an inner sense
Of petalled rich magnificence.
The Drummond phlox was mother's choice
For modesty—she did rejoice
In their bouquets of hybrids fair
And saved the seed which ripened there.

The lady slippers—delicate
And shyly hid to indicate
They dread indeed to leave a place
They hold with such becoming grace,
The mignonette, verbenas too,
Lobelia with its baby blue
And many more are certainly
A garden's personality.

Charles A. Heath.

The Land O' Little Care.

She found the land o' little care
Upon a crowded city street
Asleep on mother's shoulder there
For babies never really care
What harries any thoroughfare
Where friends and strangers meet
For taxes due
For debts to sue
People worried

People hurried
Hither
Thither
And there a baby fell asleep.
Her dolly too had not one care
Adown an anxious avenue
Asleep on baby's shoulder there
For dollies never really care
What bothers any thoroughfare
Not any more than babies do
Who lost or won
Or scuddles on
Bent on buying
Wearry, trying
This way
That way
And there a dolly fell asleep.

Now dolls and babes we must declare
Though neither yet articulate
Rebuke us truly then and there
About this worry, rush and care
Confounded on a thoroughfare
"Till we become intemperate
Forgetting so
To take it slow
For planes which fly
May say good bye
Falling
Falling
Like babes and dollies—down to sleep.
Charles A. Heath.

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President—William Schultz, Ann Arbor.
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Secretary — Herman Hanson, Grand Rapids.

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Word of Warning To American Grocers in Germany.

Because hundreds of representative American grocers will visit Europe this month, this article indicates one virus to which they will be exposed when they get into Germany. My thought is to set forth a few plain facts which all must have in mind while there, that we may do some measure of justice to our own country. Politics and business do not mix well, we are fond of saying, but that nonsense can be answered in two important ways right now. First, that nobody can stop in Germany without having politics dinned into his ears. Second, that our participation in the kaiser's war showed every one of us how politics gets right behind our own counters when there is international strife.

We might add a third point—most important, too: That our habit of disregarding politics in our business tends to disarm us when we are faced with arguments by those who think politics all the time. So let those who come over do a little quiet thinking on their own account before they permit themselves to agree with what may be said to them. My talk is confined to Germany because in five months' residence in Italy and France I heard virtually not a word, while in three weeks in Germany I got nothing else but special pleas to have "reparations" removed.

Everywhere in Europe Germans are the conspicuous travelers, and not one but is well dressed, carries the best baggage and the finest cameras. They stop at the best hotels—no sign of poverty among them, or even such economies as plain people exercise.

In contrast with the poverty of Italy and France—in the aspect of the people, I mean, and their homes and towns—Germany is a land of smiling plenty. Towns are not only bright and snappy but filled with new buildings of the latest model. One recalls that virtually not a shingle on any German home was disturbed in the war.

Money has been loaned to Germany with a lavish hand the past dozen years. This to "get on her feet," ostensibly. While that money lasted, Germany was so prosperous that all the world heard of her "marvelous come-back;" but when time for payment arrived, it was discovered—as anybody can see now for himself—that she had spent the money building stadiums, swimming pools, football fields and other vast recreation places for her people. The old palaces Germany inherited from her princings are not good enough to be converted to museum and exhibition uses. Instead, she builds exhibition halls on a scale so vast and lavish that we in America have few such places in our biggest cities.

Germany built new railroad and river equipment to replace the old that she turned in as part reparations. She to-day has the finest steel barges on the Rhine, hauled by the biggest tugs—such equipment as we have not on the Hudson, the Mississippi or the Sacramento. I never saw finer locomotives anywhere—there are no finer in existence.

There could not be a land more prosperous in outward aspect. Every field and forest is cultivated to the last square foot—all lavishly productive and smiling. And what strikes the stranger most forcibly is that everywhere one looks one sees provision for the eternal eating and drinking—O, plenty of drinking, believe me—of which the Germans are so fond.

This last is worth thinking about, for while one might say that some kinds of shops and department stores are provided for visiting strangers, food shops and beer gardens, breweries and recreation places, tennis courts and public gardens in side-way towns like Nuremberg, for example—are provisions primarily for the local population. To see the natives sit hour after hour at a public beer table, listening to a band while dozing in semi-dreamland, to the tune of 12 cents per stein, is not to convince the observer that this people is suffering more than others.

Every man and woman—speaking generally—in Germany is well dressed. All are in style. Uniforms are not merely bright and clean—they are new.

Now let's get this straight and without bias: If Germany wants such things, let us agree that she can have them, provided she gets them the way the remainder of the world gets them: by patiently working for the money needful to pay for them and by paying for them.

Three weeks prior to our visit to Heidelberg the public recreation piers in the river Neckar were washed away. Had that happened in any American city I know of, the wreckage would have been cleared if it was dangerous, but reconstruction would have waited on the slow movement of city officialdom, maybe followed by a vote on a bond issue. Reconstruction might occur in a year—if we were lucky.

But already—within three weeks—new work was under way in Heidelberg, extended, on a larger scale, to cost 1,500,000 marks—say \$375,000—for a little town of 84,000 people.

Germany is said to have 4,000,000 unemployed, but in the fields there are more women working than in Italy. We are told this is shortage of man power, yet men stand around by the thousand, in the cities, drinking vast steins of beer, big, able fellows, and spout politics and "oppressive taxation." Why not put those men to work in the fields? If professors can be made to lay bricks in Russia as the price of food, seems to me mechanics could be put into German fields instead of being fed by dole.

Germany lends big sums to Russia. She builds the latest battleships, which she does not need because, while disarmed (maybe) she is the most protected of nations. She builds the finest merchant marine. And all this time she saves billions she formerly spent for armaments.

Lastly: GERMANY'S REPARATIONS PAYMENTS AMOUNT TO FIVE PER CENT. OF HER EXPENDITURES.

Let us have such facts in mind.

Now, the fact is that we in America are among the most heavily taxed people on earth to-day. We do not realize this because many of our taxes are indirect and therefore hidden. But these are the figures:

The average National income per inhabitant is \$700 and of that we pay \$100 in taxes of all kinds. That is over 14¼ per cent. That impost affects every grocer and every grocer's customers. Therefore, it is the grocer's business to take this into account.

I regard it as unfortunate that the grocers' excursion is so largely devoted to German travel, but such will not

be altogether unfortunate if those who go over keep their eyes open and use their perfectly good think-tanks to grasp the real facts and their significance.

Let nobody have any feeling particularly against anybody else. I am all for the Germans as they work out their salvation on the plan always used by Americans—paying for what they get, getting what they pay for, on the old plan of work and save. I am decidedly against letting Germans or anybody else have such things at the expense of Americans, and that is precisely what it will mean if our people submit to being the international goat by countenancing plain repudiation, with our people holding the eventual bag. Let such facts sink in a bit.

Paul Findlay.

In Grand Rapids it's HOLSUM Holsum Bakery

Rademaker-Dooge Grocer Co.

Distributors

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Fragrant Cup Tea

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Finest Packed

The brand
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Hart Brand
vegetables
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MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Beware of Low Priced Goods.

There was a time when you could go around to the retail dealer, call him by his first name, take his order without a lot of red tape about prices, and spend some time chatting about other things. The "old Charley" isn't "Charley" any more. To-day he tells you about the cut rate prices of the chains which he has to compete against, or he tells you about the prices some high pressure salesman from a fly-by-night company offered him on goods supposed to be just as good. My advice to such a retail dealer is to knuckle down to selling quality at a legitimate profit and talk quality to your customers. Make your trade acquainted with the fact that you are offering splendid service, credit and quality products and that your price is not a bit out of line. Your patrons will appreciate having you talk to them in that manner.

When you buy something cheap you usually get what you pay for. This is particularly true of the fish business to-day. Due to the general business conditions, and the fish business has had its set-backs just as other businesses have, there are certain concerns who have been caught with cheap fish in cold storage. These firms usually have been catering to the chain store buyers, who as a rule are looking for something for nothing. They feature fresh winter caught fish arriving by the carload, but it does not say when or how long ago they have been in cold storage before being sold from the railroad cars. The prices appear cheap, but the prices are higher than they were several years ago when there was no depression. Although they are wholesale fish distributors, they are trying to sell the wholesale fishman, the fish peddler, the retailer and the consumer, too, all at the same price if they can get it. One firm is selling fish at retail from street corners and trucks. At the same time they supply chain stores, retailers, too.

Perhaps you think I'm endangering my own business in telling you about these doing in the fish business. The fact is that there are several of us, like our firm, that are not in the same category. We don't send out cheap price cutting quotations on a lot of frozen, impossible fish. We have nothing of this sort to offer. We sell fresh caught quality fish, shrimps, oysters, etc., at market prices the day they arrive. Whether it is high or low you get the market price. For example, in a certain suburb we have a good retail grocer who has been established for many years. He is surrounded on either side by three chain stores. The chain stores all handle fish and have been quoting prices daily that are three and four cents a pound under our patron's, but, even at these prices they have not hurt his fish business in the least. Ask him the reason for this and he'll tell you he never handles cheap frozen fish. His supply is al-

ways fresh, of high quality, and consequently his customers are willing to pay a better price for them.

Watch this in buying your fish. Don't be stampeded into handling a lot of low quality goods that are not fit to be sold to your customers. Handle quality goods, tell your trade about them, and you'll find they are satisfied with your store.

You can compete with the chains easily. People may buy the low price fish once, but that will be all. They will readily find, as soon as they prepare them, that it does not pay to buy cheap fish, and the dealer with the quality goods will have their trade from then on.

Remember—don't buy cheap fish, don't buy from companies catering to your competitors, the chain stores. If you want to build up your business on fish don't look for the bargains. Buy your supply from a reliable concern that has been established for a good many years, a firm that has seen the price cutters come and go, a firm that wants your business and serves you accordingly, a company that won't go out and sell the consumer as well as your store. Then you'll find you will have a substantial fish business.

Leroy C. Holmes.

Selling Is Same in All Lines.

The retailer can profit to a considerable extent by adopting some of the principles followed by salesmen who call on him. The principles that the salesman follows in making his sales are directly applicable in most cases to the retailer selling over the counter.

One of the first points of good selling is to impress the prospective customer with facts about the merit of the salesman's product. For example, the meat salesman tells his trade that the hams he sells have an especially attractive cure. He mentions that the meat is economical, and that it can be sold in one piece.

Now let's see what the retailer can say to his customer. He can tell the housewife about the cure, how delicious it is, and how tender the ham will be after she cooks it. He can tell her that it is an economical purchase because of the high quality of meat and the relatively low price. He wishes to make the product as attractive as possible to the consumer, so he tells her how attractive the meat is when served and how well her family will like it.

The salesman must be willing to stand back of his product, after he has sold it. Similarly, the retailer must stand back of the product after he has sold it to the consumer.

The salesman, as a general rule, talks the merits of his products and keeps price in the background as much as possible. Again, the retailer usually finds it to his advantage to emphasize the merits of his products and make price the secondary feature.

There is a great deal of similarity between selling in all fields. The sale of a limousine is exactly the same as the sale of a rib roast in at least one important respect; the individual who buys it has to be satisfied that his purchase represents money well spent.

John Meatdealer.

\$25 Chain Tax Passed in Wisconsin.

The Wisconsin State Legislature has passed a bill providing for a chain store license tax with rates ranging from \$3 to \$25 a store according to the number of stores operated by the same firm.

The original bill, which provided a maximum rate of \$1,000 a store, was amended at the suggestion of Governor La Follette, who believed it would result in protracted litigation. The present rates are the same as those of the Indiana law, which was recently de-

clared constitutional by the United States Supreme Court.

Waste from the rackets is to be eliminated from distribution if the police power of the Federal Government can accomplish it. The recent prohibition case is merely a starter and the assurance is that, from the evidence already collected, working from the top down, the Government will continue a campaign which will be the downfall of many local and some National figures in the political field.

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Cranberries, Grapefruit, "Yellow Kid" Bananas, Oranges,
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We can supply Egg Cases and Egg Case Material of all kinds. Quotations mailed on request.

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Manufacturers of SET UP and FOLDING PAPER BOXES
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Rowena Yes Ma'am Graham
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HARDWARE

Michigan Retail Hardware Association.
President—Waldo Bruske, Saginaw.
Vice-Pres.—Chas. H. Sutton, Howell.
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Treasurer—William Moore, Detroit.

Looking Ahead To the Fall Stove Trade.

With weather extremely hot, one would think this hardly the time to discuss stove selling. But the wide-awake hardware dealer must always look ahead and plan ahead; and now, with summer weather causing a certain slackening in trade, it is opportune to give some thought to what you will do in the fall.

You can perhaps think more readily on the subject in, say, September, when stoves are timely. But a good many stove selling stunts call for some incidental equipment. If you are to use some novel stunts in September, you must have the equipment at hand when September actually comes. And getting the necessary equipment and making the necessary arrangements takes time. You have got to plan, to visualize in your own mind what you mean to do; you have got to make the actual preparations, down to the last detail; all this takes time, but with this done the actual doing of the thing itself is relatively simple.

The hardware dealer who handles his stove, paint or Christmas goods campaigns successfully, who sells large quantities of timely goods while they are still timely, is the man who always figures some weeks ahead and when the time comes knows just exactly what he is to do. The need of such planning ahead in the hardware business cannot be too strongly emphasized.

A stove traveller is often a source of good ideas in regard to stove selling stunts. He get around and sees what the wide-awake dealers are doing; and can often improve on their ideas. One such traveller gave me the other day some of the stunts of which he has taken note at various times.

"There is a chap who runs a hardware store in a town of, say, 3,500 people, about thirty-five miles from a big city. In fact, he runs two stores. One is a hardware store, and the other is devoted entirely to stoves and furnaces. A son of the proprietor, a wide-awake young chap, is in charge of the stove store; and this special stove store is used as a stove and furnace display store at all seasons of the year. In the summer months, coal oil cook stoves, gas ranges and similar lines are featured, and as fall approaches the regular lines are brought to the front.

"This dealer holds a big stove demonstration every year. It runs two days, usually around Sept. 19 and 20, or the nearest Friday and Saturday to those dates. He secures a special demonstrator and a salesman from the factory to assist. The demonstration is advertised in the local paper and with hand bills, circular letters, etc., some weeks in advance. Hundreds of people visit the store in the course of the demonstration. They come from the country districts for miles around. This dealer makes quite a few sales; and he gets the names of a good number of prospects.

"He has some good stunts to advertise the demonstration. For example, he employs a band and conducts a street parade. The street parade takes place on the Thursday preceding the demonstration. On that day a carload of stoves and furnaces is unloaded. Instead of quietly moving them by the most direct route to the store, McGregor—that's his name—gets up a grand parade with a band at the head. A dozen or more big trucks are loaded with stoves and furnaces and with the band in the lead and McGregor in his automobile and all sorts of banners flying, the parade winds in and out, traversing all the principal streets before it reaches the store. Everybody rushes out at sound of the band, and nobody can miss seeing the decorated floats and the big banners announcing the demonstration.

"Another thing McGregor features is a cake-baking contest. The only stipulation is that each cake entered in the contest be accompanied by a memo giving the name of the stove on which the cake was baked and the date when the stove was purchased. A cash prize of \$10 he offered for the best cake, and three prominent ladies in the community act as judges. The names of the contestants aren't made known to the judges; each cake is identified by a number. Naturally, the contest arouses a lot of interest.

"I've heard dealers complain a lot now and then about mail order competition. But I know quite a few dealers who don't seem to worry on the subject. So far as their communities go, the mail order houses do the hollering.

"One of these is a dealer in a prairie town, or rather, small city. He is full of novel advertising stunts, and everybody within 200 miles knows that this chap handles heaters and ranges. Here's a sample stunt. He has a big store window. One day seven men sat down to dinner in that big window and had a full course repast from soup to nuts. They started at 7:30 p. m. and kept at it until after 10. Display cards in the window told about the cutlery that was used, the cut glass on the table, the range on which the meal was cooked, the utensils used in cooking, and by the time these men got around to their cigars, the crowd in the street outside was so large that the police had to move them on to allow the traffic to get through. Some of the cards used acknowledged the loan of items from other merchants—which is why a stunt that held up traffic didn't cost much more than the actual cost of the meal. You can imagine, that display stunt created an immense amount of word-of-mouth advertising.

"When the baseball season was reaching its climax, this same man had a radio going announcing the progress of the series games in which his town was most interested. In addition, the results were bulletined in the window, by innings—chalked up on a big black board. That stunt always drew a crowd; and the crowd couldn't miss the display of ranges. Incidentally, he advertised the radios he handled.

"A quite common stunt in the West is for the hardware dealer to also han-

dle coal. The two lines aren't usually found associated in hardware stores further East, where business lines have been drawn hard and fast for generations. But the thing could be done in some of our smaller Eastern communities—in fact, I have seen it done.

"I know one dealer. Whenever he sells a stove, he endeavors to make the purchaser a customer of his coal department, if he is not one already. He secures dozens of new customers in this way every season. It is seldom that he sells a stove without booking an order for coal. If the season is pretty well advanced, the stove deal usually includes sending up a ton of coal with the stove, putting the stove up, starting the first fire and leaving the household perfectly comfortable. If he orders the coal elsewhere, the customer usually has to put up the stove himself and make the fire after waiting perhaps a day or two for the coal. So it's a pretty rare thing where the two orders don't go together, and once the customer starts buying his coal from the stove dealer, he usually keeps on buying.

"On the other hand, the dealer selling coal to a certain person is in a first class position to get his order for a new stove. This dealer discusses stoves with his coal customers; finds out what sort of results they are getting with the coal he sells; if there is trouble he investigates; and if anything serious is wrong with the old stove, there he finds his opening for a sale. He knows just how many of such customers are likely to be in the market for new stoves in any given year.

"One of his customers had a stove which was old and in bad repair. He had tried to interest this customer in a new stove proposition but hadn't aroused much response. The man was one of the penurious type who won't spend a cent unless there is a dollar gain in sight; and he was quite content to worry along with the old stove

so long as it would heat the house in some sort of fashion. The extra work involved cost nothing because, you see, his wife did it.

"Well, the dealer kept track all through one season of the amount of coal this man bought. At the end of the season he was able to show in black and white that this old stove was consuming more coal than the up-to-date stove he had sold a neighbor early the previous fall. The man bought the new heater.

"The coal selling idea is, of course, a stunt for the sort of community where it can be worked successfully. In many communities it would do the stove dealer more harm than good. And even where local conditions favor taking it on, the dealer has to know something of the line and how to handle it efficiently. Delivery and storage are problems to be considered. But under certain conditions the stunt is decidedly advantageous.

"It's often worth while to have facilities for moving stoves quickly from one part of the store to another. If they're on an upper floor, a hand elevator is useful. One small town dealer keeps the bulk of his stove stock in the rear of the store. When he wants to move a stove to the front, he uses a sort of flat car, about the size of an ordinary scale platform, mounted on six trucks, and running on a steel track from the back of the store clear up to the front door. That device saves a lot of heavy handling.

"Quite a few dealers conduct a sort of preliminary canvass, not for sales, but for prospects. They go out in the summer months—August and early September—and canvass homeowners to find out whether the range or heater needs to be replaced. More than one dealer has told me this is far more profitable business than staying in the store. A canvass of this sort will usually uncover quite a few out-and-out prospects, and others who are glad to

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GRAND RAPIDS, MICH.

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE

have their stoves overhauled before the cold weather comes.

"One dealer features a free stove inspection. No matter what the stove may be, his stove expert will look it over, tell what it needs in the way of repair and adjustment, and even make minor adjustments free of charge. The service involves quite a bit of work, but it gets him in early touch with a large number of prospects and brings in quite a bit of repair work. Of course such work requires a man with double qualifications—he must know stoves and be tactful and a good salesman. This dealer handles the job himself. He says he likes to get away from the store for a while and putter around old stoves. But it's a mighty profitable way to spend his odd moments.

Victor Lauriston.

Safety Factors as Sales Assets.

It will profit every manufacturer to embody the safety factors to his sales campaigns right now. No question about it. An analysis of very definite findings proves the point. As to any product, no matter what it may be, household appliances or the great "major industrial lines."

Safety in the home is to-day a paramount issue with the majority of the foremost National magazines for women. A bit of intimate sidelight may be injected at this point. A well-known writer of magazine feature articles went to some length to prepare a comprehensive exposition of the cause and the prevention of accidents in the home. Just such an article any first-class home magazine would welcome.

What happened?

That article was returned with regret by five home magazines. Not that it was not a splendid bit of work, but each and every one of those magazines had scheduled articles on the same subject. They were doing the preliminary work to help you sell your product. Safety in the home is a paramount issue to-day.

Here is another unusual slant, interesting as proving the facts. In three of the leading magazines devoted to the interests of direct salesmen, canvassers and solicitors, the advertising aimed at securing salesman's service to offer new safety can openers, safe electric irons, safe utensil holders and lifters, safe automatic gas lighters, safe step ladders in stool form, safe door mats and many other products. In each and every case the sales instructions sent to the agents stress, "Demonstrate the safety features, that's what sells this article." Or words to that effect.

Household accidents caused more deaths last year than did the automobiles. What a significant basis upon which to build home safety talks. In the same magazines are various other products, auto accessories, fire extinguishers, electric fly exterminators, and here the safety factor is also emphasized strongly.

Now we step to fields outside of the home, although that is such a tremendous source of orders. Suppose we pick up the Baker's Weekly, Iron Age, Purchasing Agent—no need to name them all—for any trade or industry.

We find manufacturers of heavy and light machinery advertising safety features to producers. Advertising to dealers on safe equipment. Check up on this trade journal angle. It is an eye opener.

Then another timely side-light. In a recent survey and check up, for the purpose of this article, the writer found in six leading mid-western Sunday newspapers exactly 204 editorials, special articles and news items on safety. Multiply that by the newspapers of the United States and what a mighty asset is presented for your safety sales arguments. The background is magnificent.

To lend some idea of the vital importance of safety factors as sales assets it may be stated that a total of twenty-five regional safety conferences are scheduled this year by the National Safety Council. The gatherings will be held for the discussion of industrial, public and home accidents, as well as traffic problems. An average of 1,000 will attend each conference, these delegates reporting back to the home Safety Council, and at the great National Safety Council itself, there will be thousands of delegates. The National Safety Council is securing more publicity in the reading pages of the American magazines and newspapers than any other agency, not excepting Red Cross or Wall street. This is work which is backing up the producer who has a real safety element in his product. If there is, indeed an ulterior, selfish motive in playing up sales by means of the safety factor, is it not in a good cause? Increased sales will mean increased consumption of labor. Safety saves lives and tragedy. It all works out to a maximum of desirable consummations.

Sales always need a boost, perhaps now more than ever. Why not go into partnership with your safety assets?
Hugh King Harris.

Unmistakable Evidence That Times Are Improving.

The Burlington (Iowa) Basket Co. is going to add a night force to take care of the fruit basket orders. The company is using the largest day force in its history.

Mrs. Ella Richter, of St. Louis, is a strong believer in common sense and natural vision as opposed to the "fidgets." She shelled out \$550,000 for a nine-story apartment building.

Shallow mines in the tri-state lead and zinc fields near Joplin, Mo., once considered worthless, are being worked again by miners thrown out of their jobs by the general depression. That's proof that the worst is over and it never was as bad as advertised.

The best strawberry year ever known in Nebraska and several more Midwest states has brought \$10,000,000 to the "strawberry parishers" and enabled them to pay off their debts, buy furniture, radios and automobiles.

Age is beginning to tell on Uncle Tommy Kemp, of Poplar Bluff, Mo., 118 years old. For the first time in 100 years he has been unable to do the spring plowing.

The oil operators in the Owensboro, Ky. field have been worried because

they couldn't sell the "black gold." They're all perked up now and production is being increased from 4,500 to 7,500 barrels daily.

Here's a chance for a lot of Kentuckians who guessed wrong on the Derby to recoup. The state is going to spend about \$10,317,230 on the highways right pronto.

They evidently had plenty of hard times back in the "good old days" too. A letter written by C. B. Moore from Schuyler county, Illinois, in 1846 says: "I send you five dollars. The \$3 bill is 1½ cents below par and the \$2 is 3 cents below. The corn crop is slim on account of the drought and the potatoes are a failure. Wheat is worth 43 cents, oats 18 cents and flour \$3 a barrel. You'll have to pay the postage because I ain't got 15 cents."

Ohio has a reputation for producing everything from presidents to rubber tires and now it has come to the front with a \$2,000,000 appropriation for roads. Contracts for that much highway work have been let and the jobless are to do the work.

Livestock Industries, Inc., has announced plans for building a new stockyards in Cincinnati. It has already taken an option on six acres of ground.

Fiery June.

June brought to dawn an hour
Oppressive, hot and still—
Save yonder barking hound;
Full moon bestowed a dower
Of heat reflected, 'till
The more it did abound.

The hottest night went West
Leaving a hazy sky
Where long this moon had shone
With storm-rings manifest
Warning the heaven high
'Till every star was gone.

Thus waves of fever-heat
Out ushered slowly June—
That month of loveliness—;
Her charms had met defeat
And so inopportune
For nights were comfortless.

I wonder do nights think
And have they feelings real
Of weariness and tire;
That makes them wish to sink
And Westward slowly steal
When June is all afire.
Charles A. Heath.

Detroit Dealers Urge Meat Law Enforcement.

The Detroit Retail Meat Merchants Association, under the leadership of its president, Emil Schwartz, has recommended more complete enforcement of the city ordinance compelling retailers of fresh meats to obtain a license, according to Sidney Black, vice-president. It is the belief of the association that both the general public and legitimate meat dealers will be benefited by strict enforcement of the ordinance.

Sand Lime Brick

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

Brick is Everlasting

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Detective Agency
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Michigan Trust Bldg.
Grand Rapids, Mich.

HOTEL DEPARTMENT

News and Gossip Pertaining To Michigan Hotels.

Los Angeles, July 4—The selection of Mrs. Franklin P. Sears as manager of the Ramona Park Hotel properties, at Harbor Springs, is a most happy and fortunate one. Her previous administration of the affairs of Charlevoix Inn and Hotel Belvedere, Charlevoix, are examples of what the fair sex are accomplishing as hotel executives. She has my best wishes for continued success.

One of the prominent roadside inns out here, is being talked about on account of a lettuce "slaw" they are featuring. Very simple to prepare and really worth while introducing elsewhere: Crisp lettuce, chopped fine (not shredded) sprinkled lightly with cane sugar, an application of French dressing, topped off with lemon juice.

And now square pie has been invented to fit the square dinner plates recently introduced, a fitting climax to a square meal. Following this up with a square deal on charges for same will be yet another episode.

The Greater Detroit Hotel Association, representing thirty-seven of the largest transient and residential hotels in that city, at a meeting held last week, adopted the following code of ethics which will henceforth be found posted in these and presumably other hotels in the near future:

I will not directly solicit guests from a fellow member nor mail letters to them at his hotel, and I will not publish misleading or trick advertising.

I will not extend free local telephone service, but will make a service charge.

I will not advertise in charity programs, unless approved by members of the Association.

I will not quote a lesser price for luncheons and banquets, upon menus compiled by a competing member.

I will insist upon a fixed minimum guarantee as to number, upon all luncheon and banquet contracts.

I will make a food service charge for all food service in guest rooms and will not serve table d'hote meals in guest rooms, without extra charge.

I will have one rental price which establishes confidence, only varied as to length of stipulated residence.

I will not hire an employe of a fellow hotelier without first consulting the employer of said employe.

I realize that the guest is always right, but I will hesitate to promiscuously cash checks or extend credit.

I will not give gratis rent, for the purpose of procuring new guests, realizing to maintain a fixed rate, taking into consideration depreciation and obsolescence, I am entitled to a reasonable return upon invested capital.

This code seems to be reasonable in its stipulations and ought to be worthy of a thorough try-out. Other hotel associations have adopted similar regulations, some with quite marked success, and especially in times like these, it seems to me suicidal to attempt to keep any business of this character afloat by mortgaging the future.

It seems some operators are getting quite serious about the proposition to abolish the lounge lizard, otherwise known as the "chair-warmer." There is no apparent objection to this movement I can suggest, except that in many instances this particular type of individual is more or less of an information bureau, hence an asset to the hotel. The individual who deliberately uses the hotel lobby for a flop house should be speedily eliminated, but there is a very delicate line of demarcation between the two and the services of a real diplomat may necessarily be called into action.

Out here the bus people are work-

ing heroically to perfect an agreement with hotel operators, whereby the transportation companies are to make reservations for travelers en route. On a trip I made last year, I availed myself of similar facilities, and found the arrangement to be quite advantageous, without cost to myself, for the service. Some hotel organizations kick at such an arrangement, claiming it lets the bars down for the payment of certain commissions or gratuities. Well, of course there are these codes of ethics which ought to be lived up to, and still there are certain forms of special service which mean much to the traveling public, but I guess they all rally around one logical certainty—the almighty dollar. The commission arrangement has worked successfully in many lines, but it is more or less of a burden and a nuisance. In touring circles, however, most compensation comes to the various agencies handling details and reservations in this manner, and there seems to be no simpler way of handling the proposition. I will reiterate, however, that making hotel reservations for passengers on bus lines is a very great convenience to the passenger, and no doubt brings to the hotel door a certain considerable room patronage which might not be obtainable without such.

Now somebody or other wants the hotel man to forbid the use of tobacco in his guest chambers. Sure. And while you are about it, enforce correct table manners in your dining room. The sword-swallower and the soup yodeler must be banished to the South Seas.

R. D. McFadden, until recently manager of the new Park Place Hotel, at Traverse City, and formerly with various Chicago hotels, has been named manager of the Evanshire and Plaza apartment hotels in Evanston, Illinois.

The financial situation in the civic affairs of Chicago may well prove a lesson to a lot of other municipalities. Los Angeles, for instance, is only a few low notes behind the Chicago fiasco. Tax rates are higher here than in the Eastern metropolis, and the fixed charge for interest per capita is 33 1/3 per cent. higher as well. Fool improvement programs, which are really a detriment to public interests are insanely indulged in. Just now the crazy it-skies are trying to build a causeway or viaduct over the most magnificent park in the world—West-lake—consolidating traffic lanes and finally dumping traffic at a certain corner downtown, already overburdened with congestion problems. Just a month ago the citizenry arose in its might, smashed an alleged ring in the councilmanic affairs, but I notice already the great principles fought for are being overlooked in the rush for perquisites and petty offices. Thousands of the so-called middle classes are losing their homes because of defaulted taxes, but the skyrocketing continues.

The recent advance in charge for a shave, which the barbers tried to put over, brought such a revolt among the male element, that the tonsor fellows have gone back to the two-bit program. It is funny about the barbering business, though possibly not so far different from other lines. It was a more personal service, however, and hit us all. After Dewey took Manila some of the city barbers became obsessed of the notion that instead of a thin dime, fifteen cents was about the right price for such a service, and forthwith the safety razor man began his harvest and where, at that time, shaving was considered akin to a surgical operation, nowadays it is looked upon as an accomplishment, and also at this time hair cutting and the added patronage of the flapper is about all the modern day barber has to de-

In
Kalamazoo
It's the
PARK-AMERICAN
Charles Renner, Manager



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.

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

HOTEL DETROITER.
ROOMS 750 BATHS
FREE GARAGE
UNDER KNOTT MANAGEMENT
SINGLE ROOMS WITH PRIVATE BATH
\$2.00 \$3.00
NO HIGHER
DETROIT

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

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

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, Pres. and Gen. Mgr.

HOTEL OLDS
LANSING
300 Rooms Absolutely Fireproof 300 Baths
Moderate Rates
BRUCE E. ANDERSON, 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.

Park Place Hotel
Traverse City
Rates Reasonable—Service Superb
—Location Admirable.
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Ass't Mgr.

pend on for a livelihood. But didn't we have royal enjoyment during those good old days when a man's opulence was denoted by the splendor of his shaving mug and his advantage over the tonsorial artist was indicated whenever a smooth face was presented at the execution block. Then, also, there was the line of conversation which the barber handed you on the occasion of your semi-weekly shave. Now you have to invest in a radio to get the same service. It was an amusement while we were waiting that magic word—"next." However, I don't know that the barber who raises his prices after everybody has supplied himself with a safety razor, displays any less business acumen than the rail magnate who raises his rates after everybody has left on the bus line.

May P. Boyle, formerly with Hotel Scott, Hancock, has leased a large business block in that city for the purpose of transforming it into a hotel, to be known henceforth as the Mayfair.

It is claimed by hotel authorities that Arthur L. Roberts, of the Roberts chain of Midwest hotels, of which several are located in Michigan, has expanded more rapidly in the past few years than any other chain operator.

The Eastern bankers have come to the conclusion that the movie corporations are spending money with too lavish a hand on much over estimated stars and a whole lot too much on the type of mush which is prepared and worked off on the public who are already beginning to indicate that a return to the legitimate stage would be a relief. Of course the talk about salaries of \$10,000 per week in largely hoakum, unless the stars have surpassing drawing capacity, but it is reasonably true that as high as \$50,000 has been paid for scenarios which could not compete with some of the yellow-back classics we used to steal away and read in our youthful days. The principal reason for all this is that while the movie houses are apparently well patronized the stockholders are subsisting on husks, and don't care who knows that they are not pleased with the situation. All of a rush pay checks have been cut down but the production of "twaddle" seems to continue.

It seems from latest reports that the National Autohaven Corporation which came out with a prospectus floating an \$85,000,000 stock issue, has run into shoal water. These were the people who were to erect several hundred hotels, uniformly built and manned, to take care of the tourist proposition in Michigan and other summer areas. They got out prospectuses, issued beautifully executed stock certificates and were on the high road to gather in a lot of suckers who tumble all over themselves to invest in some kind of a business they absolutely know nothing about, when Uncle Sam intervened and stopped the game. Now the investors will have to play tiddle de winks until some other promoter comes along with a "sure thing."

Manager E. J. Bradwell, of Hotel Fort Shelby, Detroit, has just made an innovation in the dining service of his hotel which is proving very successful. He discovered a 75 cent luncheon which he was serving was not markedly popular or profitable, so he installed a large semi-circular buffet near the entrance to the dining room, displaying his offerings so that patrons would be sure to notice them on entering. It is helping his business very much, and his profits as well. This is very much along the line of the cafeteria service which is supplanting other service everywhere, the difference being that the guest may see the display of food just the same but is

not obliged to carry a tray around and help himself. A lot of people object to this method of helping one's self, though it is a remarkable fact that the average checks are somewhat larger in the cafeteria than in a la carte service.

Mrs. Elizabeth Pership and Miss Caroline Reed, of Richland, have opened the Red Brick Tavern, at Plainwell. The hotel is a converted residence and one of the oldest brick structures in Western Michigan. Food offerings will be specialized.

The Green Lantern Inn, at Cedar Lake, near Edmore, has been opened by Stokke & Hackett, who propose to cater to the tourist trade.

Frank DeReinert, who was for some time assistant manager of Detroit-Leland, under General Manager Chittenden, has gone to Hotel Pearson, Chicago, in a similar capacity.

All sorts of schemes are constantly hatched out for the purpose of beating the hotel man, who, as a rule, while thrown in contact with everyone who has a skin game, usually holds his own. One of the latest is for the guest to make outside purchases of goods, have them delivered at the hotel C. O. D., stand off the advanced payment and then skip out. It certainly is a trifle more novel than the bad check racket.

Mrs. Beatrice Conrey, for thirty years housekeeper at Hotel Eastman, in Hot Springs, Arkansas, died recently at the age of 80. She was managing housekeeper for E. M. Statler at his Buffalo and St. Louis world's fair hotels and held similar posts at the Auditorium, Chicago, and the Grand Hotel, at Mackinac Island. Her son, E. J. Conrey, is proprietor of the New Tavern, at Blissfield.

The Strauss Co., which, according to hotel historians, has been the means of building more useless hotel properties, than all other nitwits, is now looking wise and investors are trying to find out how it all happened. Their holdings in Los Angeles alone are forty-one hotels and over 100 apartment houses, all of which are known to be substantial losers. The incinerator seems to be about the best method for the actual burning of money.

Dry skim milk is an item rather recently introduced into the hotel cuisine and is working out very satisfactorily. It is, in reality, nothing but fresh, pure skim milk, but in some forms of cooking it is exceedingly desirable, and many chefs prefer it to the natural milk. Recently the manager of a local bakers' supply house called my attention to a demonstration going on in his establishment, and while I had seen it used in a small way previously, its advantages were manifest. One great advantage is that it requires no refrigeration, requires small space for storage, and is pronounced by experts to be just as nutritious as in its original form.

President Hoover's moratorium on war debts may possibly run the gauntlet of Congressmen, but so far all but two California representatives have announced their opposition to it. One of these members in a Fourth of July oration stated that mostly those "Americans" who favor it are such as have never taken out naturalization papers.

A Los Angeles Federal judge sent another income tax expert to a prison cell, the other day, coupling his sentence with the remark that it was "regrettable that the enforcement of this law is so complicated as to require the services of so-called experts." It is certainly tough enough to be taxed for

the privilege of living. It ought not to be so complicated that it becomes a nervous terror with those on whom the duty of making out the report falls, but it is, and it seems, as the learned judge remarked "harsh, oppressive and unreasonable, but it is the law of the land, and it must be obeyed."

The gasoline proposition, especially in California, will not stay "put." Last week supposedly all the producers got together and established a price of 16 cents. To-day it is again selling as low as 8 cents. Cheap gasoline, or at least gasoline which is retailed at a loss, or no margin of profit to speak of, doesn't benefit anyone. It encourages an excessive transportation problem, waste of time, and the loss of profits creates additional hardships with a class who have their all invested in filling stations, even if they do have, as is claimed, the backing of the producers. But a radical advance in prices is also an evil and tends to increase price cutting.

Year by year the "hot dog" barks, some folks claim, less loudly. It has finally developed into the statistical stage, and while in some previous year eighty millions of the lusty canines were disbursed, there was a falling off last year of 20 per cent. Such information as this is most vital and important. Now if Einstein or some of his ilk, will demonstrate just how far, if laid end to end, they will reach beyond the orbit of the nearest fixed star, we can get back to stern reality and take more interest in the sermon marathons, or the vicissitudes of Amos n' Andy.

I notice a good many of the commercial men's associations are putting a strenuous protest against exorbitant charges being made by garages for over-night storage of cars, and I am very much inclined to agree with them when I am asked to pay about the price of a hotel room with bath, for such service. As a rule their service is skimpy at best. Seldom do they wipe off a windshield, or distribute a pleasant look, and certainly their investment does not warrant the charges ordinarily made.

Frank S. Verbeck.

Late Mercantile News From Indiana.

Indianapolis—Philip Chasman, 85, owner of Chasman's Department Store at Beechgrove, died Wednesday after a long illness. He is survived by his widow, two daughters, one son and two sisters.

Evansville—Robert L. Dawson has been elected superintendent of the Orr Felt & Blanket Co., of this city. Mr. Dawson was formerly connected with the Mayfield Woolen Mills, of Mayfield, Ky., and the American Woolen Mills, of Lowell, Mass., and comes to his new position in this city highly recommended.

Indianapolis—W. Smith Turpin, manager of the Senate avenue branch factory of the Indianapolis Glove Co., was killed by an electric shock Wednesday when the radio antenna he was erecting on the roof of the factory touched a high tension wire. He was 46 years old, and had been manager of branch factory for nine years. Survivors are his widow, three children, his mother, Mrs. G. D. Turpin, of Louisville; a sister, Mrs. Mary Rue, also of Louisville, and brother, J. B. Turpin, of St. Louis.

Terre Haute—The Feibelman's, Inc., stock of merchandise was sold at public auction to the Indiana Jobbers & Mercantile Co., of Indianapolis, Ind., for \$4,150. The merchandise was shipped to Indianapolis, where it will

be placed on sale at the Leader store. The Wabash Realty Co., of Terre Haute, bought all furniture and fixtures at auction for \$2,250. The furnishings will remain in the building.

Indianapolis—Oscar A. Kimber, 58 years old, a shoe merchant in this city for many years, died at his home after a short illness. He and his son, H. C. Kimber, had been associated in the operation of the Penn-Wash bootery, 4 North Pennsylvania street, for some time. Mr. Kimber was born in Muncie, Ind., and came here when a small boy. He had been in the shoe business at or near his present location for forty years.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"
That is why LEADERS of Business and Society make their headquarters at the

PANTLIND HOTEL

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

MORTON HOTEL

Grand Rapids' Newest Hotel
400 Rooms -:- 400 Baths
RATES
\$2.50 and up per day.

CODY HOTEL

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

VISIT THE BELVEDERE

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 employes are waiting to serve you. For information address MRS. FRANKLIN C. SEARS, Manager, Charlevoix, Mich.

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.

DRUGS

Michigan Board of Pharmacy.

President—Orville Hoxie, Grand Rapids.
Vice-Pres.—Clare F. Allen, Wyandotte.
Director—Garfield M. Benedict, Sandusky.

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

Michigan State Pharmaceutical Association.

President—J. C. Dykstra, Grand Rapids.
First Vice-President—F. H. Taft, Lansing.
Second Vice-President—Duncan Weaver, Fennville.
Secretary—R. A. Turrell, Crosswell.
Treasurer—Clarence Jennings, Lawrence.

Make Your Store a Real Drug Store.

It is a practical certainty that a drug store, like any other modern retail establishment, cannot attain conspicuous success unless it is prominently identified among the business places of its community. While this consideration has always been one of elementary importance, with the greatly increased number of stores of all kinds to-day, the principle is of even greater importance than in the past.

The most successful retail drug stores are the stores that are well and favorably known—stores that have a definite mission of public service and have been properly advertised into the public consciousness of the communities which they purport to serve.

In the nature of the case, the average druggist cannot make large appropriations for advertising, and usually, he must be the author of his own advertising copy and the creator of his own advertising ideas.

His local newspaper advertising is usually the druggist's principal means of communication with customers and potential customers—the means of making his business well known and favorably regarded. This instrument of public appeal enables the retail business man to capitalize the interest of hundreds of persons by means of one publication of a comparatively short message.

The druggist, fortunately, need not be equipped with extensive technical knowledge of advertising. Common-sense, merchandising intuition, and a sound abstract knowledge of human nature are the principal ingredients in virile advertising copy for any retail business.

Some of the most important things in local newspaper advertising are what seem like "little things," yet in the aggregate, they are the very elements that make for effectiveness and results.

The druggist will always find it a valuable idea to use a good signature design and special border in his local newspaper advertising, because ordinarily, he is obliged to use small space units, and his advertising requires some individualizing element of illustration to identify his message and increase the visibility of his advertisement in the maze of current retail advertisements.

The principal reason for the use of a good nameplate design—perhaps, one incorporating the store slogan as well as name—is because the continual use of the design tends to build up a sort of indelibility for the symbol in the

minds of newspaper readers; it enables them to identify the druggist's regular advertising messages quickly.

In other words, such a nameplate design (which need not cost over \$10 including the fee of both artist and engraver) serves the same relative function for the retail advertiser as does the typical trade-mark design for the manufacturer who advertises on a National scale.

As to special border rules, some small country dailies and weeklies may not be disposed to provide an advertiser with such special typographical equipment without charging for it, but even if the drug store advertiser in a rural or urban community must pay the cost of such special border rule, the cost is only a trifle compared with the advantages of having a special border for exclusive use in one's newspaper advertising.

Such a border, like the signature cut recommended, is bound to enhance the typographical display and therefore the attention-compelling powers of any small retail advertisement that is forced to fight for recognition, so to speak, among the larger advertisement in the same issue of the newspaper.

I recommend that the retail druggist endeavor to adapt or adjust the size of his advertisements, as well as the character of the copy and the frequency of insertion, to the circulations, reputed relative "pulling power," and kind of readers of the two newspapers, if there are two daily newspapers in his city.

The drug store advertiser who feels that he can afford to use only one of the newspapers published in his community, should not make the capital mistake of selecting the one with the lower rate, unless by some paradox, it has proved to be the better of the two advertising mediums for his particular business.

I can assure my druggist friends from many years of experience as a newspaper advertising manager that the rate of the well-established newspaper that carries the greater bulk of retail advertising reflects fairly its value to the local merchants.

A druggist may be excused for being unable to make a correct decision as to the probable actual value to his business of some supplementary device of publicity, such as car cards or motion-picture slides, but there would seem to be no reason why he cannot discriminate judiciously in his choice between the newspapers of his city when he knows that he cannot afford to utilize them all.

Whenever two mediums are employed, either concurrently or alternately, a special effort should be made to make each advertisement conform to the character of each newspaper's circulation—that is, to the type of readers, their purchasing power, social status, buying habits and so forth.

Obviously, if both dailies or weeklies in a two-paper field reach, for the most part, the same set of readers—a situation that is entirely probable in a small city having only one morning paper and one evening paper—it is neither necessary nor economically de-

sirable to advertise in both mediums at the same time.

Both papers may be virile advertising mediums, but in that case, the best judgment of experienced advertising counsel would be to split the annual appropriation between the two mediums, always using them in alternation.

It is a lazy man's expedient, to say the least, when the druggist publishes the same advertisement in both papers at the same time regardless of its suitability to immediate purchasing requirements or the character of the two circulations.

The drug store advertiser who permits himself to fall into this perfunctory and expensive habit of advertising complicates the problem of tracing results from each paper, and may even be the unwitting cause of reducing the results obtainable, because such an injudicious policy of placing advertising handicaps the newspapers in delivering results to the fullest degree of their potential powers for producing sales.

For straight merchandising exploitation, adopt the positive appeal—not the negative. By this, I mean advertise to the well rather than to the ill, when striving to stimulate business in general.

The well are the persons who buy and consume the most utilitarian goods and luxuries, and they must necessarily care for the ailing. Of course, the prescription function of the store should have due consideration by means of occasional advertisements devoted entirely to the professional aspects of the business.

For how else can any druggist foster the belief on the part of society, and the claim on the part of the profession, that "Your Druggist Is More Than a Merchant?"

It is possible to make a drug business well known with very little exploitation of the prescription department, but it is hardly likely that such a store will ever become a symbol of pharmacy in the higher significance of the term.

Making the store well known as a real drug store should be the transcendent motive of the intelligent druggist's local advertising, because the advertising of such a dual commercial-professional business enterprise must accentuate favorable reputation as well as professional prestige in order to be 100 per cent. effective in attaining the proper ideals of publicity and business practice of the real drug store.

The drug store advertiser who does not accept this view of his publicity relations with the public (and I may comment here that the typical cut-price demons are examples of those druggists who apparently do not) may succeed in making money, but as a rule, there is little to distinguish his drug business

from the racket or variety store, so far as its place in public esteem is concerned.

For this reason, incidentally, newspaper advertisements for the modern pharmacy should always be characterized by a higher class typographical complexion, so to speak, than the advertisements of meat markets and hardware stores.

Dignity and personal prestige should never be overlooked even in price advertising, and bizarre effects in typographical display, as well as bombastic or extravagant representations in the copy used, should always be avoided.

In advertising, of all things, truth is the mother of conviction, and the truth always gains force by simplicity and clarity of presentation—remember that in writing newspaper copy.

I advise maintaining a scrapbook of all the store's newspaper advertisements, and possibly, another scrapbook of effective advertisement gathered from the general field of retail drug advertising.

Such a scrapbook will serve as an inspirational guide to the publicity policies and practices of other successful druggists, but while the basic merchandising ideas of conspicuously successful retail drug advertisers may, with perfect legality and propriety, be adapted to the druggist's business promotion plans the temptation to reproduce the same copy should always be resisted.

Originality of expression is the glorious sparkle of all real advertising copy, and yielding to any temptation that tends to weaken one's own merchandising intuition or capacity for creative thought, is certain to have a deadly effect upon the development of advertising aptitude.

Particularly in the case of the individually-owned store (and most retail drug enterprises are owned by one man), the local newspaper advertising of the business should be imbued with the personality of the proprietor who is responsible to the public, but it never can be if he uses ready-written syndicated advertisements, or appropriates with reckless and unethical abandon, the copy ideas of other drug advertisers.

The suggested scrapbook of the druggist's own advertisements will prove helpful in several ways. First, it is useful in checking the publication's invoices; second, it becomes a permanent reference record of the entire year's publicity and merchandising program.

Another thought: Occasionally, it is desirable to repeat one of the published advertisements, with slight modifications such as dates or prices, and it is better policy to repeat an unusually strong piece of copy than to insert an

HOEKSTRA'S ICE CREAM

Cream of Uniform Quality

An Independent Company

217 Eugene St.

Phone 30137

Grand Rapids, Mich.

Table listing various food items such as Hominy, Macaroni, Bulk Goods, Pearl Barley, and Sage with their respective prices.

Table listing items like Pecans, Salted Peanuts, Shelled Almonds, and various nut products with prices.

Table listing Dill Pickles Bulk, PIPES, PLAYING CARDS, POTASH, and FRESH MEATS.

Table listing HERRING, Mackerel, White Fish, and SHOE BLACKENING products.

Table listing Gold Dust, Soap, and various cleaning products.

Table listing TABLE SAUCES, TEA, and various beverage products.

Table listing Taploca, Jiffy Punch, FLOUR, and various flour brands.

Table listing MINCE MEAT, OLIVES, and various food items.

Table listing FRESH MEATS, Veal, Lamb, Mutton, and Pork.

Table listing STOVE POLISH, SALT, and various household products.

Table listing SOAP, SPICES, and various cleaning supplies.

Table listing TWINE, WICKING, and various household goods.

Table listing Lee & Cady Brands, FRUIT CANS, and various food products.

Table listing PARIS GREEN, PEANUT BUTTER, and various food items.

Table listing PROVISIONS, Dry Salt Meats, and various food products.

Table listing SALT, BORAX, and various household products.

Table listing Pure Ground in Bulk, Seasoning, and various food products.

Table listing WOODENWARE, Traps, and various household goods.

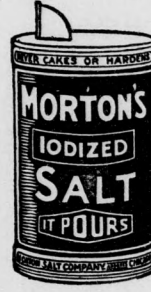


Table listing Iron Barrels and various metal products.



Table listing PICKLES, Sweet Small, and various food products.

Table listing GELATINE, JELLY AND PRESERVES, and various food products.

Table listing OLEOMARGARINE, Nucoa, and various food products.

Table listing MATCHES, Safety Matches, and various household goods.

Table listing MULLER'S PRODUCTS, NUTS, and various food products.

Table listing Sausages, Smoked Meats, and various food products.

Table listing Beef, Liver, and various meat products.

Table listing RICE, RUSKS, and various food products.

Table listing SALERATUS, SAL SODA, COD FISH, and various food products.

Table listing STARCH, BORAX, and various household products.

Table listing CLEANSERS, WASHING POWDERS, and various household products.

Table listing KITCHEN KLENZER, and various cleaning products.

Table listing COOKING OIL, and various food products.

Table listing SYRUP, and various food products.

Table listing MAPLE, and various food products.

Table listing YEAST CAKE, and various food products.

Table listing YEAST-COMPRESSED, and various food products.

Table listing TRAPS, and various household goods.

Table listing WASHBOARDS, and various household goods.

Table listing WRAPPING PAPER, and various household goods.

Table listing YEAST-COMPRESSED, and various food products.

A Sound Business for 177 Years

In 1752 the first mutual fire insurance company was founded—the first insurance company of any kind in America. This company operates actively to-day. Many other mutual fire companies are over 100 years old.

There is no other business, important in the commercial life of the Nation to-day, that has back of it so much of tradition; of obligations faithfully met; of actual public service—as mutual fire insurance.

The remarkable stability and vitality of mutual insurance is based on absolute adherence to one basic aim—the furnishing of sound insurance at the lowest possible cost to the insured.

Mutual fire insurance companies have paid losses promptly and fully—have led the way in fire prevention—have consistently returned annual savings to policyholders.

There is available to you through the mutual fire insurance companies which advertise in the Michigan Tradesman all the traditional advantages of the mutual plan of fire insurance—safety, service and savings. Make these a part of your insurance program. Get the facts. They speak for themselves.

An Unparalleled Record

13 mutual fire insurance companies are over 100 years old.
75 are between 75 and 100 years old.
272 are between 50 and 75 years old.
698 are between 25 and 50 years old.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 30—In the matter of Marcia Scher, Bankrupt No. 4544. The first meeting of creditors has been called for July 21.

In the matter of William E. Winterle, Bankrupt No. 4543. The first meeting of creditors has been called for July 20.

In the matter of Oliver E. Sealy, Bankrupt No. 4530. The first meeting of creditors has been called for July 20.

In the matter of George Krabman, Bankrupt No. 4519. The first meeting of creditors has been called for July 20.

In the matter of Ernest Bottsford, Bankrupt No. 4539. The first meeting of creditors has been called for July 20.

In the matter of Lawrence Sims, Bankrupt No. 4514. The first meeting of creditors has been called for July 20.

In the matter of Henry S. Brown, Bankrupt No. 4521. The first meeting of creditors has been called for July 20.

In the matter of Leo P. Ritzgenheim, Bankrupt No. 4529. The first meeting of creditors has been called for July 20.

In the matter of Daniels-McKain & Co., also known as Bank of Leonidas, a co-partnership, alleged Bankrupt No. 4509. The first meeting of creditors to consider an offer of composition, has been called for July 17.

June 30. We have received the schedules, references and adjudication in the matter of Garrit Ver Burg, Bankrupt No. 4546. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$7,561 with liabilities of \$10,434.48. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

July 2. We have received the schedules, reference and adjudication in the matter of John Cooper, Bankrupt No. 4548. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

July 2. We have received the schedules, reference and adjudication in the matter of Earl Chipman, Bankrupt No. 4547. The bankrupt is a resident of Kalamazoo, and his occupation was that of a meat dealer and grocer. The schedule shows assets of \$866.79 with liabilities of \$2,503.22. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

Farrel & Sons, Kalamazoo	14.92
Deleuw Bros., Kalamazoo	18.00
Swift & Co., Chicago	144.00
Kalamazoo Bread Co., Kalamazoo	31.84
J. B. Bread Co., Kalamazoo	20.00
Holsum Bread Co., Kalamazoo	25.00
A. W. Walsh & Co., Kalamazoo	480.59
Warden Grocer Co., Grand Rapids	34.96
Lee & Cady, Kalamazoo	33.33
C. Sagers, Kalamazoo	unknown
Star Paper Co., Kalamazoo	6.00
Johnson Paper Co., Kalamazoo	23.58
Woolsen Spice Co., Toledo	107.38
Paramount Lamp Co., New York	15.00
Blodgett & Beckley, Toledo	24.00
One Brenner, Plainwell	5.00
H. P. Buzzell, Kalamazoo	14.48
Wicks Ins. Agency, Kalamazoo	4.20
Carl F. Skinner & Sons, Kalam.	35.05
Kalamazoo Creamery Co., Kalam.	141.75
Frank Spalla, Kalamazoo	110.13
Van DenBerg Bros., Kalamazoo	375.36
Southern Mich. Gro. Co., Sturgis	108.15
Ashton Bros. Mill, Kalamazoo	134.34
Hekman Biscuit Co., Grand Rapids	1.00
Ideal Dairy, Kalamazoo	33.00
Kalamazoo Storage, Kalamazoo	7.00
Schultz Cookie Co., So. Bend	14.00
Independent Oil Co., Kalamazoo	unknown
Dr. J. W. Barnebee, Kalamazoo	35.00
Walter Hipp, California	212.00
Joe Gager, Kalamazoo	10.00
Bank of Kalamazoo, Kalamazoo	unknown
L. J. Crum, Kalamazoo	185.00
New Borgess Hospital, Kalamazoo	17.00
Killians Budget Shop, Kalamazoo	17.00

July 2. We have to-day received the schedules, reference and adjudication in the matter of William Weninger, Bankrupt No. 4550. The bankrupt is a resident of Plainwell, and his occupation is that of a street car conductor. The schedule shows assets of \$660 with liabilities of \$1,427.73. The court has written for funds ad upon receipt of same the first meeting of creditors will be called.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 7—A sane and glorious Fourth was celebrated here. No fire crackers and no accidents. A grand display of fireworks at Brady park in the evening. Afternoon sports. Boat races on the river. Ball game and many picnic parties, with hundreds of tourists to enjoy the celebration, made the glorious Fourth a grand success. Much praise is due to the various committees in charge of the programme.

The Robertson Little shoe factory has decided to close out their shoe

stock of ready made shoes and continue the repair department as well as made to order shoes.

Thomas Fornicola has opened a service station at the forks of U S 2 on the hill going out of the Sault. Tommy has also built a fruit and vegetable stand along the roadside. The other two oil and gas stations and the new lunch wagon on the opposite side of the forks of the road make quite a settlement on the corner coming into the Sault.

The Waiska Bay resort, located one-half mile West of Brimley, has opened for the season with furnished cabins for rent. The cabins are built of artistically split logs, insulated against heat and cold and supposed to be bug and fly proof.

The Hotel Islington, known as the "Beauty Spot of the Snows," opened for the season last week. This is one of the popular dollar dinner places and has always enjoyed a large patronage among the tourists as well as the local people.

The Cedar Inn, at Cedarville, opened for the season last week, under the same management with H. P. Hossack & Co. owners. The Cedar Inn is famous for its Sunday duck and chicken dinners, and its every day good meals, its location facing the water front with a fine view of the Les Cheneaux Islands makes the Inn one of the most delightful places to visit. Many of the Sooites as well as the neighboring cities enjoy the Sunday dinners.

Dr. A. D. Roberts, who at present is specializing on eye, ear, nose and throat in Sault, Ontario, has become associated with Dr. T. R. Witmarsh in the American Sault. Dr. Roberts is a member of the American Board of Otolaryngology and a graduate of Queens University, Canada.

When we get the good roads built everywhere, the next thing will be to widen them so the automobiles can get by the trucks.

The continued warm weather of the past week in the Central States has resulted in a decided increase of Upper Peninsula tourist business. It is an ill wind that blows nobody good, says George Bishop, secretary of the Development Bureau, Marquette. The hot wave is driving many Northward, and the official count of the State highway ferries at the Straits of Mackinac should show an increase over last year. Many others are coming Northward through Wisconsin and the outlook is favorable for a good tourist patronage this year.

The Upper Peninsula Development Bureau has prepared a third edition of 30,000 Upper Peninsula lakes and streams map, which will be ready for distribution this week. The first and second editions were snapped up by fishermen, hunters and others in many parts of the country. The maps show more Upper Peninsula lakes and streams than any previous map has done and they are valuable not only to hunters and fishermen, but to prospective buyers of resort and summer home sites.

There are men who in church are saints, but outside are ain'ts.

Ham Hamilton, of the Pickford Grocery Co., was a business caller here last week.

William G. Tapert.

Late Business News From Ohio.

Cleveland—Anthony Coleman, merchant tailor, 9114 St. Clair avenue, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$3,207 and assets of \$528.

Cincinnati—Joseph W. Otten, 47, member of Hanselmann-Johnson Co., silk jobbers, died Monday night at Christ Hospital, where he underwent an operation for appendicitis Friday. He had been with the company for

twenty years, serving as credit and sales manager. He formerly was president of the Cincinnati Credit Men's Association, and had also been active in the National Credit Men's Association.

Youngstown—George L. Fordyce, who has been a merchant here since 1883, when he founded the department store bearing his name, died Thursday at the age of 70. He had been ill since February. Mr. Fordyce had a diversity of interests, civic and philanthropic, serving for twenty-three years as president of the Youngstown Hospital Association. He was a director of the Ohio Leather Co. and also of the combined First National-Dollar Banks.

Youngstown—B. McManus Co. department store, was closed last Saturday night by order of the U. S. District Court at Cleveland. The order was signed on application made by Mr. Huey, receiver of the business, who informed the court that the debtor firm is not in a position to make an offer of composition and file the proper schedules; that the business, because of the lack of merchandise, as not been conducted at a profit, and it is for the best interest of all concerned that the store be closed. An order also has been filed to audit the books of the company.

Uhricksville—David H. Brown, proprietor of a clothing store here, is dead.

Assets have been appraised at \$68,052, as follows: Stocks of merchandise, \$23,598; store fixtures, \$10,114; accounts receivable, \$32,000; auto, \$350; layaways, \$409; consignment, \$80; Otis elevator, \$1,500.

Full Measure.

A young Baptist minister in a small town had been trying for some time to increase the size of his flock, but none of his schemes had proven successful, so he wrote a letter to a well-known bureau of business advice asking for suggestions.

Due to a mistake in mailing, the minister received in answer a letter intended for a manufacturer of gloves. The letter read as follows: "In the last few months of the business depression our reports show that your competitors have cut down on operating costs by using a cheaper method of finishing the final product. We suggest that you continue using the original method and use this as a selling point. Try billboard advertising."

The day after the young clergyman received this letter the town was startled to see a huge signboard erected in the church yard. On the sign were these words:

No Sprinkling

In spite of the depression, this church will continue to baptize by complete immersion.

Make Your Store a Real Drug Store.

(Continued from page 27)

parently, have never taken the trouble to ascertain how little it would cost to change an old-fashioned lighting system to a modern installation of lighting units that would not, in a majority of cases, consume any more electric current.

The right kind of local advertising may induce the reader's patronage of a drug business once, but if the establishment is not inviting and modern in its equipment and appointments, the opportunity for developing the first-time buyer's trading allegiance is much less than in the case of the drug store that is a conspicuous exponent of progressive management among the retail outlets of its community, be the place a small town or a city of considerable size.

It is possible to make any drug store famous, locally at least, but I want to leave with druggists the final thought that the service and conduct of the store itself has much more to do with achieving this result, in the final analysis, than anything that the proprietor may say about the business in the public print.

V. N. Vetromile.

A fool can do more damage in a minute than a wise man can undo in six months.

The heiress who invests in a title doesn't always purchase happiness.

It is often as well to know how to hold your pen as your tongue.

There are certain times when a pretty girl doesn't act that way.

Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

For Sale or Trade—Beautiful forty-room up-to-date hotel in Northern Michigan. Front door on U.S. 31 and 66; back door on Lake Michigan harbor. Finest hotel in Michigan for money invested. For smaller hotel in Southern Michigan or Illinois or what? Address No. 436, c/o Michigan Tradesman. 436

FOR SALE—Hotel and baths. Business established thirty years. Will sell lease and fixtures. Reply to Hammon Bath and Hotel, Saginaw, Mich. 431

DRUG STORE FOR SALE—The business formerly owned by L. C. Carpenter, of Silverwood, Michigan. Small store—desirable purchase. For all particulars write Mrs. Eldora Clark, Grant, Mich. 432

Wanted—To buy or rent cash meat market in good, live village. Give full particulars. F. C. Harlow, 150 Osceola Drive, Pontiac, Mich. 433

For Sale Half Price—A corner variety store. Best town in Southern Michigan. Must sell, account poor health. Buyer must have at least \$3,000 cash, or more. Address Lock Box 252, Watervliet, Michigan. 435

I buy stores for cash—And pay highest price. Phone, write, or wire M. L. Fishman, Grand Rapids, Mich. 427

Do You Wish To Sell Out! CASH FOR YOUR STOCK,

Fixtures or Plants of every description.

ABE DEMBINSKY

Auctioneer and Liquidator
734 So. Jefferson Ave., Saginaw, Mich
Phone Federal 1944.

I WILL BUY YOUR STORE OUTRIGHT FOR CASH

No Stock of Merchandise Too Large or Too Small
No Tricks or Catches—A Bona Fide Cash Offer For Any Stock of Merchandise
Phone—Write—Wire
L. LEVINSOHN
Saginaw, Michigan

HARD BLOW FOR CHAINS.

Water Packed and Slack Filled Cans Prohibited.

May 17, 1931, brought to the grocers' shelves a new label—one that will certainly take some explaining.

Since the beginning of the pure food acts, the protection of food products has been a great comfort to the busy housewife. Now the Government has perfected a code of marking that will again elevate the packing and marking of foods.

It may therefore surprise housewives to see now occasionally on the family grocers' shelves—peas, peaches and pears which bear large labels surrounded by broad, conspicuous borders and reading: "Below U. S. Standard, Low quality but not illegal."

Naturally the first woman to see this radical change will immediately ask you if the Government has lowered its flag of quality and is allowing any old thing to be put up in cans. As a matter of fact, the Government has raised its standards—putting the A-1 goods in an even higher class, and causing other goods that are being palmed off now as first quality, to be marked just what they are.

When the goods with the new label reach your shelves, it will be the first visible result of a law that was enacted by Congress and approved on July 8, 1930. Its aim is to supplement the pure food and drugs act by requiring canned goods to be labeled in such a way as to tell the housewife whether or not the contents are of first or second quality. Both qualities must still, as formerly, be pure, edible and free from harmful substances.

It has been a slow tedious job—getting standards fairly arranged. As each fruit and vegetable is standardized, the canners will have to label their products to the satisfaction of all concerned.

The National Canners Association has always insisted on a very high standard, and from the outlook, the new label will give them a substantial lift in their endeavors.

This new law was enacted about a year ago, and so far, standards have been set for six kinds of fruit and vegetables: peas, peaches, pears, apricots, cherries and tomatoes. Standards for the first three went into effect May 17, 1931, and those for the second three go into effect on July 26, 1931. More will follow as soon as the standards can be arranged.

Here is how a standard reads: Peaches must be normally flavored and normally colored; the halves must be normal in shape, uniform in size, tender, peeled, mature, unblemished, pitted and unbroken; the sugar solution in which they have been packed must contain not less than 14 per cent. sugar by weight. The standardization further reads: The amount of fruit in the container must not be less than two-thirds the weight of the amount of water which the sealed container holds and the halves of the fruit must not be smaller than three-fourths of an ounce each. A definite standard degree of tenderness is also provided, determined by the amount of pressure necessary to make a small rod pierce the surface

of the fruit under certain conditions.

Of course they very slightly allow for imperfect pieces, blemishes, broken pieces and excessive trimming.

Fourteen per cent. syrup will make some of you grocers smile, for you know there has been known cases of syrup somewhat diluted. Hereafter the label will read "Water Packed Peaches."

Peaches will not bear the new label if the can is marked "Whole peaches," "quarter peaches" or "sliced peaches." Color must be designated. Peaches having a ragged edge will be exempt, providing they are labeled "Freestone."

Here's something that will give the honest merchant a thrill. The containers must be honestly filled—cans not having at least 90 per cent. solid pack must be labeled "Slacked Filled."

The standards for the following are about the same as I have just told you. Apricots—pears—cherries being differently rated.

Cherries, it was decided, must be stemmed, free from excessive cracks, and one ounce or larger in size.

Tomatoes must be normally flavored and colored, peeled, cored and trimmed, mature and whole or in large pieces.

Peas must be normally flavored and normally colored, tender and immature; but it should be noticed, however that the size of the pea is not standardized. It is now well known that there is a growing tendency among canners to pack peas ungraded as to size, marking them run of the pod, etc. Early peas, or early June peas, are peas of early maturing varieties having a smooth skin. When they are put in cans, "Early peas" are separated by the sieve method into various sizes. The smallest peas, No. 1, are called small peas, or "petit pois." The next, No. 2, "early June extra sifted;" the next size, No. 3, are "early June sifted," and the large peas, or No. 4 or larger, are simply marked "early June."

The new bill does not in any sense do away with the restrictions already imposed by the pure food and drugs act; they continue as before.

Food bearing the new labels is just as pure and nourishing as it always was, but on account of the new markings, should certainly cause a difference in price. This will appeal to the thrifty housewife who wants certain foods for salads, etc., and naturally doesn't care whether she gets them whole or in pieces.

Next year cherries, beans, corn, raspberries, loganberries, blackberries, and strawberries will be subject to this new regulation.

Mr. Grocer: For a number of years past our favorite topic of contention, regarding the chain store was water packed goods—slack filled cans—poor quality—improperly marked quantities, etc. It looks to me as if this new law will positively eliminate every one of the above headaches—and should make a material difference in some of their prices. That is, it should force them to ask a fair price for a fair product, and positively make them tell the public just what they are getting for the price they are asking.

Paul Fowles Benton.

MEN OF MARK.

H. W. Bervig, Secretary Michigan Retail Hardware Association.

At a meeting of the board of directors of the Michigan Retail Hardware Association, Harold W. Bervig was elected secretary to succeed the late Arthur J. Scott. He will assume the duties of the office Aug. 15. The location of his headquarters will be decided later by the directors.

Harold W. Bervig was born and raised in North Dakota. When fourteen years old he started working in a hardware store after school and during vacations. He was successively tinner's helper, salesman, buyer and manager. In 1916 he bought an interest in a hardware and furniture store in Souris, North Dakota. Two years later he and his partner opened a branch store.

The fall of 1920 he sold his interest in the main store, retaining his interest in the branch until 1928.

In December, 1921, he was employed by the National Retail Hardware As-



H. W. Bervig

sociation in the Store Management Service Department. In this work he has done special service work in more than thirty states and traveled about 10,000 miles annually.

Most of the time, however, he has been in the National headquarters office specializing in management problems, business analysis and control, in which work he has made more than 1,500 special analyses and spent much time in designing and perfecting display fixtures for hardware stores. He has also done much work with special merchandise studies.

In the last year, in addition to other duties, he has acted as secretary of the Louisiana Retail Hardware and Implement Association.

In writing the Tradesman regarding his new position, Mr. Bervig makes the following predictions:

"I look upon my connection with the Michigan Retail Hardware Association as one offering unusual facilities for productive work. I believe that, with the application of scientific methods of merchandising, the hardware industry can continue to grow in power

and influence. I believe in the integrity of the hardware retailer, in his prospects for the future and in his important position as a supplier of merchandise in his community."

Kind of Merchants Railway Employees Patronize.

A Michigan merchant who asked that his name be withheld writes the Tradesman as follows:

I see by the Tradesman that at the regular meeting of the Chamber of Commerce of Durand a committee was appointed to confer with a representative from the retail organizations relative to shipping by truck or rail, and recommended that letters be sent merchants requesting that rail service be used wherever possible in place of trucks.

This is all very well, so far as it goes, but it does not go far enough because it does not commit the railway employes to any line of action. Where do the latter buy their supplies? At the chain stores. How silly it is for the railway men to ask the independent merchants for help, when they never patronize the independents if there is a chain store in their town. It is a case of smiting the hand which feeds them.

Gabby Gleanings From Grand Rapids.

William Berner, local manager Lee & Cady, is spending the week at the Northern Michigan resorts.

This is the week the grocery salesmen are taking their usual summer vacation.

S. A. Morman has sold his interest in the firm of S. A. Morman & Co., builders supply dealers, 5 Perkins building, to Wm. B. Steele and Martin P. Lowerse. The new owners will continue the business under the same firm name.

Uncle Louie Winternitz, who has been living in San Diego for the past two years, has returned to Chicago and will spend the summer at Charlevoix and Lamont. His health is excellent.

Hides and Pelts.

Green, No. 1	03
Green, No. 2	02
Cured, No. 1	04
Cured, No. 2	03
Calfskin, Green, No. 1	08
Calfskin, Green, No. 2	06 1/4
Calfskin, Cured, No. 1	09
Calfskin, Cured, No. 2	07 1/2
Horse, No. 1	2.00
Horse, No. 2	1.00
Pelts.	
Sheep	10@40
Shearlings	5@10
Tallow.	
Prime	05 1/2
No. 1	04
No. 2	03
Wool.	
Unwashed, medium	@20
Unwashed, rejects	@15
Unwashed, fine	@15

Two phases of merchandising are being discussed by the business specialists of the Government as they find them practiced in the field. One is the attempt to get business at any price and by almost any means, and usually at the expense of one of the factors of distribution. Many of the present problems can be traced to this form of selling. The other phase is the selling of goods on policies and plans that assure to every factor of distribution a fair profit, and there is an abundance of evidence to indicate that all successful business in the future will be sold on this basis.