

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, JULY 22, 1931

Number 2496

APPLES OF SODOM

We live amid clouds of sunshine,
In deserts of honey and gold;
We starve in the midst of plenty,
And our hearts ever perish with cold.

We lust for the good and have not,
Our souls are cluttered with pelf;
We're martyrs of dissatisfaction,
We worship the god of self.

We search for Utopian grandeur—
We pass it by the road.
We build us our gilded mansions;
We live the life of a toad.

We drive brother men like cattle—
We goad them with sordid wage,
We crush out their souls for our pleasure,
We mock at their impotent rage.

We're slaves of imperious Fashion—
We rail, but we bow the knee;
We'd set the pace, but—we follow;
We're bound, though we think we're free.

We thirst for some new sensation
To tickle our jaded nerves;
We've sounded the gamut of pleasure:
We've called up our last reserves.

We're caught in the grip of the must-be,
We sell our souls for a song—
The devil, with cynical laughter,
Has vanished amid the throng.

We worship our fetish—science,
We banish all faith and creed;
We live the life of robots,
Or creatures of baser breed.

We build us machines and engines,
We're eager to win the race;
We speed to our goal, but whither?
Who knows, and who cares an ace?

We fly over mountains and oceans;
We talk to the ends of the earth.
But what in the end does it come to,
And what, when all's said, is it worth?

We think, but our thinking is childish,
We love, but our love is low-born;
We will and we do, but what of it?
To ourselves we are objects of scorn.

We've searched through the infinite spaces,
We're weary and sad with our quest;
We've sought for the good and we've found it,
But we've always just failed of the best.

Is there naught in this world, then, but ashes?
Must we ever roll Sisyphus' stone?
Is truth but a grim, hollow nothing?
Is life but a jest and a moan?

O heart, could you dig to the depths once,
Get down 'neath the storm and the stress,
And attune your ear to the heart-throb
That soothes like a mother's caress;

You'd find what your soul's ever looked for
In the star, in the flower, in the clod—
The essence of right, truth and beauty—
The spirit of love—we call, God.
C. Burnell Olds.

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KEOKUK, IOWA

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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.

Chain Stores To Blame For Present Depression.

"Chain Stores and Public Policy," was the subject of an address delivered by Frank Grimes, president of the I. G. A., at a Chain Store Round Table, held at Charlottesville, Virginia, under the auspices of the University of Virginia.

This meeting brought together a very distinguished group of economists, food executives, statesmen, and others.

Mr. Grimes, in his address, first traced the gradual development of big business and small business in the United States; big business gathering into its fold the manufacturing, processing, transportation, public utilities, mining, etc., while small business embraced agriculture, and practically all the functions of distributing the products of big business. He continued:

"So, up to comparatively a few years ago Big Business was content to remain in its legitimate sphere and openly aid Small Business in every possible way. Our commercial leadership seemed to fully sense and recognize the important place Small Business occupied in our scheme of things.

"Then something happened!

"Certain factors in Big Business and Finance, looking for new fields to conquer, suddenly discovered that retailing was a nice profitable business. The more they investigated the more certain they were that great opportunities for profit to themselves were lying open just for the taking.

"And then the Chain was born!

"From the time the Chain system of retailing reached sizeable proportions eight or nine years ago an uneasiness began to manifest itself all over our country—Small Business was being assaulted—profits began to dwindle in our small centers—agriculture suddenly found itself faced with something that was driving down prices. Riding on the crest of a wave of wild speculation we failed to see what was going on under the surface. It needed only the debacle of 1929 to rip the whole thing wide open.

"It is not surprising that so many business leaders find themselves puzzled to account for our failure to rally from present conditions?

"Perhaps an investigation into the serious injury to the buying power of these small communities may reveal some startling facts.

"Will the ceaseless hammering down of prices make our country prosperous? I will leave this question to the intelligent thought of this country.

"To make the alleged low prices to the American consumer, what has the chain found it necessary to do?

1. Ceaselessly hammer down the prices paid the farmer.

2. Pound away at manufacturers until they in turn have had to beat down prices paid the farmer and grower.

3. Establish an hourly wage rate for store managers and clerks entirely out of keeping with American standards of living.

4. Begin the absorption of manufacturing, thus depriving the manufacturer of profits and his employees of wages.

5. Gradually do away with the services of brokers.

6. Displace the individual wholesaler with their own warehouses.

7. Destroy the individually owned retail business.

8. Take the profits out of the local community, thus sapping its very commercial life blood.

"It might be very enlightening to have figures showing just how much unemployment has been occasioned by the growth of the chain during the past eight to nine years.

"Which is best for American standards? Shall a dress cost \$25 and the average woman have \$30 in her pocket-book to buy it with, or shall a dress cost \$10 with only \$5 in the pocket-book? Think this over!

"Public policy is ultimately shaped by public opinion. To-day in practically every state legislation is pending seeking some way to protect individual ownership of business. If the chain system was conferring benefits upon the public could this sentiment be so strongly crystalized that in every part of the land protests are becoming more vehement each day?

"The main issue now up for solution is whether Small Business shall disappear and Big Business take its place.

"Shall the individual be deprived of the fullest opportunity to go into a business of his own?

"Here we are striking deeply at the roots of our entire social and political structure!

"Defenders of the chain system usually contend that the independent retailer, because of alleged inefficiency, should be put out of business. Then

to temper this drastic statement they state that the smart, clever, efficient retailer has nothing to fear from the chain. One need only review the happenings of the past eight or nine years to see how many splendid, efficient retailers have been forced out of business, to be convinced that such statements are not based on fact.

"How can the independent cope with the following situation? In certain sections of the country a chain sells one important item at 21 cents per pound—in another section 19 cents—and in still another section 17 cents. Within two weeks the location where such prices are named will be reversed. Where 21 cents had been named, 19 cents will now be named—still later 17 cents—and later again 21 cents.

"What is the object of such tactics except to cleverly demoralize the independent's standing with the consumer?

"Reports of one very large chain organization for the year 1930 indicate its net profit was \$4,500,000 greater than in 1929. When we consider the sharp decline in food prices in 1930, as compared with 1929, this increased profit very properly calls for the highest commendation for the management ability of this organization. It was a remarkable achievement. Everyone, even the opponents of the chain system, must admire the leadership that makes such a showing possible.

"May I here state that as far as I know there never has been any antagonism shown toward the individuals owning and operating the big chain system. It is the system itself that is under fire.

"If my understanding is correct, the chain which showed the \$4,500,000 gain in profit is very largely owned by a very small group of individuals, practically none of the voting stock being held outside of this group.

"Suppose this \$4,500,000 of increased earnings, instead of going to this small group, had been earned by, say, 2,000 independent retailers, each one earning \$2,250 more than they did. Practically everyone would be in the market for a new automobile, radio, furniture, etc. Think of the great impetus to buying that would follow if the profits now going to these big chains had been retained by Small Business as was the case up to eight or nine years ago!

"What will be the situation when these facts sink home in the public mind? How will public policy be affected? Is there not present a grave danger that the public may seriously resent the invasion of the Small Business field and become antagonistic to all Big Business? The Big Businesses that have been so beneficial to the entire country should have the hearty support of everyone, including Small Business and should not be condemned because a certain group have stepped

out of their natural province into the Small Business field!

"The farmer is rapidly awakening to the danger. Organized labor has been wide awake to the situation, and now Mrs. Housewife is making earnest enquiry and many now see what the destruction of Small Business would do to their incomes!

"I firmly believe that the solution lies in the complete unscrambling of the chain systems back to individual ownership! If the chain leaders take this in hand, it can be done in an orderly manner and all investments fully protected. It may take years to do the job properly, but once it is started the great uneasiness now prevailing can be allayed!

"Big Business has its rightful, helpful place. If all work together, these two major factors in America's life can be real brothers, each one helping the other. Out of such a spirit will emerge a prosperity, the like of which we have never known before!

"Small business will then take the products of Big Business and, with proper, helpful supervision, do a job of distribution that will surpass in efficiency and effectiveness anything heretofore attempted!"

Malt Tax Voiding Sought By Suit.

Michigan officials last Friday were served with notice of a suit filed in the Detroit Federal court to have part or all of the State malt tax declared inoperative. Charging that the State is clashing with Federal law by interfering with inter-state commerce, Standard Brands, Inc., a Delaware corporation with a malt factory in Cincinnati, has asked for a Federal injunction.

The company claims that a tax of five cents a pound on the 200,000 pounds of bakers' malt it ships to Michigan yearly is prohibitive since the normal price of the product is from six to seven cents a pound. The bill of complaint points out that the malt is used exclusively by bakers and contains no hops and is not sold to malt and hops stores.

The company claims the \$100 annual license fee charged foreign corporations as compared with a fee of \$25 for Michigan firms is discriminatory.

Fresh water pearl button manufacturers, hoping to profit by the effort to popularize cotton dresses for Fall, will canvass dress manufacturers with special lines of buttons in the next few weeks. The fresh water pearl producers ordinarily receive only a share of the button orders for cotton dresses, but this year, because of the demand for low-end goods, they have cut into the field to a considerable extent. Colored buttons as well as the natural pearl types will be offered by manufacturers in competition with ocean pearl button producers.

N. E. A. CONVENTION.

A Glimpse of This Assembly of Educators.

During the week ending July 3, the National Education Association held a convention in Los Angeles, its 69th annual and its third in this city. Record breaking in numbers, in value, inspiration, and enjoyment for those attending, this convention is counted the best in the history of the N. E. A.

As a part of its contribution to the success of this great gathering, educational Los Angeles, assisted by the Chamber of Commerce and several of the men's and women's clubs of the city, rose to her opportunity of showing the thousands of visiting school-ma'ams and schoolmasters the time of their lives and did herself proud. No effort was spared, no reasonable expense was stinted.

At all the principal sessions there was music. Abundant in quantity and of surprising excellence in quality, this was furnished free, mostly by choruses, orchestras, bands and glee clubs from the various local high schools. Several organ recitals and at least two vocal programs were given by more experienced musicians, in fact as high talent as Los Angeles affords.

The solid work of this notable conference was interspersed with breakfasts, luncheons, teas, dinners and banquets given by teachers, schools and associations in honor of assigned groups of visitors. There was also much private entertaining. Relatives and friends here made welcome their kinsfolk and cronies from the old home towns back East.

These guests whom we were so glad to have with us were taken in automobiles to see the old missions, picturesque reminders of the days of the Franciscan padres and the Spanish and Mexican regimes in California; up mountain roads and through orange and olive orchards and walnut groves on lower levels; over long stretches of boulevard connecting the many beautiful towns and small cities of this region and along smooth highways fronting the largest ocean the sun shines upon.

Excursion steamers carried them on short sea voyages. Staid pedagogues who felt a return of the youthful urge to play hooky from school and all that relates to it could spend a perfect day in the superb sport of deep sea fishing. Airplane trips of any desired length could be taken from three or four easily accessible airdromes. All this without even mentioning the many sights well worth anyone's time and effort to see within the city itself.

As to all visitors who are good enough sailors not to mind crossing a short stretch of salt water which sometimes becomes a bit choppy, it is to be hoped that no one of them went home without making a little run over to Catalina, seeing there the great bird farm, the wonderful velvet green golf links, the Wrigley home and on a bus trip catching sight of the wild goats and taking in the many natural attractions of the island. The erection of the St. Catherine and of other smaller but smart hotels, and the building of the

Casino with its theater and large pavillion for dancing and many other features, have made Avalon an up-to-the-minute resort.

No one visiting Catalina should omit the classic trip out from shore in a small boat whose glass bottom allows plain sight of the beautiful abalone shells, the continuous sale of which seems never to diminish the supply, and of the marvellous growths of seaweed. Either in going over or in returning, one should have the luck to glimpse a few porpoises and maybe some flying fish.

Perhaps the more imaginative of the educators who took this trip, speculated on how much larger a fortune William Wrigley, Jr., might have made, larger even than that evidenced by his expenditures on the island, had not the teaching profession always set its face like a flint against youngster enjoyment of his toothsome product during school hours.

The scale on which entertainment was provided for the N. E. A., may be judged from the fact that the Mission play, the great pageant-drama presented during some months each year in its own uniquely constructed and most fittingly equipped playhouse in San Gabriel, although it had closed its season weeks ago, was re-enacted the evening of July 1 at the Hollywood Bowl, before an audience of 19,000. From all the locations available, this Bowl was chosen because it combines an appropriate and picturesque beauty of setting with sufficient size for accommodating the great number who would be in attendance and was also conveniently accessible to the delegates.

"The delegates," that was the expression generally applied to those attending. Many were delegates in reality, some of these having seen sent by their local associations with expenses partially or fully paid, the delightful and professionally stimulating trip being a plum awarded for faithful work in a teachers' organization or in recognition of skill and excellence as an instructor, or on account of personal popularity. It is likely, however, that most of those who had been selected to come in a representative capacity, as well as practically all who had not been so designated, paid their own way.

Complete figures are not now obtainable, but approximately 16,700 teachers and others engaged in education registered. One hundred and four of these were from Michigan. It may be mentioned here that Sadie M. Alley, of the Wolverine State, was elected one of the Vice-Presidents for the ensuing year.

Many who are not teachers and who did not register, went at least one session. Including these non-professionals, it is conservatively estimated that about 22,000 different persons attended one or more of the meetings.

Every session was open to everybody. No admission was charged and no reservations were made, the teachers taking their chances with the general public in securing seats. For so large a gathering, it was singularly free from accidents or untoward circumstances of any kind.

Alas, however, that there must be at least one fly in every ointment! The weather man did not co-operate as he was expected to and several convention days were extremely warm. Loyal Angelenos failed not in explaining to every guest that this was most "unusual," while the local newspapers used much front page space in showing up the dreadful suffering and many deaths occasioned by the long heat wave in the Middle West, giving all visitors to understand that any discomfort they might experience here was as nothing compared with what they would have gone through at home, where the humidity of the atmosphere, the high temperature and the lack of the ocean breeze, which never fails to give this great city a refreshingly cool night—all combined to make "the weather back there just simply terrible."

The convention headquarters was the Shrine Civic Auditorium, which has the largest audience room in the city, with a main-floor-and-gallery seating capacity of 6,400, while 2,000 more can be accommodated on the stage. In this auditorium, with a single exception, a session was held each forenoon, afternoon and evening. At the same hours morning and afternoon, there were held, during the week, half a dozen other large sessions at each of two good-sized assembly halls—the Polytechnic high school auditorium and Bovard auditorium of the University of Southern California.

In addition, some thirty audience rooms (or what could be used as such) of various sizes had been secured—these for meetings of different departments of the N. E. A. and of allied organizations. A person engaged in teaching the deaf would prefer to devote a share of her convention time to gaining what would aid her in her special work and would want to attend the two special sessions devoted to lip reading. It was the same with a large majority of those in attendance—each desired to get what would help her most in her particular field. Every one of the thirty smaller assembly rooms was the scene of at least one gathering. In some of them three or four meetings were held.

An idea of the amount of mental food provided for this vast herd of voraciously hungry intellects, may be gotten from the fact that ninety sessions and conferences were outlined in the program books, at which more than two hundred speeches and lectures were scheduled for delivery, and this not counting many carefully prepared reports and short talks. With few exceptions, all that had been planned was carried out.

As to the quality of the provender so eagerly consumed, it can be said that every speaker was someone of distinction in his or her field; most were men and women eminent either in the teaching profession or in some other line of effort. The thought and presence and words of the latter gave a breadth and interest and variety not attainable had only professional instructors addressed the gatherings, and also served to emphasize the necessity that exists for the proper correlation between the education given to youth

and the serious activities of mature life. Celebrated writers, lecturers, financiers, a railway president and one governor of a State were among these outside speakers.

The educational exhibits were an outstanding feature of the convention and the center of keen interest. By means of great effort on the part of both teachers and pupils, a showing was made of the entire public school system of Los Angeles, from the nursery schools through junior college. Publishers of school books, manufacturers of school supplies and makers of school equipment of every kind availed themselves of the opportunity granted to display their wares and made exhibits well worth examination by all wishing to keep well informed about such goods.

Most Tradesman readers are not teachers, so its editor very properly would reject any lengthy account of even one session of the N. E. A. But every reader of this journal is vitally interested in education, so I venture to give an outline of the annual address of the President of the Association, Dr. Willis A. Sutton, Superintendent of Scholols at Atlanta, Georgia, selecting this not only because it shows in brief compass the trend of the best thought of those in the vanguard of educational progress, but also for the reason that his masterful handling of the difficult and embarrassing situation that confronted him just before he began speaking, has a valuable lesson for every man or woman who is selling goods or dealing with old Human Nature in any way.

It was the evening of June 29, the end of a long hot crowded day, which happened to be the day when the Association was paying special honor to its highly esteemed President. Not only had he been the speaker at the 5:30 p. m. life membership dinner at the Biltmore Hotel, but, following the meeting I am to describe, the teachers of Los Angeles were to give him a grand reception at the same hostelry, with dancing afterward, all members of the Association and their friends being invited.

First on the program was the Los Angeles elementary schools junior orchestra of 270 pieces and composed of children of from five up to fourteen or fifteen years. They gave admirable rendition of some eight selections.

Then came Carl E. Milliken, formerly a governor of Maine and now Secretary of the Motion Picture Producers and Distributors of America, Inc., New York. The general theme of this session was "The Enrichment of Life," his address being entitled "How the Movies Enrich Life." His address over, a dozen or more movie stars were introduced, several of them very youthful celebrities. This finished, the dispersion of the considerable part of the audience was becoming noticeable.

After the junior orchestra had finished their selections, the children, 270 in number, had been leaving, together with members of their families who had accompanied them, and also their sisters and their cousins and their aunts, who had come mainly to witness the performance of their little relatives.

This was all right. Children should go to bed early.

The movie stars went also, most of them having to be ready for work in good season next morning. And the portion of the audience that had been attracted by the movie features of the program mostly followed suit. When things quieted down, probably the opening attendance had been reduced by 1,000.

Edward A. Filene, of Boston, was scheduled to speak next, but he was not there. Disappointed as many were over this failure, it was really a mercy, for it already was past 9:30, the evening was sultry, and the Presidednt's address, as also the banquet and ball followinfi were still to come.

Dr. Sutton, a middle-aged man of genial presence, deep, smooth, melodious voice, and a slight unmistakably Southern accent, recognized the predicament he was in, referring tactfully to the placement of his speech after the presentation of all those cinema stars as a most unfortunate anti-climax.

As no wise salesman will even begin to show his wares until he has put his prospect in a good humor, so this master of men, before he tried to sell the ideas he was anxious to put over, had the sagacity and nerve to devote a third or more of the precious time at his disposal to telling funny stories, to amuse and gain the attention of his fagged hearers.

He spoke of his boyhood home, portraying his father as a devout lay Methodist, greatly given to long prayers. Indeed, his parent, at the daily family devotions, sent up so many requests and asked for blessings on so many persons—in fact, all the individuals composing the nations of the earth—that “if a kind Providence were disposed to give attention to all of his father's entreaties, other people would be safe in going to bed without saying any prayers.”

One day an Irishman came along and stopped over with them. When the time came for evening devotions, he was invited to join with the family. Being unaware of the length of the good householder's petitions, he knelt in conventional fashion with both his knees on the hard floor. Knowing no way to shift to an easier position, he was suffering visibly long before the prayers were over. Dr. Sutton and his small sister, who had learned to assume postures that could be maintained in comfort, watched the stranger with furtive sympathy, wishing that their father for the once would omit “the nations” from his supplications.

The next day when time came for prayers, Pat took off his coat, folded it carefully and placed it on his lap ready to slide under his knees when he knelt down. Then he remarked, “Now, Brother Sutton, I'll stay with ye.” The application was that he, Dr. Sutton, was determined to stick to the carrying out of the evening's program, even under discouraging circumstances.

Then he told the Judas Iscariot story. Recently while riding along a country road in Georgia, he came to a little farmhouse with an old-fashioned open well. A great desire came over him to drink once more of water drawn up in

a bucket, even at the risk of a few germs. He got out and asked this privilege from the Negro auntie.

“Sho' yo' all's welcome. Drink right out ob de bucket: dat's de way we alls does.” But on his expressing a preference for some other drinking dish, she called her young son:

“Judas 'Scariot, yo' go quick and fetch this gem'man a gourd or a dip-puh!”

Judas Iscariot! The Doctor's curiosity was aroused.

“Tell me, Auntie, how did you ever come to name your boy Judas Iscariot?”

“I'll tell you, Misteh,” she began, “When my ol' man an' me got married an' de chilluns begun to come, we named 'em all by de Book. Oe oldest we called Abraham, because Abraham he done started eb'ryting. Den dar was anoder boy, an' den anoder, so we called 'um Isaac an' Jacob. Den next along came two little gals. We named dese Ruth an' Naomi. Den a long string of boys came in reg'lar orduh, an' we jus' name 'um 'Zek'el, Jer'miah, Dan'el, an' Hoseuh, an' den right troo de minor prophets to Mal-achi.

“Den what yo' tink happened nex'? Quadrooplets. My man he jus' scratch his haid a minit an' he say, ‘Matthew, Mark, Luke an' John!’

“Nex' a leetul gal come an' we studied an' studded an' finally we saw we couldn't do no better dan call her Epissul to de Romans.

“Den a leetul boy come an' purty soon anudder an' we name 'um jus' Jude an' Rev'lation. An we wuz troo de Book an' we tho't we wuz troo wid de chilluns.

But after while dis leetul feller come trackin' along, an' we jus' couldn't tink ob nuthin' to call him. A long time he run aroun' widout no name. But one day I wuz readin' in the Book 'bout Judas 'Scariot—how it wud 'uv been good fur dat man if he haint nevuh bin bawn. An' I saw de light. Dis boy wuz an orn'ry youngun anyway, an' we named him Judas 'Scariot.”

Dr. Sutton claimed that his own situation that evening was so humiliating that he felt that, like Judas Iscariot, it would have been better if he had never been born. By this time he had his audience thoroughly en rapport, and in few and simple words he pressed home to his hearers his serious message.

First he plead that the standards of education and the expenditures for its maintenance should not be lowered because of the present depression. He spoke again of his boyhood home and how at a time when the family finances were distressedly straitened, his father thought a son and a daughter older than himself must be taken out of college. But his mother said “No. The trouble of one generation must not be allowed to deprive the next generation of its opportunity.” And the brother and sister staid on.

He spoke feelingly of the thousands of teachers unemployed because there is not money to pay them, although the need of teaching never was greater. He also made a telling comparison between the ten billion dollars that crime

costs this country yearly, and the two billion dollars that covers its bill for education.

“The Relation of Education to Business,” was one of the main themes of the convention. Dr. Sutton showed how education fosters business. It is only the educated who are large consumers of highgrade products. The cave men would have been poor customers for books, radios, pianos, rugs, automobiles, and airplanes.

Touching upon adult education as an outstanding field in which practical application can be made of the idea that education should be made to serve the enrichment of life, Dr. Sutton earnestly urged every teacher attending the convention to carry home the purpose, not only of doing well the particular work he or she is paid to do, but of arousing in the community interest in good literature, music, and art, among grown-ups as well as children; in short, of being a center of inspiration and a bearer of light.

He touched briefly upon health and physical welfare, and spoke of how fixed with many persons, even at the present time, is the old idea that every physical malady is due to the chastening hand of Providence. He does not believe it is necessary to be sick in order to go to Heaven.

Lastly and eloquently he plead the cause of the rural schools. Calling attention to the fact that at present, dollar for dollar, only half as much per pupil is spent in the little red school-houses as in the city schools, he insisted that so far as is possible, this wrong must be righted, and the country boy and girl be given opportunities equal to those offered the youth of the cities. At another session he expressed his belief that rural education was the most important single subject on the agenda of this convention.

With the idea that as many as can should share both the honors and the responsibilities of the organization, it is the custom of the N. E. A. to change its president every year. How significant a place the betterment of the country schools now holds in the minds of advanced educators may be known from the fact that Miss Florence M. Hale, of Augusta, Maine, Supervisor of the Rural Schools of that State, was unanimously elected president of the N. E. A. for the coming year. Atlantic City was chosen as the site for the next annual convention. Ella M. Rogers.

Los Angeles, California.

When On Your Way, See Onaway.

Onaway, July 21—And seeing is believing. After enumerating the various places of interest let us look around a bit. Investigation tells the tale. We cannot pile such attractions out on the main street as a merchant does some of his wares. Just take sufficient time to read the legends, then ask questions.

I have often wondered why so many people whom I have met should form an opinion that Presque Isle county is such a bleak, cold, barren country. As a matter of fact, it is just the reverse. Fertility should be our middle name, and so on up into the adjoining Cheboygan county. The finest fields of alfalfa you ever saw; that requires good soil, you know, and our soil contains the lime naturally that

produces sweetness. And such live stock which thrives on, not only alfalfa, but natural native grasses.

But here is what I started to talk about in the beginning. An invitation from H. C. Hutchinson, of Afton, a little hamlet located on a branch of the Michigan Central Railroad, fourteen miles West of Onaway, called my good friends, L. B. Karr and wife and myself to visit the Pigeon river fruit farm, of which H. C. is the proprietor. Now up until this time I took it for granted that Mr. Hutchinson's time was chiefly occupied in conducting his general store and postoffice, which he really does conduct in a creditable way, and serving quite a community with dependable merchandise. At the same time, in some way and with equal skill, Mr. Hutchinson keeps under cultivation a field of Cuthbert raspberries—a ten acre field, mind you, bearing luscious fruit of this famous variety—long rows of thrifty, strong bushes free from weeds, disease or foul matter. In answer to my enquiries, Mr. Hutchinson tells it about like this: “I bought this land just a few years ago when everything was wild up in this country, right in the woods, so to speak; no roads of any consequence, no clearings. A few years of hard work have brought these changes. No, it is not a hobby. It is a business and a profitable one at that. It has made me some good money. It is just this way: The Cuthbert raspberries, I consider the leading variety for Michigan. My soil, which is about the average quality in this vicinity, produces an average yield of 1500 quarts of berries per acre from five year plants. They have yielded as high as 2,500 quarts per acre and start to bear at one year old. I have sold a good many thousand nursery stock plants to other growers who are doing well and making money. Any man who is willing to work can do the same. There is no excuse for any man being idle or without a good income in this country.”

It is very interesting to hear Mr. Hutchinson tell of his experiences and his success. Mr. Hutchinson is a good conversationalist and speaks facts. Just look over his premises. Right across the path from the big berry patch adjoining is the most beautiful cherry orchard you ever saw, not the largest, perhaps, but 700 healthy trees of that well known variety called Montmorency. Now here comes something else by way of variety; 1,600 tomato plants bearing fruit the size of a baseball which will soon begin to show color. And yet, this is “way up North.” Does it not make you want to change your mind about this “cold, barren country?” How can one man attend to all this, you ask; well, he does not. Mr. Hutchinson has been equally successful in raising a family of boys and girls and they are all workers from the little one up. They are not over-worked either; they have privileges, education and recreation, attend high school in Onaway and district school at home. They belong to the ball team; they bathe and swim in the clear cool water of the Pigeon river that winds and flows gracefully along the borders of the farm.

How about Mrs. Hutchinson: You should see their home; it is a marvel—a setting among acres of prosperity. You may depend upon it that Mrs. Hutchinson has done her share toward developing this home and rearing such a family.

And now before I close. Just drive out on US 23, then straight on West reaching an elevation that will permit you to see two beautiful lakes in the distance, Mullet and Burt lakes, but they are still a long way off, then you dip down into the beautiful Pigeon river valley where the Hutchinson's farm is located and known as the Pigeon River fruit farm.

Squire Signal.

MOVEMENTS OF MERCHANTS.

Hastings—H. W. Fielding succeeds Mrs. Frank Rogers in the grocery business.

Stambaugh—The Tri-City Drugs has opened to the public with a full line of drugs, pharmaceuticals, etc.

Ewen—Fred Wood, 44, proprietor of Wood's Drug Store, died in his store following a sudden heart attack, July 10.

Lansing—The retail store of the Michigan Farm Bureau has removed from East Ottawa street to 121 North Cedar street.

Kalamazoo—United Growers, Inc., has been incorporated with a capital stock of \$25,000, \$1,080 being subscribed and paid in.

Detroit—The J. W. Keys Commission Co., Inc., 2630 Orleans street, has changed its name to the J. W. Keys Poultry Co., Inc.

Detroit—The Bolton Drug Co., 1112 West Warren avenue, has been incorporated with a capital stock of \$10,000, all subscribed and paid in.

Ferndale—Myers Drug Co., 22830 Woodward avenue, has been incorporated with a capital stock of \$7,500, all subscribed and paid in.

Detroit—La-Ha-Ra Laboratories, Inc., has been incorporated with a capital stock of \$10,000, \$5,000 of which has been subscribed and paid in.

Climax—W. F. Coleman, who purchased the Climax Creamery, has had it remodeled, new equipment installed and it is now open for business.

Detroit—The Hi-Way Grocery Co., 12215 12th street, has been incorporated with a capital stock of \$10,000, \$3,000 being subscribed and \$2,000 paid in.

Battle Creek—The Bazley Markets have opened a branch market at 18 Capital avenue, S. W., under the management of Gerald McKeenen, recently of Flint.

Grand Rapids—The W. B. Company, 118 Pearl street, N. W., has been incorporated to deal in cigars, soft drinks, etc., with a capital stock of \$3,000, \$1,200 being subscribed and paid in.

Battle Creek—The Battle Creek School of Business, Washington and Champion streets, has been incorporated with a capital stock of \$5,000, \$3,750 being subscribed and paid in.

Flushing—James B. French, 73 years old, hardware dealer and senior vice president of the Peoples State Bank of Flushing, died July 16 at Hurley hospital, following an illness of two weeks.

Marquette—Henry C. Van Henkelom, recently of Wyoming, has purchased the Beach grocery stock and store building, foot of Hewett avenue and will continue the business under the same style.

Detroit—Louis E. Jacobson, dealer in shoes, boots, findings, etc., at 3416 Michigan avenue, has merged the business into a stock company under the same style with a capital stock of \$10,000, all subscribed and paid in.

Iron Mountain—A. G. Buchanan has merged his drug business into a stock company under the style of the Buchanan Drug Co. with a capital stock of \$15,000, all of which has been subscribed and \$10,000 paid in in cash.

Detroit—The Coralee Hosiery Shop, 1416 Woodward avenue, has merged its business into a stock company under the style of the Coralee Hosiery Co., with a capital stock of \$50,000, \$1,000 being subscribed and paid in.

Freeland—Otis S. Merrill, dealer in automobiles, parts and supplies, has merged the business into a stock company under the style of the C-M-C Co., with a capital stock of \$100,000, \$50,000 being subscribed and paid in.

Calumet—Glass Bros., dealers in women's wearing apparel and general merchandise, have merged the business into a stock company under the style of Glass Bros. Co., with a capital stock of \$50,000, all subscribed and paid in.

Detroit—The Williston-Andrew Co., 15815 Hamilton boulevard, plumbing, heating, etc., has been incorporated with a capital stock of \$30,000 preferred and 3,000 shares at \$1 a share, \$33,000 being subscribed and \$12,000 paid in.

Lake Odessa—Smith Bros., Velte & Co., wholesale dealer in produce, seeds, grain, building materials, etc., has merged the business into a stock company under the same style with a capital stock of \$75,000, of which \$73,000 has been subscribed and paid in in cash.

Athens—Wolfe Bros., dealers in fuel, grain, seeds, hay, farm produce, etc., has merged the business into a stock company under the style of the Wolfe Grain Co., with a capital stock of \$30,000 common and \$10,000 preferred, \$34,100 being subscribed and paid in in property.

Ludington—C. D. Holcomb has returned from Kentucky where he was engaged in trade for a number of years and purchased the Rowe Street Grocery, 321 North Rowe street and will continue the business under the same style. Meats, baked goods, ice cream and cigars have been added to the grocery stock.

Quincy—Mrs. Hardie King, of Clinton, an experienced hotel woman, has purchased the Filmore hotel, which has stood vacant since failing health made it necessary for Mrs. G. J. Filmore to give up the business. As soon as the necessary remodeling and furnishing have been completed the hotel will be opened for business.

Grand Rapids—In the bankruptcy case of Abraham and Bernard Katz, doing business as Barney's Hat Stores, 306½ Monroe avenue, the final meeting of creditors has been called for July 27. The final report of the trustee will be presented and it is reported there will be a small first and final dividend for creditors. Charles B. Blair, of this city, is the referee.

Ann Arbor—Order confirming composition offer of 35 per cent. and calling for distribution has been entered by the U. S. District Court at Detroit in involuntary bankruptcy proceedings against Herman J. Hagen, men's shoes. The offer is payable 10 per cent. cash, 10 per cent. in three months and 15 per cent. in six months. Assets are given as \$12,704 and liabilities, \$14,487 in schedules filed.

Jackson—The first meeting of creditors in involuntary bankruptcy proceedings against David Penfil, retail

dry goods and shoes, will be held in the Probate Court room here on July 27. Total of assets and liabilities are not given in the schedules filed. A. H. Weinbrenner Co., Milwaukee, with a claim of \$634, is the only creditor with unsecured claim of \$500 or more. A trust mortgage for the benefit of creditors was executed to Russel W. Price by the debtor firm on Jan. 19 last.

Petoskey—The composition offer of the A. Fochtman Department Store, Inc., promising payment of 100 per cent. to its creditors, has been accepted and a petition for confirmation to be presented before Judge Fred M. Raymond, in U. S. District Court at Grand Rapids, is now being prepared by Knappen, Uhl, Bryant & Snow, attorneys for the debtor firm. The composition offer provides for payment of 12½ per cent. in cash, 7½ per cent. in six months, 5 per cent. in twelve months, 7½ per cent. in eighteen months, 5 per cent. in twenty-four months, 7½ per cent. in thirty months, and the remaining 55 per cent. in thirty-six months. The store at present is being operated under a receiver, Eugene Fochtman, appointed by the Circuit Court of Emmet county last fall. As soon as the referee in bankruptcy has checked the claims on file and certified the result of the creditors' first meeting, the debtor firm will deposit the required amount of cash and notes with the U. S. District Court at Grand Rapids. Filing of the petition of confirmation will then be made and at least ten days' written notice of the hearing thereon will be given to creditors. In a recent letter sent to creditors by Knappen, Uhl, Bryant & Snow, Mr. Sibley announced that unless unexpected developments occur, first remittances under the composition offer probably would be made to creditors prior to Aug. 10. If any creditor should appear and file written objections at the hearing on the confirmation petition, testimony would have to be taken before the court and settlement under the composition would be delayed. He stated, however, that he had been informed that the organized opposition which voiced certain objections to acceptance of the composition offer at the first meeting of creditors does not intend to carry the fight farther.

Manufacturing Matters.

Traverse City—The Michigan Wood Preserving Co. has decreased its capital stock from \$150,000 to \$5,000.

Three Rivers—The Three Rivers Robe Tannery, 112 East Michigan avenue, has changed its name to the Three Rivers Fur Tannery.

Detroit—The Estelle Cosmetic Co., 4464 Cass avenue, has been incorporated to manufacture and sell cosmetics with a capital stock of \$20,000, \$14,300 being subscribed and paid in.

Detroit—The Military Iron & Metal Co., 124 South Military avenue, has been incorporated to deal in iron and other metal scrap, with a capital stock of \$25,000, \$10,000 being subscribed and paid in.

Detroit—The Acme Packing Co., 325 West Jefferson avenue, has been incorporated to manufacture soaps, laun-

dry supplies, etc., with a capital stock of \$1,000, \$250 being subscribed and paid in.

Detroit—The Dri-Gas Fire Extinguisher Corporation, 715 Majestic building, has been incorporated to manufacture and sell fire apparatus with a capital stock of \$25,000, \$1,000 being subscribed and paid in.

Detroit—The Michigan Ilangeride Co., 2069 West Euclid avenue, has been incorporated to manufacture and sell Ilangeride, a diabetic remedy, with a capital stock of 1,000 shares at \$10 a share, \$4,100 being subscribed and paid in.

Port Huron—The Independent Gas Cook Co. is removing its machinery and stock here from Jonesville. It will occupy the plant formerly occupied by the Burwood Products Co., Military and Connors streets, which has been reconditioned.

Grand Rapids—The Double Action Manufacturing Corporation, 30 Michigan street, N. W., has been incorporated to manufacture and deal in household appliances, with a capital stock of 1,500 shares at \$10 a share, \$15,000 being subscribed and paid in.

Joke That Is Not a Joke.

Fred G. Holmes, manager of a drug store in Detroit, and Holliday Saunders, of 13375 Lander court, used to be pals. But Tuesday, Saunders sat in a cell in police headquarters wondering if there wasn't something wrong with Mr. Holmes' sense of humor.

A year ago, just in fun, it was said, he gave his friend a \$6 check to cash. It bounced back fast, police said.

Saunders walked into a drug store in the Free Press building where Mr. Holmes is employed. Recognition was mutual. Saunders fled and they raced around the building. As they passed the entrance of the Free Press the race was a perfect tie, Mr. Holmes' hands having fastened in the collar of "his pal." They settled down on the sidewalk to talk it over. Mr. Holmes using Saunders' chest as a chair. Patrolman Howard Krohn joined them.

"It's all a little joke," Saunders explained from the sidewalk.

He was taken to headquarters where it was found that he had committed two other "jokes," police said. Two warrants accuse him of uttering and publishing.

Fall Orders Stress Reefer Muffler.

Fall orders now being placed for men's mufflers are putting considerable stress on the reefer style and this number is expected to be an outstanding item for the coming season. Both plain and novel print effects are receiving attention from buyers, with most favor accorded to the popular priced ranges. Silk squares are also seen as important numbers and, due to sharply reduced silk prices from last season, the values offered are considered to be greater than those of any previous year.

Ivan G. Moore, proprietor of Moore's Drug Store, Pontiac, renews his subscription to the Tradesman and says: "I do not want to miss one copy of the Tradesman. I look for it each week."

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 5.35c and beet granulated at 5.15c.

Tea—The market has shown some little firmness during the past week, including Indias and Japans. Advances, however, in his country were little, if anything. Prices were affected only in the primary markets. The demand for tea in a consumptive way is good. Prices are about steady.

Coffee—The market for Rio and Santos coffee, green and in a large way, has taken another small decline during the past week, this referring both to future and spot. In both cases, however, the fluctuation is tiny. The undertone is still heavy, with the future uncertain. An effort has been made to create interest in low-grade coffee by exploiting the destruction of this grade, which has occurred in Brazil, with the fact that this may cause some scarcity. Mild coffees show no change during the week. The jobbing market on roasted coffee is about unchanged. The demand for coffee in general shows no change from normal.

Canned Fruits—The trade has been waiting for new prices of California peaches, but at this writing they have not appeared. These prices come out under the new plan for controlling the pack and what will happen to them remains to be seen. They are expected to be low.

Canned Vegetables—The only new feature during the week was the naming of opening prices on new golden bantam corn at 10 cents under last year's price. Buying, however, was not frantic by any means. News has come that the 1931 California asparagus pack was short of last year and this strengthened the market, but caused very little buying. Cheap lots of new pack early June peas are nearly cleaned up. There is a good general demand. Southern tomatoes are also doing better. It is being confirmed every day that there is much damage to the current pea crop, especially in the West.

Dried Fruits—Word from one of the large independent packers states that the 1931 crop is going to grade out a very small percentage of fancy fruit this year, and there probably will be a smaller percentage of fancy Thompsons than has been graded in several years. After estimates of an unexpectedly large crop of prunes some few weeks ago, it now appears that the scorching sun has damaged a considerable portion of the new California crop, and estimates are now down again to 180,000 tons, and some predicting a yield no greater than 170,000 tons. Dried peaches are reported as firmer, one of the large independent packers reporting an advance of 1/4c to 1/2c per pound. Peaches, like apricots, experienced sharp declines in prices until recently, but appear now to have reached the turn and are getting stronger. Brokers report trading as fair and buying has been stimulated considerably on each advance in prices.

Canned Fish—The season in tinned fish is now on, but there does not appear to be a whole lot of interest in it.

Cheaper grades of Alaska salmon are selling very well, especially by chain stores. Prices are unchanged for the week. The packs of the higher grades have been short so far and this is giving these grades some strength. New pack sardines are arousing some interest and the general Maine sardine market is undoubtedly in better shape than for some time. Other canned fish moderately active and unchanged.

Salt Fish—New catch mackerel and other salt fish are expected to reach these markets in a few weeks. Business generally is dull, but something is doing every day. Prices are unchanged.

Beans and Peas—Nowhere in the list of dried beans is the demand in more than fair and mostly it is poor, with values weak. Pea beans are in rather better condition perhaps than the balance of the list. Blackeye peas are also weak and neglected.

Cheese—The demand for cheese is only fair. Offerings are light and prices about steady.

Nuts—Prices are now expected to open at about present levels and a rather good situation is expected because of the manner in which the old crop supplies are cleaning up. In some sections there are already signs of closing out and walnut halves are said to be finished.

Rice—Little activity has characterized the rice market during the past week and prices are generally unchanged. New crop developments are eagerly awaited and report of lack of rains in some sections has a tendency to firm the market on present stocks.

Sauerkraut—This item continued in a poor position. Stocks were large and the demand was slow. Prices remained unchanged but had an easy undertone.

Syrup and Molasses—Demand for sugar syrup is perhaps a little better than it has been. Sales are confined to small lots. A routine demand is reported for compound syrup, without change in price. Molasses shows no change and small demand.

Vinegar—Unchanged prices showed on vinegar. Consumers were taking on fair quantities and it was expected that the turnover would show improvement as the season advanced.

Review of the Produce Market.

Apples—Transparents command \$1.85 per bu. Western apples command \$2.50 for Winesaps and \$2.25 for Roman Beauties.

Bananas—4@4 1/2c per lb.

Beets—Home grown, 30c per doz. bunches or \$1 per bu.

Blackberries—\$3.25 per 16 qt. crate.

Butter—Butter has had a more or less quiet week. Offerings have been moderate; demand fair and only one advance of 1/2c per pound is reported. Jobbers hold 1 lb. plain wrapped prints at 25 1/2c and 65 lb. tubs at 24 1/2c for extras.

Cabbage—Home grown, 60c per bu.

Cantaloupes—Arizona stock is quoted as follows:

Standards, 45s ----- \$3.25

Jumbo, 36s ----- 3.25

Jumbos, 45s ----- 3.50

Jumbo flats ----- 1.50

Carrots—35c per doz. bunches.

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

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

Cherries—Sour, \$1.50@1.75 per 16 qt. crate; Sweet, \$2 ditto.

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

Cucumbers—No. 1 hot house, 75c per doz. basket; outdoor grown from the South \$1.50 per bu.

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

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$3.80

Light Red Kidney ----- 8.50

Dark Red Kidney ----- 9.00

Eggs—The market has sustained a sharp advance, due to sudden shortage in fine fresh eggs, pending the receipt of wheat eggs. Jobbers pay 18c today for high grade fresh stock.

Green Onions—20c for Silver Skins.

Green Peas—\$2 per bu. for home grown.

Green Beans—\$1.75 per bu.

Gooseberries—\$1.75 per 16 qt. crate.

Honey Dew Melons—\$1.85 per crate of 12 or 16.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate ---- \$5.00

Imperial Valley, 5s, per crate ---- 6.00

Home grown leaf, per bu. ----- 1.00

Home grown head, per bu. ----- 1.25

Lemons—Present quotations are as follows:

360 Sunkist ----- \$9.00

300 Sunkist ----- 9.00

360 Red Ball ----- 8.00

300 Red Ball ----- 8.00

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 ----- 5.00

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

Parsley—50c per doz. bunches.

Peaches—The market is pretty well supplied with Southern grown. Early white stock from Florida fetches \$1 per half bushel. Elbertas from the same state command \$3.50 per bu. The Elberta growers in Arkansas are furnishing jobbers an assortment of colored signs advertising their product, especially with reference to fruit for canning.

Peppers—Green from Florida, 50c per doz.

Pieplant—75c per bu. for home grown.

Potatoes—New home grown, \$1@1.10 per bu.; Virginia stock \$2.85 per bbl.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 17c

Light fowls ----- 14c

Ducks ----- 14c

Geese ----- 12c

Raspberries—Black, \$2.50 per 16 qt. crate; Red, \$3 ditto.

Spinach—75c per bu.

Tomatoes—\$1.15 per 10 lb. container, Southern grown; home grown hot house, \$1.25 for 7 lb. basket.

Turnips—60c per doz. for home grown; \$1.25 per bu.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 10 1/2 @ 11c

Good ----- 9c

Medium ----- 8c

Poor ----- 8c

Campaign Boosts Home Merchants.

For more than thirty years the Times has been boosting Ironwood merchants, the home town business men. Why? Because our merchants stand by their home town at all times; at all times are willing to lend a helping hand in the support of every home enterprise and because they back every move that is for the best interest of our city.

But we wonder if the citizens in and about the community realize the worth of the home town merchants—of the many things they do for the town and its people, and how much we, as a people, owe to them.

Back of every movement for good—for progress, development and uplift are the home town merchants, and usually only the home town merchants, while others "pass the buck" except during beneficial showers.

Who contributes most to community welfare—to church, to school, to society, to civic movements, to charity and improvements? Usually only the home town merchants.

Who are the vital forces in every organization having to do with community life and improvement? Usually, only, the home merchants.

Who are the first to work for needed improvements, for better streets—for cleaner city, for city beautification—for the very things that make us proud of our home town? Usually only the home merchants.

Who are the first to combat the things that are injurious to our community—to society—to our industrial, commercial, financial and moral life? Usually, only, the home merchants.

Who dig into their pocketbooks deeper than the home town merchants to support community benefits? "Day by day, in every way," home town merchants are contributing of their time, their energy and money to make this community a bigger and better place in which to live.

It is proper and fitting then that we give more than a passing thought to the debt we owe the home town merchants and that we come to the realization that this debt can be repaid by giving to them the trade of the community, a trade well earned and rightfully theirs.

The truth of the matter is, home-town merchants are selling goods at, or less, than prices elsewhere, and if we will be fair and include additional expenses incurred when trading away—we are bound to admit that it is cheaper to trade at home besides showing a spirit of reciprocity.

Spend your money elsewhere, and the merchants will be forced to go out of business and to seek a new location where more civic pride and community spirit exists. And you may be sure that no other business men will come in to take their place, for nothing scares business away from a town as much as "for rent" signs on a vacant store building.—Ironwood Times.

IN THE REALM OF RASCALITY.

Prosecuting Stock Salesmen Who Defraud Public.

As I recall it, going back two decades or so, the man who engaged in a scheme of fraudulent stock selling would get himself something that passed for a mine or for an oil well. The scheme to defraud, in which the mails were necessarily used, dealt with mining or oil.

Twenty years ago, 25 years ago, 15 years ago, the public imagination was all worked up over the possibility of obtaining enormous fortunes through a lucky strike under the surface of the earth. It was easy for the average mining or oil promoter to give a list—five or six would be enough—of the huge gains made through successful enterprises of that kind; and the people bought. They did not know.

If the bank depositor in some little town came to withdraw his savings so he could send a check to a New York promoter whom he mistook for a great banker, and the cashier suggested: "Be careful, you are more than likely to lose your money, even if the proposition is legitimate; why don't you buy a good bond of our local street railway company or our local gas company?" the depositor decided that the cashier stood in with the crowd of local financial "marauders" and was opposed to the best interests of the community itself. It was not possible to dissuade people from acting foolishly. They bought and lost money in tremendous chunks.

Those crooks were prosecuted and sent to Atlanta. At last the method became so crude that the financial racketeer who indulged in fake oil or mining operations was considered a mere amateur. A new method was evolved, one that applies to-day, not only to stock selling but to any number of other propositions, some of which I am now investigating.

The idea developed that instead of buying a mere hole in the ground and calling it a mine, instead of buying wildcat land and lying about it as oil-producing territory, it would be much better if the racketeer took over a legitimate company, a company genuinely engaged in the manufacture and selling of a product that anybody could recognize and understand, a company which could show a balance sheet, and a correct one.

The method in the last few years has been for the promoter first to fool the officials of the company, who, because of the prospective growth of their business, need new financing. The racketeer who has any finesse to-day in stock-jobbing deals with the legitimate company and not with an imaginary property. The plan was very simple: The company needed financing. The crooks told its officials "We are big men in Wall street; we can give you the financing." It was easy to have an address in Wall street or thereabouts. No difficulty was experienced in fixing up an office so that it had all the appearances of being the abode of a Croesus; the hard-working company directors, who were actually operating factory and salesrooms, would call and be duly impressed. They would sign on the dotted line; all they

wanted was a certain amount of money, represented by so much per share. It was a legitimate valuation; everything looked clean.

The grief came next. The racketeer organized what was known as a "boiler room," that is, nothing more or less than a set of telephones at which skilled stock salesmen called up people who were flattered by the fact that So-and-So of New York, such-and-such a number, Wall street, or Broad street, or some similar address, was on the wire. The name not infrequently was a fair simulation of a name that meant something in finance, but was not a direct fraud. The whole name was not copied; there actually was somebody who had a name more or less resembling the name of a leader in finance, who, for \$50 a week, would permit the use of his own name as a part of the firm of racketeers.

The flattered victim would be told what a great company this was (and it was certainly an honest company); that its prospects were tremendous, the great financing was going to put this company at the head of its industry. Other misrepresentations were made that were quite specific, such as the payment of dividends when dividends had not yet been earned. Stock was sold not infrequently for five, six and even ten times what the promoter was paying for it to the company itself.

That method of swindling greatly broadened the field of fraudulent finance. It has largely increased the activities of the Post Office inspectors. It has largely increased the business of the United States Attorney's office. It has largely increased the burden of our courts. In some cases the fraud on the public went into the millions, literally millions, not simply into the few hundred thousand dollars of a fly-by-night promoter who might take his money, close up his shop and disappear.

In some instances the business was so pyramided that the promoter simply could not let go; he had to stay on the scene until the inevitable crash came; he could not get out himself. Of course, there is no better way of calling attention to a fraudulent operation than failure; that has been the experience with respect to banks, it has been the experience with respect to all other financial operations.

And so we get more and more business in the United States Attorney's office. I wish the business never existed, because you find conditions of this sort: When you get a case of the kind just explained and the fraud has been extensive and based on a legitimate enterprise, in order properly to prove your case, not only with legal precision but with persuasion to a jury, it is necessary to spend on a single case months and months of preparation, and then not infrequently, as much as a month in actual trial.

The United States District Court in this district consists of eight judges. Sometimes Judge Knox, who is Senior District Judge, succeeds in cajoling a judge from rural territory to sit in this great metropolis in a courthouse, which, I regret to say, does not begin to compare with the most picayune courthouse in his own state. Once we

get the outside judge here, we have him, but we are not always able to get him. When we do, what is the situation?

Ordinarily, since our Federal Courts do not deal primarily with the criminal law but with the relations of people that are perfectly normal and honest, three-quarters of the business of that court is necessarily civil business. The result is that six of the eight judges must in all decency attend to the civil side of the District Court in this district. If we have two of our regular judges sitting for us in criminal cases we are fortunate enough; we are getting at least our fair share.

Of course, the judges have been most generous. Upon occasions they have stepped in and helped us, where we wanted more than our quota. For example, recently there was a mail fraud case in this district. When it came to be tried, we found we were shy a judge, because one judge sitting in our criminal work was engaged with the necessary prohibition activities; the other judge was engaged with the normal criminal affairs.

Now, that criminal business has certain aspects that require immediate attention. Some people actually get into the clutches of the Federal law who cannot afford bail; not many—most persons who are defendants in Federal criminal proceedings get bail; a few of them cannot, practically only a handful; but if a man is in jail awaiting trial, every dictate of decency calls upon us to give him a preference over the man who is on bail and still has the comfort and consolation of home and family.

And so, on that particular day, we had a mail fraud case which was about as slick a thing as I ever saw. It was a large petty-larceny scheme in which the defendant, under the guise of a legitimate business—that is, pretending to operate a small mail order house—would pretend to file claims in bankruptcy for sales that were never made; not large enough to make trouble, say \$5, all out of town, or send bills for two, three, five, six dollars to various jobbing houses for goods he pretended to have delivered, which would get by the book-keeper in a hurry. He made himself a most comfortable living.

It was very important that the case should be tried because if he could get away with it, others would learn how, and we would have a set of "rackets" of that kind running all over the country, but in order to try it we had to call referees in bankruptcy from as far as California; lawyers, clerks of court, managers of businesses—and they all came with deadly precision, on the same day. We had to get rid of them and not send for them a second time, as it had cost the Federal Government several thousand to assemble them. We were in a dilemma; two courts occupied, nobody else around. Judge Knox volunteered to drop his regular work and sit. One of his associates, who was equally busy, realizing that Judge Knox was making a greater sacrifice than he ought to, stepped into the breach, abandoned other engagements that were most pressing, and tried the case. In the course of a week it was out of the way

and the Government saved a tremendous duplication of expense.

The breakdown of business morals would be a frightful disaster. We cannot reform the whole world, we cannot reform everybody. At times, when things go badly, it is always possible that men otherwise honest, who have led clean and blameless domestic and business lives, will just "relax" a little in their business morals and do the one thing that tends to disturb that finely adjusted balance in business, business depending so much as it does on perfect confidence and when that balance is disturbed, because of the breach of faith, of course the business world and the community generally, must rise in its wrath and through its government representatives set an example that will make it both difficult and dangerous for a repetition of that yielding to temptation.

No racketeer any more goes about brazenly, with palpable fraud. His methods are subtle, and because they are subtle they are worthy of our efforts; the efforts of Government officials, the efforts of grand jurors, the efforts of judges, so that those offenses may be stamped out.

George Z. Medalie,
U. S. Attorney Southern District of New York.

Over Sales Minded and Under Credit Minded.

Grand Rapids, July 21—Since my article on the method of preventing bankruptcies appeared in the Tradesman, I have had quite a number of favorable comments. One attorney at Benton Harbor wrote in this morning and said he considered it the best article on the subject he had ever read.

The only criticism was from Sol Rosenthal, and who he is, I do not know. Neither do I know whether he has an axe to grind or not. Evidently he would rather have some creditor get in the saddle. I have seen some very sorry experiences along that line.

I am certain no one would say I even remotely suggested the bankruptcy court does not function properly. I merely stated that many of the cases which go into bankruptcy should never land there. The court is required to conduct a bankruptcy case along the lines laid down by the law, and if the law is cumbersome, surely that cannot be used against the administrative agents. The principal point I would like to drive home is to cut out the waste and get down to a real business basis; to keep as many deserving merchants as possible in business and if they are not deserving, then liquidate as cheaply and quickly as possible.

For eight years I have been in this game and I sometimes reflect on the great saving which could be accomplished if business executives would join whole heartedly in a co-operative plan.

One thing seems certain. The present credit losses are awakening the executives to the fact that a sale is not really a sale until the money is in the cash drawer. Too many executives are over sales minded and under credit minded. A happy combination of the two would prove one of the biggest contributions to a sound business recovery.

Edw. De Groot.

You pay for all other education. Why expect anything different when you sign notes for relatives?

The two things that cause a trigger to work more quickly are oil and a yellow streak.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Adolph Sanders was shot last Friday when two Negroes entered his dry goods store at 11730 Oakland avenue and demanded his money. The center of the store is the dividing line between Detroit and Highland Park. When police were notified of the shooting exactly twenty-six officers, representing two departments, responded. Fifteen were from Bethune station, while the balance, under Chief Patch, were from Highland Park. They met at the entrance to the store, surprised and questioning. An investigation revealed the south side of the store to be in Detroit, the north side in Highland Park. However, the cash register is on the right hand side as you enter, and it was on this side of the store also, that police found Mr. Sanders. The holdup took place in Detroit, it was decided, but since the Highland Park patrol wagon was handy, it took the victim to the hospital. He was reported recovering Saturday.

The business of E. P. Hurd, 5820 Fischer avenue, was recently incorporated as Hurd Lock Co. E. P. Hurd is president, P. W. Mulder is vice-president and Charles D. Ferguson is secretary and treasurer of the organization. A new and larger factory is being planned at Almont, owing to recent sales expansion. The company intends to expand in both the hardware and automotive fields with a sincere effort to have strictly jobber policy in the hardware trade, says Mr. Hurd.

Current report of Union Guardian Trust Co., as trustee, states that the estate of Milton Barbach, retail hosiery, trading as Congress Hosiery Co., 126 West Congress street, is not now ready for closing, as trustee is still investigating the estate and desires to conduct further examination of the debtors and other parties relative to assets of the estate. A balance on deposit of \$2,637 is shown by the report.

Composition offer of 20 per cent. made by debtor firm is pending in involuntary bankruptcy proceedings against Clarence Gottesman, retail dry goods, 7446 Michigan avenue.

Sale of assets has been authorized by the U. S. Court here in involuntary bankruptcy proceedings against H. Rosinski & Sons, retail men's wear. A 50 per cent. composition offer was withdrawn in this case. Union Guardian Trust Co. is receiver. Assets are given as \$10,940 and liabilities \$10,543 in schedules filed.

First evidences of the 1932 model cars which will be introduced in the late Fall are beginning to appear in isolated departments of the various automobile plants. They are not radically different, it is true, but there is no mistaking them. Whenever a factory department has produced sufficient units for the completion of production on the 1931 models, instead of being allowed to stand idle altogether, it is adapted to the task it must perform on next year's line. So far retooling operations have been conducted on a small scale, but they point to a future of increasing activity.

It may be a relatively dull year for the automobile and other industries, yet the month of July has produced a small number of vacation announcements. Cadillac will close for two weeks for inventory, and Oakland-Pontiac also ceases operations for a similar period beginning next Saturday. In connection with the latter's vacation, it is pointed out that no changes are contemplated in the present line during the shut-down.

Of the parts suppliers, Timken Roller Bearing closed its plants for the regular Summer vacation on Thursday of last week. Operations will be resumed on July 29.

July may turn out to be the best month so far this year for Chrysler production. The appearance of the new Plymouth has acted as a stimulus throughout the whole organization. When the new model of the four-cylinder car appeared, production for July was estimated at 17,000. Now there is a feeling that Plymouth may reach 25,000.

Factory sales executives are of the opinion that the problem of cleaning up 1931 models, when they are confronted by it, will be disposed of more easily than in any recent years. Two factors support this opinion. One of them is the light production, which has kept down dealer inventories. The other is that bumper crops of most farm products will enable farmers to replace cars that are nearing the non-serviceable stage. Wheat and cotton prices are a concern, but the prospects for other crops seem favorable, from the motor industry's point of view.

It is generally agreed that the one influence which prevented the adoption of safety glass as standard equipment on a large scale this year was the necessity of keeping motorcar prices at a minimum. There are conditions in Detroit which not only support this conclusion but also indicate that a change in the economic situation may work a considerable revision of sentiment with regard to safety glass as a standard rather than optional equipment.

That July production will take a slump over June is assumed in most quarters here. The decline, however, is not expected to be drastic. For one thing, Chevrolet is expected to run close to its 85,000 record for June, while others are expected to experience no more than the normal drop for the season.

Obtaining Proper Amount of Exercise

We can reduce our weight by eating less and exercising more, or by combining the two. The latter is usually the best plan, for it involves neither starvation nor overwork.

When it comes to exercise, none excels that taken out of doors, particularly these Summer days when the opportunity for hiking, golf, tennis and swimming is so great. One of the easiest ways to exercise is to walk. It costs nothing; it takes relatively little time, and it is not strenuous.

The chief trouble with most of us in the city is that we are lazy, and the pavements are hard. Most folks who work in offices, seated at a desk all day, believe that they are expending as much energy as a woodsman. They

feel tired at night and rest up from their labors by sitting some more, in the theater, or at home, or by retiring early. Most of them begrudge the steps that must be taken to carry them from their office to the subway station. Yet they wonder why, with all this expenditure of energy, they grow fat.

The automobile and the street car are the natural enemies of fat people. If one would grow thin he must learn to avoid them, except when it is necessary. Every person can and should walk at least one mile every day. People should take their walks in the morning or evening when their time is their own. If their work is within walking distance they should start a few minutes early and walk it every day. Also if it is close enough they should walk home.

If the distance is great, it often is unwise to walk to work in the morning because the exercise is apt to be too tiring for the beginning of the day. But walking home again is a different matter. After a cramped position in the office, walking will prove restful—even exhilarating. One will arrive home feeling better than when he left the office with most of the worries wiped from his mind, with his blood circulating well and with his body ready for rest and thorough relaxation when he retires.

In this city there are a number of organizations which promote walking among their members—the so-called hiking clubs. If there is such an organization in the community it is a wise health move to join it, and take the exercise it affords. But hikes once a week, even long ones, are not worth as much as short, regular walks every day. The same is true of all week-end sports. They are better than nothing, but if one can manage it, he should take some exercise every day to keep in shape. Dr. Shirley W. Wynne.

Corrected Sketch of Career of Michigan Man.

At a recent meeting of the Executive Committee of the National Biscuit Co., Ralph L. Smith was elected vice-president in charge of production. For a little more than two years, he had ably filled the position of vice-president and production manager for Christie, Brown & Co., Ltd.

Mr. Smith was born at Leroy, Mich., November 26, 1888. His father was Frank Smith, a well-known merchant thirty years ago. He came into the biscuit business April 15, 1908, as receiving clerk for the National Biscuit Co., at Detroit. July 28, of the same year, he became a shipping clerk there. His ambition to get into the selling game was gratified June 19, 1909, when a district in Detroit was turned over to him. He developed so great ability in this work that, August 13, 1915, he was made a Supervising Salesman and, August 1, 1917, he was appointed country sales manager. May 1, 1918, he was transferred to our agency at Cambridge, Mass., as city sales manager.

After handling that position about two years, he decided that he wanted to learn the baking part of the business. For this purpose, he went into the Kennedy Biscuit Works, Cam-

bridge, where he received excellent training for four months, when he was transferred to the Kennedy Biscuit Works, Chicago, to continue his education in manufacturing. There he remained until May 1, 1921, when he was made manager of our Cincinnati Bakery. September 1, 1924, he was promoted to the corresponding position at Kansas City, Mo. He obtained further advancement when, December 1, 1926, he was appointed manager of the two bakeries at East Liberty and Pittsburgh, Pa. May 1, 1929, soon after our acquisition of the Christie, Brown business and the incorporation of Christie, Brown & Co., Ltd., he was elected Vice-President of that company and was given charge of all our manufacturing operations in Canada.

In his present position, which represents his next promotion, his responsibilities are very great. Nevertheless, in view of his record of accomplishment, his persistent energy, his fair-mindedness and affable personality, he can safely feel assured of confidence and co-operation, all along the line, in his efforts to maintain and improve the reputation of "Uneda Bakers" products.

Grand Rapids

Safe Company

OLDEST

LARGEST

STRONGEST

Handlers of Safes in Michigan

No Commission too Large

No Order too Small

Our prices are 10 to 20 per cent. lower than those of Chicago and Detroit dealers, due to our low overhead.

LIMITING NARCOTICS.

After a long and weary period of negotiations the delegates to the opium conference of the League of Nations have completed their treaty for the limitation of the manufacture of narcotic drugs. It has been signed by twenty-eight nations, and while the United States is not yet included among them, its delegation is only awaiting official word from Washington upon certain technical reservations before falling into line. The treaty does not in some respects go so far as had been hoped, but it is generally characterized as valuable.

Its provisions for the limitation of manufacturing mark a genuine advance over previous agreements. One particularly encouraging feature of the treaty is the inclusion of codein among the drugs subject to international control. Furthermore, the convention calls for a complete accounting of narcotic production to aid the signatory governments in fighting the drug traffic, recommends that states which have not already done so set up central narcotic authorities, advises a tightening of the penalties in previous conventions and recommends that in view of the highly dangerous character of heroin the various governments look into the question of either its abolition or close restriction.

The conclusion of this convention in no way marks the end of the fight against the drug traffic or even a let-up in this important struggle. Rather it is a first step in a program which will not be wholly successful until the manufacture of narcotics is so closely regulated that the supply will in no case exceed the legitimate medical demand. This is a distant dream, but every advance toward its realization deserves universal support. Drugs are a menace to society which can be fought only by international action and however slow and halting this action may seem, as with disarmament, we should applaud small victories as steps in the right direction.

MADE A MESS OF THINGS.

The German crisis continued to overshadow domestic business affairs during the past week and to exert a dominating influence upon sentiment and upon security and commodity markets. However, toward the close of the week the agricultural situation once more broke into the foreground as a result of the all-time low price paid for wheat and the demand in some quarters that a moratorium be also declared upon farm indebtedness.

Just how the German difficulty will be worked out is not yet clear, but the plan, as pointed out previously, must obviously substitute long-term for the short-term credit which has proved her undoing. After this crisis is over we are more than likely to find South American financing taking its place even as we struggle with our own real estate problem at home.

If we include the plight of the railroads, which are so largely under their influence, it is little exaggeration to say that our bankers have made a mess of things. On the other hand, it is also necessary to recall that the security speculation which led to most of

the present difficulties was encouraged by the leaders of the previous National administration, who prevented the advance in Federal Reserve rates which would have curbed the frenzy. And esteem for these leaders still runs high despite the debacle which their policies caused.

A return to the previous low is marked by the weekly business index, although the movements it represents were irregular. Commodity prices declined in the week, but the Annalist sensitive price index was higher. June building was disclosed as a little ahead of that in May, but little more than half of the June, 1930, figures, and permits for the month were the lowest since January, 1921. Employment statistics showed further recession.

DRY GOODS CONDITIONS.

Hot weather and the reaction in various fields to European difficulties acted to reduce retail trade volume somewhat during the past week. The ordinary trend would be to some slackening in activity toward midsummer, so that unfavorable influences are more pronounced in their effect in the present circumstances. However, the usual Summer promotions are meeting with fair response, and no doubt the hesitation of the average consumer at making major expenditures is helping to hold up volume on numerous small purchases.

Should weather conditions permit more comfortable shopping and foreign affairs become more settled, the feeling is that a revival of hopeful sentiment will once more lead to active trade, especially in the larger cities and industrial regions. Purchasing power in the rural sections, of course, is manifestly suffering from the low prices being paid for agricultural products, and for the present, at least, prospects in the farm areas appear quite dubious.

In the various promotions which the stores are launching there is perhaps more basis than usual for contending that purchases can be made to advantage. Not only are prices much lower than a year ago, but quite a number of lines of merchandise offered reflect the desire of manufacturers to keep their plants operating. Should business make gains by early Fall, it is not at all unlikely that prices may move higher.

The wholesale merchandise markets during the past week were quite active as a result of the first large attendance of buyers for Fall needs. While results were not altogether in proportion to the number of store representatives on hand, it is felt that more shopping around may be indulged in this season than usual, but that volume in the end will be satisfactory.

PURCHASING POWER NEEDED.

In the discussions of the National debt problem, tariff barriers and international co-operation, a point often emphasized is that practically all countries are harassed by overproduction within their own boundaries and that, consequently, all steps except National isolation will fail to offer any practical solution of world-wide difficulties.

On the present economic set-up there is more than a little basis for this con-

clusion. As long as purchasing power of the masses is restricted to a low average then it is quite clear that overproduction will continue to be the leading problem. Certainly, larger markets cannot be supported by the very few consumers who at present draw the bulk of each country's income.

Agitation for higher wages is by no means new, and yet some of the definite facts connected with the means of overcoming overproduction are growing clearer, even though Mr. Coolidge in a statement on profitless merchandising erroneously asserts that the wholesale cost of most commodities is principally the cost of labor. The last census figures would have shown him that the cost of labor in manufactures of this country is somewhat less than 17 per cent.

What is not appreciated in the present depression is that not only have many workers suffered wage cuts but that a large number of them, through having to pay off instalment debts, have had this further reduction in purchasing power. The country witnessed what might be accomplished through an improvement in purchasing power when instalment selling expanded, but somehow or other the lesson was not driven home.

A survey of low wage industries is urgently required, it would seem, along with the necessary steps to see if their rates cannot be lifted.

HAMPERED BY TRADITION.

Retailing is a business which even its members are willing to admit is often tied too closely to tradition. Certain methods and practices have become established almost beyond the possibility of removal, although their value may be questioned on many occasions.

The returns question furnishes a case in point. Many executives would like to see what could be done toward reducing unwarranted returns by store customers, and yet they hesitate to adopt a practical program because of the feeling that their houses benefit through offering this convenience to the public.

An even more appropriate example of tradition is to be found in the general attitude of discounts. Some leading executives believe that they should ask for higher terms on certain lines which have offered only low rates. They could obtain the same results through increasing their mark-ups, but they feel that tradition is too strong and that there would not be a general following of these longer margins.

About the same thing holds true of retail wages and salaries. It has been demonstrated that where selling salaries are highest costs are lowest and profits largest, and yet these facts apparently are overlooked for compensation along the traditional lines.

What the business of retailing appears to need on many of its pressing problems is an outside viewpoint or an engineering approach which would not be bothered by tradition but would point out how profits might be achieved or increased. The new interest toward distribution may furnish some changes which may greatly aid the stores if they do not turn down the

suggestions—which is a tradition also which they often follow.

LESS TUBERCULOSIS.

A study of vital statistics has discovered encouraging progress in the fight against the dread disease of tuberculosis. Last year's death rate from this cause in the United States was the lowest in history and lower than most other countries where adequate records are kept. In fifty-nine leading cities it has dropped in twenty years from 177.4 per 100,000 population to 66.5.

Chicago has the best record in this respect. The heaviest mortality is reported from states with a large colored population and from districts where sufferers seek relief or prolong their lives as much as possible under a benevolent condition of climate.

Analysis of the reports reveals three chief factors which affect the death rate from tuberculosis. One is climate, a second is the economic condition of the population. This condition is important because wholesome living has much to do with the prevention and cure of the disease. The third is medical science and experience. In all the civilized world and particularly in the United States advancing knowledge has made progress against a disease which was at one time among the commonest causes of death. It still takes a heavy toll, but the figures prove a steady progress toward mastery of an ailment which was once considered incurable and which has always been nearly universal in its ravages.

A WILDERNESS SANCTUARY.

Despite the depression there are public-spirited men and women who are giving to the cause of conservation, as the successful effort to save the California redwoods demonstrates. Another worthy undertaking of the same general kind is the endeavor to save for the public a magnificent stretch of land and water on the border between Minnesota and Ontario—10,000,000 acres of forested lakeland containing islands, waterfalls and sand beaches without number. There should be a treaty with Canada setting this mighty realm aside, to be enjoyed by multitudes of folk in ordinary circumstances instead of being exploited for the benefit of logging industries, to its ultimate destruction. But a treaty is not made in a minute. Meanwhile Congress has passed a law which in part protects the area. The law will be attacked in the courts and the proposed treaty will be opposed. If this vast region is to be preserved for all the future, far-sighted and generous-hearted men and women must come to the rescue. The fight on its behalf thus far as been waged by a small group, calling itself the Quetico-Superior Council, whose activity has been in inverse ratio to its size. But it will have to be re-enforced if its efforts are to be successful. Here is a genuinely patriotic opportunity. The treasurer of the Quetico-Superior Council is J. J. Byam, vice-president of the First National Bank, Minneapolis.

No man can be happy without a friend, or be sure of his friend until he is unhappy."

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The collapse of the Michigan Drug Co. reminds me of a circumstance which occurred about forty-five years ago. James E. Davis, who was then the dominating head of the house, wrote me a letter, requesting me to call on him. I found it convenient to do so the next week, when he asked me point blank how much the Hazeltine & Perkins Drug Co. paid for the 16 inch space it then occupied in the Tradesman. I told him the price, whereupon he remarked: "You can make out a contract for a one inch space for a year. We will pay the same for one inch that Hazeltine & Perkins pay you for sixteen inches." The proposition looked so peculiar to me that I asked him what he proposed to run in his one inch space. He replied: "Only a few words: Williams, Davis, Brooks & Co. will sell anything in the drug line 5 per cent. cheaper than the price quoted in this paper." Of course, the negotiations ended right there.

I had a call last week from a broker who has been familiar with grocery conditions in the Middle West for about twenty years. Speaking of the utterly wretched collapse of the National Grocer Co., he remarked: "If Frank Letts had lived, he would never have permitted the National Grocer Co. to come to such an untimely end. Virgil was a good man to work under the instruction of Mr. Letts, but as an executive he was the most outstanding failure I have ever met. The fact that he continued to draw \$25,000 per year (and permitted Kruisenga to draw \$19,000 per year) when he knew the concern was losing \$1,000 per day plainly shows what a wretched financier he was on his own account. He did not get his idea of permitting such outrageous salaries from Mr. Letts. When Mr. Letts snugged up a dozen or more wholesale grocery houses into the Western Grocer Co. he was actuated largely by a desire to save the banks in which he was interested from loss. The houses owed the banks \$600,000. When he was asked what salary he wanted, he replied: 'Wait until we see how we come out.' When the indebtedness had been cleared up and the Western Grocer Co. was in a strong financial condition, he consented to accept \$5,000 per year for the service he had been to the company. Contrast this, if you please, with the \$44,000 per year Virgil and Kruisenga insisted on drawing out of the National Grocer Co. so long as they could keep the concern out of bankruptcy. The comparison shows the difference between the builder and the wrecker."

A sorry piece of news comes to me from St. Joseph concerning the forced sale of the St. Joseph Electric Steel Casting Co. to satisfy the demands of creditors. The particulars of the sale are thus set forth in a letter from a local correspondent, as follows:

The machinery, good will and business of the St. Joseph Electric Steel Casting Co., exclusive of the building and real estate, were sold July 4 at

public sale, under authority of the Circuit Court, to Frank H. Hatfield, of St. Joseph, for \$14,500, a ridiculous price. There were a large number of people at the sale, but very few bidders. It surely was a grand and glorious opportunity to acquire a bargain, for two electric furnaces alone cost over \$355,000, without installation expense, and are to-day in splendid condition. There were a dozen bidders interested in purchasing the furnaces, but the highest individual bid was \$2,500 for one furnace, which indicates that people are not going to pay very much at an auction or public sale.

The holders of the outstanding stock and creditors, whose claims amount to \$97,000, will receive nothing. There is a local group, with some outsiders, who are planning on organizing a new company to continue operations of the business here, so that there will be no shutdown of the plant. A shutdown in this business is more serious than most others, on account of production depending entirely upon customer's patterns, and when pattern equipment is once removed from the foundry, a customer is reluctant to make any more changes than necessary.

On account of the low bid that was made on the property, the trustee will be unable to take care of back taxes on the real estate amounting to several thousand dollars. This, together with the default of the interest payment due on the bonds July 1, is not a pretty situation for the bondholders. However, their equity in the value of the property would ordinarily be ample as the property was appraised by the American Appraisal Co. for approximately \$150,000. The bond issue outstanding is approximately \$80,000.

This incident is one of the outstanding features of the present period of depression—the forced sale of ordinarily good assets at 10 to 20 cents on the dollar under circumstances which leave nothing whatever for creditors or stockholders. The information I have in my file leads me to believe that the unfortunate condition of the company was due to incompetence on the part of a former manager who through ignorance or otherwise permitted the organization to become insolvent.

Muskegon county is certainly doing her share of road building this year—with the generous assistance of the State—but we will all be delighted when she can complete the gap of 1.8 miles of cement road which will give us a smooth and dustless thoroughfare all round Spring Lake.

With the issue of this week the Michigan Tradesman completes its forty-eighth year of successful publication. Perhaps it might not be out of place at this time to present some facts regarding trade journals which appear to be appropriate to the occasion.

In the development of American journalism there has already come into existence a fairly well standardized type of newspaper. So well recognized and so uniform are the contents of newspapers in general that it has been possible through the establishment of press associations, syndicates, news organizations and in other ways to place at the disposal of readers in all parts of the country newspapers which are substantially similar in appearance and contents so far as relates to mat-

ters in general National interest. It is the special local content or news that differentiates the rank and file of newspapers from one another, except in so far as such differentiation is effected through a difference in editorial content or policy. Even the latter difference is more or less steadily lessening or perhaps even disappearing.

In this movement toward standardization certain exceptions have stood out conspicuously. In all parts of the country there have been here and there newspapers which seem highly individualized by reason of their refusal to assimilate themselves to the general rank and file of publications by which they were surrounded. In some cities, moreover, there have been developed specialized newspapers whose appeal is primarily to one particular class in the community. Thus there have grown up able financial, industrial and trade journals, journals of sport, of literature, art and of other fields, some of them published monthly, some weekly and some daily. There has tended to be, even among these specialized publications, a certain degree of standardization; those in one particular field or class gradually assuming a similarity of content and method; although, as already stated, outstanding examples of highly individualized newspapers may be found in every part of the country and in every field.

The Michigan Tradesman, early in its career, undertook to avoid both the so-called general newspaper field and at the same time the highly specialized, though closely standardized, field. It sought to become an individual newspaper dealing with business at large and closely informed upon all economic questions. This general purpose the Tradesman has held before itself throughout its history. In this way, it has gradually come to cover the entire business field and has developed itself as a general newspaper of business. Its view in so doing is that business or economic life as a whole is a unit essentially, and hence demands a unified treatment which is impossible where attention is solely concentrated upon finance or upon some specialized branch of industry. What is called "general business news" has thus become an important element in the work of the Tradesman.

Every business man is engaged in some business particularly and desires information about and guidance, perhaps, in that particular business. It is, therefore, necessary that a newspaper dealing with business shall direct its attention in a specialized way to those branches of business in which its readers are particularly interested. The result has been the evolution of a series of sections or departments within the Tradesman, each of which endeavors to cover an important branch of business, and in each of which it is sought to give expression to the views, wishes and ideas of that particular part of the business community. The editors of these particular departments are expected to familiarize themselves with the views of leaders of business and industry in those particular lines and thus to be able to give expression

to the wants, needs, views of these several sections of the business world. It is thus, in a sense, a series of business newspapers united together by an identity of treatment into a single general business newspaper. Its purpose is to present the news and ideas of the chief fields of business and to combine them in such a way as to make the whole a consistent treatment of business as an aggregate. In developing this conception of business journalism, the Tradesman has always occupied a unique position.

Development of such an idea of business journalism has necessarily implied a definite concept of the subject. That concept has been the presentation of actual facts from a non-partisan and colorless point of view in such a way as to represent the actual truth as nearly as, subject to the difficulties and obstacles present in all newspaper work, would prove practicable. The ascertainment of facts, so far as possible, directly from those who are concerned in events, and the getting of authentic statements of intention and attitude has necessarily been a fundamental element in the working out of this idea of business journalism. Editorially it has involved entire freedom from control originating with outside interests, and has involved the analysis of public questions from a strictly independent viewpoint with the purpose of exhibiting as clearly as possible the conflicting elements at work in every question. The policies of the Tradesman have consisted, therefore, in the advocacy of those legislative objects and methods which were consonant with sound economic ideas and the avoidance of special pleading or the advocacy of measures and schemes calculated to work in the interest of any particular section or group of the business population to the disadvantage of any or every other. In view of the fact that trade questions and trade policies are infinitely complex, and in many cases involved no broad problems of general public welfare. The Tradesman has usually abstained from taking sides on issues which involve matters predominantly concerned with trade practices, conflicts of interest between different groups, and matters of analogous character. It has contented itself with the publication of the facts about such issues, while its opinions when expressed have related chiefly to matters of public policy and economic principle.

As years have passed, the United States has become undoubtedly the leading country of trade organization. Multitudes of such organizations exist to-day. They are doing a valuable work in developing business opinion and in focusing it upon legislation and administration in general. The policy of the Tradesman has invariably been to maintain a close and friendly relationship with such trade organizations as have been conducted along honest and legitimate lines, because by that means it was enabled to keep its finger on the pulse of business and to know both what was being done and what was desired by business in its organ-

ized form. It has, however, never regarded itself as the agency or representative of any trade organization, nor has it ever become the authorized channel or intermediary through which such a business organization expressed its views to the public. Its conception of itself has been that of a truthful and reliable agency for furnishing information to all members of a given trade or profession. Insofar as business organizations could assist in performing this function the Tradesman has desired to stand in close relations to and to assist them, but it has conceived of this duty as quite different from that of promoting the interests or advocating the views of any particular trade group, even as officially set forth by an organization no matter of how authentic or highly responsible a character.

A very similar policy has guided the Tradesman in its relation with public men. On many occasions throughout its long history it has stood in close relationship to various public figures; and frequently members of its staff have drafted legislation, prepared public documents and furnished expert advice; besides not infrequently acting in administrative capacities for Federal, State or local governments. In such work the Tradesman has conceived of itself not as giving expression to the point of view, or as becoming the "organ" of any particular man or party. In fact at times the paper has found it necessary to oppose the view and wishes of members of its staff who were engaged in public work as individuals, or who had allied themselves with some particular cause. The Tradesman has endeavored to maintain a closely friendly relationship with public men of all parties simply for the sake of keeping an authentic connection with sources of information and of knowing precisely what was the attitude of the different individuals or groups whose efforts at any given time were shaping public opinion and policies. For these reasons the Tradesman has always been what is called an "independent" newspaper—not allied with any particular party or element, and never supporting the policies or ideas of any particular party or individual, unless it could find reason for approving them upon the basis of its own general policies or principles. In particular, it has refrained from "personal journalism," seldom, if ever, taking sides for or against any particular candidate of any definite party, unless in those few cases where an individual had become so identified with some sole outstanding issue as to be practically inseparable from it in public thought.

The departmental policies of the Tradesman have necessarily been of a kind which would assimilate with its general tenor and editorial point of view. While it has endeavored to give expression to the views and needs of different branches of business, it has subordinated such expressions of opinion to the general or controlling policies which were dominant in the paper as a whole. There are many phases

of activity and elements of policy in every branch of trade, which are peculiar to itself and which have no necessary bearing upon, or antagonism to, the more general phases of public questions. In dealing with these distinctly trade issues, the effort of the paper has been to guide itself by the general welfare of the branch of business under discussion, and to refrain from the advocacy of policies which in any way would tend to limit the field, or curtail the activities, of individual members of the trade affected. It has not hesitated, therefore, to modify its trade policies from time to time, as the problems and organization of business changed, recognizing that changed conditions require changed remedies and methods, and that what is at stake at all times is the greatest good to the greatest number. This general policy has not prevented the paper from undertaking at various times active participation in movements or campaigns for the purpose of improving general business conditions in some particular branch of trade in which it is interested. For example, its participation in the pure food movement is well known, and resulted in bringing influential aid to the support of the demand for cleaner and better methods in the preparation of foods, especially canned goods, and the more complete carrying out of the Federal pure food law.

This summarized statement presents in brief form the nature of the work of the Tradesman, and makes plain what the newspaper itself is. It is a general reflection and analysis of current business, specialized and departmentalized to suit the needs of the different branches of trade, but with its different parts bound together by a comprehensive survey of the entire economic situation. It is an independent and non-partisan publication, controlled by no special interests, yet not hesitating to bear its share in the work of legislation or the improvement of business conditions through administrative action, regardless of party. This place in the journalism of the United States has been gradually developed and earned during the past forty-eight years of effort by the Tradesman. It not only occupies this field to-day, but it is still engaged in the task of broadening its service and enlarging the scope of its activities.

Contrary to the experience of last year, no whitefish have put in an appearance at Holland, Grand Haven or Muskegon this season. They are in evidence at Michigan City, St. Joseph, Saugatuck, Pentwater, Ludington, Manistee and Frankfort, where the fishermen are having good hauls. One Pentwater fisherman had a haul of 1,100 pounds Monday from two day's netting. A period of Northwest wind is expected to bring them back to the ports first named.

Professor Blumenthal, the distinguished psychologist, has taken up his abode at South Bend, where he is the lion of the day. He has all the personal patronage he can attend to and has much corporation work in

prospect. He has completely regained his health and is as full of vim and determination as a fire horse.

The Hoekstra Ice Cream Co. (Grand Rapids) is somewhat distressed over the rumor that it aims to consolidate with the National Dairy Co. The management insists that such a disposition of his property has never been even considered by the directors.

E. A. Stowe.

Play Up Sausage Department Constantly.

A well-managed sausage department in a retail meat store or a general food store is a particularly valuable adjunct, especially in the warm summer months. Sausages, judging by increases in volume of sales, are growing more popular continually.

At the present time a sausage advertising campaign is being conducted in the city of Chicago, under the auspices of the Meat Council of that city. With their permission, we are reprinting the introduction paragraphs of a booklet which they have distributed to Chicago retailers, in the hope that you may increase your profits by building your sales of sausage.

Selling sausage is as simple as it can be profitable.

No expensive equipment is required, no costly stock involved. About all that is needed is a willingness to display sausage and to talk sausage to the consumer. Probably no other meat product sells itself as readily on proper display as sausage.

Sausage is important to the dealer not only because it is profitable merchandise to handle in itself, but also because it can be used repeatedly and continually as a means of adding a sizable amount to the customer's meat order, and in this way increase volume and decrease the dealer's cost of doing business.

Sausage, moreover, is easy to handle. There is virtually no shop shrinkage, almost no time at all is required for cutting or preparing for the consumer, and it can be wrapped easily, quickly, and inexpensively. In brief, sausage is a very desirable product to handle and sell.

A book could be written about the art of selling sausage, but some of the most essential and valuable points can be expressed briefly as follows:

1. Give a definite space in your store to the display of sausage.
2. Place the display counter or case in the front part of your store, if possible—right where everybody coming in will be sure to see it.
3. Display sausage in your windows whenever you possibly can.
4. Neatly label all sausages on display so your customers will know what to ask for. Frequently people hesitate to buy when they don't know the name of the object they want.
5. Show the prices of all products on display. This is one of the best means of stimulating sales. The figures can be lettered neatly on the small card used to show the name of the sausage.
6. The addition of suggested uses to the card showing the name and price of the product also will be a powerful aid in stimulating sales. Thus,

the card referring to liver sausage might read:

Liver Sausage
Price To-day 25c per Pound
Fine for Sandwiches, for Frying, for Croquettes, and for Broiling
Try Some To-day

7. Since neatness and cleanliness are most valuable selling aids, cases in which, or counters or tables on which, sausage is displayed should be kept clean, neat and attractive.

8. In displaying sausage, the skillful use of parsley or fern leaves will help to add a touch that will appeal to the eye of the consumer.

9. Displaying sausage in combination with other foods, if done neatly, is sure to attract attention and aid sales. Showing bologna or liver sausage sandwiches, for example, or a platter of cold meats garnished with parsley and pickles, or a delicious looking waffle with a few nicely browned pork sausages on top all will help to increase your sausage sales.

10. When you have cut sausages on display, be sure to trim the surface frequently enough to assure an attractive appearance. Discolored sausage and sausage which has the appearance of being dried out will discourage sales.

11. Require your employees to suggest sausage at every opportunity. This should be done tactfully, of course, or some customers are likely to resent it. One good way is to suggest the purchase of a specific kind of sausage for a specific use, such as, for example, bologna for sandwiches, pork sausage for breakfast, frankfurters for picnic lunches, et cetera.

12. Utilize every opportunity to tell consumers of the merits of sausage; of the fact that it is high in food value and relatively low in price; that it is virtually all food and without waste; that it is highly pleasing to the taste, and that it is available in many forms and varieties, some of which are sure to appeal to every consumer.

13. Train your salesmen to ask customers, after having sold them a meat order, "And now, Mrs. Smith, how about a little bologna to-day? It's so nice in sandwiches." Or "These are good pork sausage days, Mrs. Jones. How about some for breakfast?" Or "Have you ever tried liver sausage sandwiches, Mrs. Brown? Your bridge club members would enjoy some, I'm sure."

14. Finally, think sausage, talk sausage, interest your customers in it, sell more of it. There's money in sausage. Get some of it for yourself.

John Meatdealer.

The exceedingly hot weather during the week was both an aid and a detriment to men's wear retail sales, as it stimulated purchases on some goods, such as underwear, but was partly responsible for keeping consumers out of stores, due to the discomfort of shopping. On the whole, however, volume was regarded as fairly satisfactory. Sales on furnishings attracted a good response, due to the attractive values offered by most stores, but purchases on Summer clothing began to decline, as the season is advancing. Linen suits, however, continued to receive attention.

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

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

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

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

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

GRAND RAPIDS TRUST COMPANY

UNIT OF**GUARDIAN DETROIT UNION GROUP**INCORPORATED

FINANCIAL

Automobile Men Predict Trade Gains Soon.

Detroit, July 20—Now that the moratorium matter has been agreed upon, the eyes of the business world as a whole, and those of the automobile industry in particular, are focused on Detroit. Bankers and business men in other financial centers are asking the same question: "When is the motor industry going back to, or above, normal?"

The belief prevails among men in high places throughout the Nation that the automobile industry will pull business back onto smooth highways after traveling for nearly two years over a muddy detour.

There is no denying the fact that the industry is setting the stage for the inevitable comeback in a most comprehensive way. New models in the last several months have been numerous; more new ones will be announced before the end of the year which will have worked into them many important elements of new inventions which, it is said, will make driving and riding much easier. And from an economic standpoint, the whole line-up could hardly be improved upon.

Thousands of people, perforce of inability to finance new automobiles, have been paying off the two-year-old debts on old cars. This soon will be finished, and with their present cars worn down to a nominal value, this same army of motorists will then enter the market for something new and improved—and at lower cost than ever before in the history of the industry. And credit will do the trick as ever before.

The psychology of comparisons is seldom better illustrated than in the report of sales by General Motors Corporation for the first half of the current year. Sales were larger in June, 1931, than in June last year by approximately 15,000 units, and the decrease for the first six months was but about 44,000 units from that of one year ago.

Chevrolet continues to be the industry's sensation with a far greater demand for its product than during the same period one year ago. June output was 84,597 units compared with 78,472 in June, 1930. The 500,000 mark for the year was passed early in June.

The action of one manufacturer who entered the low price field a year or so ago in choosing the normally dull period of the year to bring out a new model with a somewhat radical engineering change is admitted in some quarters to have given pause to whatever plans his close competitors may have had to close down their plants for another mid-summer vacation. The widespread advertising campaign that accompanied introduction of the new car also is believed to presage more than the ordinary activity in the entire low-priced car field.

There has, however, been a seasonal tapering off of sales activities as well as production in the industry as a whole, the recessions having been more orderly and not nearly as extensive as automobile executives had anticipated. Belief prevails, in fact, that July will

mark the low point of the year in output and distribution. Heretofore November and December have been the "quiet" months.

During the two final months this year, several new models will be brought out. This fact, alone, will call for a speeding up of production.

Some of the plants are planning another mid-summer "vacation period," but up to the present time none of the leading producers has made any such announcement. With the low price field becoming more competitive than ever before there is a possibility the larger producers may decide against a shutdown.

Each of the three producers in the low price field—Chevrolet, Ford and Plymouth—watching every move by their competitors, feel that a shutdown at this time would work to their disadvantage at a time when the industry is believed to be just getting its basic momentum for the upward climb.

Although the annual automobile shows in New York and Chicago are still several months "up the road," they are being looked forward to by manufacturers generally as the time when opportunity will be afforded for a reliable appraisal of what 1932 holds for the industry. It is anticipated that more new models will be shown at next winter's shows than ever before, regardless of the comparatively lean year which will then have just closed.

Motor vehicle speed legislation must rate 1931 as one of its most active years. With the final count now in the record shows that nine states modified their laws in some way, and in every case where a revision was made it was in an upward direction. Changes made in state speed regulations indicate forty-five miles per hour to be the most popular arbitrary maximum.

No one is predicting a spurt in automobile sales the remainder of the year. Leading executives, however, are confident of highly satisfactory results and see the business in general gaining ground, as it did in the good years leading up to 1929. Perhaps the moratorium will prove to be the right tonic.

[Copyrighted, 1931.]

May Expect Reasonable Prosperity Before European Adjustment.

Assuming that Germany's financial embarrassment will have an adverse influence on world trade recovery, tending to prolong the business depression, will the United States be able to emerge from the shadow before adjustments abroad have been completed?

That is a question American financiers are pondering. Uncertainties involved in the Paris and London negotiations, obscuring the outlook for foreign trade, naturally tend to restrain optimism, but the fact that political negotiators are giving greater consideration than usual to economic problems warrants a hopeful view.

When in a crisis such as this dire happenings become so clearly visible that they may be studied, the worst that can happen rarely comes to pass. That is the philosophy of a clear-thinking New York banker who has followed closely the dramatic episodes in Europe's post-war history. And it explains why he feels America may

enjoy reasonable prosperity even though Europe may require several years to solve its financial problems.

If we were asked to formulate a program for a dictator in this country, he tells you, he would stress five points.

In the first place, he would favor economic—not political—co-operation with Europe.

He would modernize the Sherman anti-trust law to permit agreements limiting production to economic requirements, thus checking the ruinous competition and waste of our mineral

resources, without, however, granting monopolies.

Greater initiative on the part of railroad managements would be encouraged without removal of Government regulation. Railroads at present are too much like kindergarten children

M.W.S.C.

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who must raise their haps to an Interstate Commerce Commission teacher every time they want anything, he says,

Experiments in providing agricultural relief he would continue on a more moderate scale in the hope of finding a correction of price maladjustments.

Lastly, he would modify prohibition, which, he says, has reduced Government revenues by hundreds of millions of dollars and wrought great harm to the country's social fabric.

Such a program, contemplating relief for industry, agriculture and the railroads, you are assured, would restore a sufficient volume of business in this country to keep us from worrying over European affairs. Although it could be made effective almost over night, its proponent doubts whether the public is ready for acceptance.

The outlook for a gradual solution of the great world problems is not hopeless, however, and one by one needed adjustments will be effected. The hill seems higher from the foot than from the top.

William Russell White.

[Copyrighted, 1931.]

Trading.

In establishing a trading position in the bond or the stock market, become a bull or a long pull investor, as this is the right side of the market. One should take a cynical attitude toward the market. Believe nothing you hear until it has been verified. The best advice is to trade alone and do not listen to tips and opinions on a lot of world-wide topics such as wheat, silver or other situations, by a lot of people who are not qualified to discuss these subjects.

Base your activities on fundamentals and the technical side of the market. It is also a good policy to only watch a few stocks, but know these stocks thoroughly. Become acquainted with their earnings and assets, book value of the stocks, previous highs and lows, dividend rates, dates of meetings of the board of directors for important announcements and also the industry in which it operates. However, one should not forget that quarterly reports are past news and that statistics are past history but credit conditions, the money market and commodity prices are big factors in the stock market.

Do not make commitments on past history except as has been mentioned before, to discount good or bad news. In later articles, volume of sales in the market will be considered as a barometer of the enthusiasm of pessimism of the buyers or sellers and is one of the most important factors in trading in the market. This is on the theory that the biggest participations are at the top of the market. Jay H. Petter.

A Business Man's Philosophy.

The dinner had been so good that one of the guests asked the hostess about the cook.

The lady explained that the cook had formerly been employed by an elderly couple who paid higher wages than she now received.

"I asked her why she came to work for me," said the hostess. "Her an-

swer was that nothing ever happened at the other place."

Activity, something doing, change, a sense that one is alive—these are among the factors included in what is known as "psychic income." Economists recognize that men do not live by cash alone. If the uniform is gay, some Negroes are said to be willing to work as doorman for almost nothing.

One can easily imagine that cooking for an old couple who rarely entertained would be dull, and that a woman who liked action and people would prefer to work for less money at a place where "something was doing."

Some workmen would consider a night watchman's job in a cold storage warehouse impossible at any wage. Active men of lively temperament become ticket-takers on merry-go-rounds, or drivers of taxicabs.

It is a frequent source of wonder how irascible employers can get any one to work for them. The explanation probably is that the flighty boss keeps things stirred up, thus making life interesting for his assistants.

William Feather.

Corporations Wound Up.

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

Mt. Forest Fur Farms of America, Inc., Detroit.
Jackson Gas Development Corp., Jackson.
Saunders Michigan Stores, Inc., Detroit.
Columbia Properties Corp., Detroit.
Winston & Coon, Inc., Saginaw.
Mead Drug Co., Escanaba.
Absopure Refrigeration Corp., Detroit.
Home Furniture Co., Saginaw.
Tecomseh Supertile Co., Tecumseh.
Universal Accordion Manufacturing Co., Detroit.
Gratiot Avenue Land Co., Detroit.
Cambridge Land Co., Detroit.
Westwood Land Co., Detroit.
Dorset Land Co., Detroit.
Jominy Realty Co., of Detroit.
Warren-Dearborn Land Co., Detroit.
Jones Investment Co., Detroit.
Deannan Road Land Co., Detroit.
Bee-Craft Corp., Detroit.
Weaver Brothers Co., Clinton.
Superior Oven Co., Albion.
Blancett's, Inc., Detroit.
First State Contract Co., Detroit.
E. & B. Manufacturing Co., Ypsilanti.
Union Sanitary Rack Manufacturing Co., Albion.
Lambrecht-Kelly Co., Detroit.
Roberts & Schaefer Co., Lansing.
Oakwood Realty Co., Oakwood.
White Pine Extension Copper Co., Detroit.
Redford State Savings Bank, Redford.
Fort-Twelfth Corp., Detroit.
Arenac Oil and Gas Development Co., Whittemore.
Rentz Realty Co., Detroit.
Kean Realty Co., Detroit.
Budd-Willer Jewelry Co., Inc, Pontiac.

Picture Frame Orders Ahead.

A steady demand for novelty picture frames is an outstanding feature of this season's gift trade. Sales of frames since the early part of June are 10 to 15 per cent. ahead of those made last year. Wood, metal and combination metal and glass numbers are active at this time in retail ranges of \$5 to \$7.50. The metal and glass type lead in the volume of orders and are especially popular in the 5x9 inch size.

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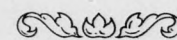
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Sees More Profits in Private Brand Goods.

Most canning factories have their factory labels and also use private labels for those who want them. Labels identify merchandise and make it possible for us to feature our pet brands. When a label is advertised extensively and vigorously we now call it a nationally advertised article. A nationally advertised article would seem to be the thing to tie to, because of its easy salability. We like to sell merchandise and that which sells readily should be preferred. So why not sell nationally advertised products. But we must have a fair profit. Can the fair profit be obtained on nationally advertised articles? That is where the rub comes in. So many merchants, particularly the chain stores, do cut the price of nationally advertised products. When the price of any well known article is cut continually, the cut price becomes the regular price, and this price leaves no profit for the retail grocer.

The retail grocer is forced to go to a private or controlled label, where he can take a legitimate profit. How far must the retail grocer go with his private label? It is a heavy question. There is none who can answer for all. Each of us must solve the problem for himself. You are a retail grocer. You want all the customers you can get. If you are wise you will not let your customers go to the chain stores to obtain nationally advertised merchandise. You must carry some and a progressive merchant will let his customers know it, by displaying conspicuously with prices very close to that of the chain store. You may have to sell for less than is fair, but you must do it. You must hold your customers.

You cannot handle all the brands of merchandise that customers may ask for. You will have too many duplications. You must cut your number down to as few as possible.

A grocer should carry a controlled line of private label canned merchandise wherein the fair profit could be obtained. If he is very sure his private label or controlled label covers good quality merchandise, he will naturally push it in preference to nationally advertised products, to hold them.

J. C. Harline.

Death of Roy O. Carscallen, the Selkirk Merchant.

Two days after an operation at Mercy hospital, Bay City, Roy O. Carscallen, well known in Ogemaw county and this part of the State where he had spent his entire life, passed away early Monday morning. His death was caused by malignant cancer of the stomach.

About three weeks ago he suffered what the family thought a partial stroke, after which he seemed to make a recovery. Following a week's illness he went to Mercy hospital for observation, and last Friday was operated on for stomach trouble after X-ray diagnosis. The operation disclosed a malignant cancer growth. He rapidly failed after the operation and passed this life early Monday morning.

Mr. Carscallen was born at Omer, Arenac county, 53 years ago, where he entered the mercantile business

early in life as an employee of the Squires & Sterling Mercantile Co. He came to Selkirk when 23 years of age in the employe of W. C. Sterling, and shortly thereafter formed a co-partnership with his brother, Herb, who preceded him in death only a few years ago. Carscallen brothers built up a substantial business at Selkirk which has been continued by Roy, as he was familiarly known, since the death of his brother.

Roy Carscallen was a man among men, and through his very pleasing personality had acquired many very warm personal friendships, which is a legacy that is to be cherished by the family. He was a man who believed in his fellowmen, and throughout his career practiced the "golden rule" of life. He was a friend of all, and will be greatly missed by the people of his community. His acquaintance was large, and perhaps, no one in our county was more widely known than R. O. Carscallen.

Seldom is it the privilege of a man only 53 years old to live to crowd into that brief span the wealth of friendships, the achievements of having exerted a good influence on the people with whom he came in contact, as was the heritage of Roy Carscallen.

The immediate family who will mourn his death other than Mrs. Carscallen are: one son, Fletcher Carscallen; two daughters, Adeline and Gladys Carscallen; one brother, Syd Carscallen, all of this county, and one cousin, Fred Carscallen, of New Mexico.

Roy Carscallen was a member of West Branch Lodge F. and A. M., Elf Khurafeh Temple, Saginaw and the Consistory at Bay City. Many of his fraternal associates attended the funeral.

Funeral services were held from the Selkirk home Wednesday afternoon. Rev. Herbert Wilson, of the Trinity Episcopal church, officiated at the house service, while the West Branch F. and A. M. lodge had charge of the burial service at the Selkirk cemetery. —Ogemaw Herald.

The Danger of Waiting.

Life can play foul jokes on people some times.

In a large Middle Western city there was a grocer who worked and saved too hard to have very much fun, so that his old age would be provided for.

For fifty years he stuck to his grocery store. He worked and saved too hard to have very much fun, but he was looking forward to the day when he could retire. Then he would have his fun. He would have money and leisure and he would hake up for the years of hard work.

Well, he finally retired—money in the bank, an assured income, a nice home, everything he needed. "Now," he told his friends, "I am going to enjoy life."

And just twenty-four hours after he had retired he dropped dead.

If a novelist put that in a book we wouldn't believe it. We would say that things don't really happen that way and we would accuse the novelist of straining too hard for an ironic effect.

But life takes queer twists that are

not permitted to good fiction. It all happened, precisely as it is described here; and all we can do is admit that there are times when wisdom and prudence are horribly confounded.

As a matter of fact, this sort of thing happens fairly often—in a little different way. Not many people who have prepared for a carefree and leisurely old age die just as they begin to taste their reward, of course; but they get cheated out of their dues, just the same. They find leisure, after a lifetime of hard work, is boredom. They find that they have forgotten how to play. They find that the empty hours are depressing because they do not know what to do with them. They find themselves feeling that they have been put upon the shelf, and they grow ten years older in twelve months.

Perhaps we aren't meant to be too cautious. Deferring one's happiness to the end, when one will have time and the means to take it, is risky. For most of us that gilded to-morrow will never dawn. If we don't get our happiness along the way we shall never get it at all.

That is a lesson worth learning. The real joy of living is not something that can be banked and drawn on at some future date. It has to be taken from day to day. It is compounded usually of many little experiences. The haze

of an autumn afternoon over a flaming woodland; the confiding smile of a child, nestling in one's arms for a fairy tale; the smell of a clear wind as one trudges along a beach of blue water; the sudden revelation of tenderness in the eyes of a loved one; the brief, vanishing strain of a bit of music—of such things is a satisfying life fabricated. You cannot postpone them, you cannot wait for them. You must get them as you go along, or you will miss them entirely.—Lapeer Press.

Spring Woolens To Be Delayed.

Although some clothing manufacturers expect to look over Spring woolen lines within the next two weeks, official openings of these goods will not be held until late in August or early September. Some of the mills have swatches and colors of the new woolens and worsteds ready, but complete lines will not be shown for some time. Prices on the Spring goods have not been discussed yet, but it was indicated that they will be lower than last year's Spring lines, according to the tentative estimates now being made by mill men.

Albion—Paul J. Hawes who purchased the North End Drug Store from K. N. Burlingame, has opened the store for business.



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Points To Watch When Writing Collection Letters.

It goes without saying, that a retail merchant or any other business man has the right to use forceful language when writing collection letters, if he believes the situation demands it. He has a perfect right to call a spade a spade, and inform a lagging debtor just what may be expected if payment is not forthcoming, so long as he keeps within a few well defined limitations.

For, while a merchant is allowed a wide latitude in writing collection letters, there are certain restrictions that he should always have in mind if possible after trouble is to be guarded against. As these restrictions may for convenience be divided into two divisions, i. e., those governed by state laws and those controlled by Federal laws. Now let us examine these divisions in some detail.

As may be expected, the laws of the different states are not uniform in their restrictions on the writing of collection letters. But generally speaking, the use of threats that tend to humiliate or degrade a debtor in the eyes of his neighbors or associates are frowned upon. And, as illustrations of what the courts have held to be unlawful in situations of this kind, let us take the following:

It has been held that for a merchant to threaten a debtor with criminal prosecution unless a certain bill was paid was violative of a statute against extortion. And that this was true even though the debt was a just one, for the object of the statute was held to be to discourage the invoking of criminal laws of the state to force payment of a private obligation.

And in another state, Missouri, the court held the sending of a letter, in which a merchant threatened to advertise a claim for sale unless it was paid, was held to be a violation of a statute against threatening letters. This seems to be the only case in which the courts have gone this far in construing threatening letter statutes, and it is given as an example of how drastic the rulings on this subject may be.

So too, the sending of a letter in which the merchant threatened to report the debtor to the board of trade, if a claim was not paid, was held to violate a New York statute. This statute made the sending of a letter with intent to annoy or harass a person a misdemeanor, and provided certain penalties, and the above letter was held to fall within its terms.

Here, we find the greatest danger arises through the mailing of what is termed non-mailable matter with the object of having delivery made through the post office. And, generally speaking, the law forbids the mailing of letters or post cards that carry terms, words, or epithets upon the outside cover, that tend to reflect injuriously upon the character of another. The courts have held the following to be violations of this law.

Where a merchant wrote on a post card, "If it (the bill) is not paid at once, we shall place same with our lawyer for collection." And, where a post card recited, "I see you do not in-

tend to pay any attention to your agreement," the court held this violated the law since the language used was clearly intended to reflect upon the character and conduct of the debtor.

The foregoing are fair illustrations of expressions which, if placed upon the outside of a letter, post card, or other paper that is mailed, may cause trouble to the merchant. And, in conclusion, the danger points in writing collection letters may be summed up as follows:

DON'T use a post card, or other uncovered paper, when writing a dunning message to a debtor. And don't place a message of this kind on the outside envelope that is addressed to a debtor. You might get away with it, depending upon the words used, etc., but there is always an element of danger here that may lead to a conflict with the post office authorities.

As to state laws, don't threaten to have a debtor arrested on some criminal charge unless he pays, and don't threaten to expose him to disgrace or humiliation of any kind as a means of compelling payment. For, while a merchant might not incur liability through letters of this kind, depending upon the facts of the case, there may be great danger in this procedure. And, generally speaking, threatening letters of this kind should not be employed in collection correspondence.

Leslie Childs.

Does His Athletics at Home.

C. L. Glasgow is not particular just now about shaking hands in the old "pump handle, up and down" fashion of the old days, in fact he'd rather just incline his head in greeting for a few days, and he's awfully cautious when it comes to approaching stairs of the polished wood variety, whether he's going up or down. He started out to do a flight of them the other day, all at once sort of changed his plan, by acrobatic work, but broke the little finger of his right hand in saving himself from the longer fall and the "forty seven" other hazards. This had no connection with the recent surprise at the Glasgow home, neither was it an "after effect."—Nashville News.

Expect Fall Volume on \$1 Curtains.

Early buying in the popular-price curtain market this year has given manufacturers a clear idea of both style and price for Fall. Producers are convinced that curtains in the \$1 range will draw the greatest volume in spite of the emphasis placed by buyers upon 59 and 79 cent merchandise. The manufacturers expect that the low price goods will be used as special sales offerings and the \$1 grades carried throughout the season as regular merchandise. Dotted grenadines, ecru and sand shades have been ordered by the stores in good volume.

Happiness in this world, when it comes, comes incidentally. Make it the object of pursuit, and it leads us a wild-goose chase, and is never attained. Follow some other object, and very possibly we may find that we have caught happiness without dreaming of it.—Nathaniel Hawthorne.

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INVISIBLE PAYMENTS.

Enormous Contributions America Makes To Foreign Countries.

Probably a good many of you this afternoon had samples of the usual Sunday traffic. I am going to ask you, now, to imagine a procession of automobiles that will absolutely dwarf anything you may have seen this afternoon—impossible as that may seem. I wish you would try to visualize, if you can, a line of 5,409,458 American cars. We will allow them fifteen feet of space apiece. How far do you think that line would reach? It would be no less than 15,300 miles long. It would extend as far as the entire round-the-world route of the heroic airmen, Post and Gatty. That big parade represents the number of automobiles belonging to Americans which passed from the United States into the Dominion of Canada "for touring purposes" (as the official phrase goes) during the year 1930.

In those cars were American citizens with vacation money in their pockets—perhaps not as much as in 1929, but nearly so. And they spent it, vast amounts of it, in that great friendly commonwealth to the North of us—left it there for Canadian use and enjoyment, in return for the delights of camping in the woods or listening to the chimes of the Parliament House at Ottawa or looking at the peaceful, picturesque old-world villages of the French-Canadian "habitants," or other satisfying pastimes which Canada knows so well how to supply.

Consider the growth of such expenditures. In 1922—only eight years before—Americans had spent in Canada the relatively small sum of 76 million dollars. According to the most careful computations by our experts at the Department of Commerce, the total in 1930 was approximately 266 million dollars. Considerably more than a threefold increase. As regards the actual number of our people visiting in Canada, we find that the so-called "depression year" 1930 showed a 20 per cent. growth over the immediately preceding year, 1929. Here, I think, is an interesting fact: The tourist traffic between the United States and Canada involves a larger total expenditure than that between any other two countries on the face of the globe, and the rate of growth of the traffic has had no parallel in the history of international touring.

Now why get excited about how tourists spend their money? Just for this reason: it is one of the biggest items in all our international business, financial or commercial—and we have been hearing a lot about that lately. "Tourist expenditures" sound like something trivial—post-cards, roadside lunches, Indian blankets (which may have been made in Chicago) and so on. But, as a matter of fact, this item is of vital importance in helping foreigners pay for things they buy from us or for the money they borrow from us. And so this money spent in tourist traffic beyond our frontiers goes to make up a major item in that illuminating compilation which we call the "Balance of International Payments of the United States." It has appeared annually at this time ever since it was

launched a number of years ago by President Hoover when Secretary of Commerce to clear up the hitherto almost unexplored field of the invisible items in our business relations involving in some recent years as much as nine billion dollars. The study that covers all the tremendously varied items for the year 1930 has just been released. I want to give you to-day a few glimpses of it and try to point out a pathway or two through the apparently formidable "forests" of statistics.

We should not be scared away by figures, by tables or by charts, even when they seem austere. Figures really are not dry. When you penetrate to the acts and impulses and desires that underlie them, you find that they are intensely human. And the figures in this "Balance of International Payments" represent, in one way or another, pretty nearly the entire gamut of human incentives, energies, emotions and experiences. They portray the acquisitive instinct—the passion for a larger life—the restless impulse to trade and barter—the ambition to master new fields—the powerful sense of social obligation—the deep affection for distant dear ones—the generous wish to minister to suffering or need—the determination to lay lanes of swift transport around the earth—the keen and ardent urge to enrich one's personality through new sights and broader knowledge and a deeper, truer acquaintance with the ways of our fellowmen. All those things—and many more—lie behind the arrays of figures in a Balance of International Payments. Because, quite inescapably, every one of those human impulses and accomplishments involves the use of money.

As we realize that we see how absurd it is to make the frightfully common mistake of thinking that international business is simply made up of interchanges of concrete, material, "touchable" articles of merchandise—the things about which there has been so much tariff uproar, pro and con. There are items in foreign business running into billions in their total value which lie far beyond that zone of fire. Foreigners who owe us money, either for our exports or for loans, war debts, or what not, may pay us not only in goods or gold, but in services sold to our business men or tourists.

The trades in tangible goods are enormously important, to be sure. I would not dream of attempting to slight or minimize their foremost place in the business movements between different countries. But we must everlastingly be conscious that they form only part of the story—that there are many other currents of tremendous force and influence that simply cannot be gauged by those elemental standards of size and weight and "touchability." They are more or less invisible currents; in estimating them we must be guided by "the evidence of things unseen," but none the less real and potent.

One of the biggest facts about modern business is that such business has increasingly transcended and exceeded the boundaries of the trade in goods of bulk and burden. To an ever greater extent the payments passing between

nations are payments for services, for the use of funds, for endeavors that shall heighten the sum of human welfare.

To illustrate how that works, let us bring it right down to the simplest terms, to your own personal activities and wants and the life of your community—because trade between nations is simply trade between people, not places. You need a roof to cover you—a suit or dress to wear—a porter-house steak or a dish of berries to appease the inner man—a chair to lie and loaf in—a car to take you places. And how do you get those very necessary things? Plainly, it must be a swap. You exchange either something you own or some of your own work, some of your own ability, for the many articles you must acquire. Let us examine a bit more closely that phrase "your own work." Just what does it imply? Some of you get the things you need by your excellent ability to actually turn in and make a portion of a shoe or a tractor or a table or a vacuum cleaner. That is splendid. But do all of you have to get busy and create a tangible article of that sort? Not by any manner of means—not by many millions of the workers who were enumerated in the recent census. Some do and some do not—and the contribution of all classes is deserving of equal praise.

Some of you—in order to get your new set of golf clubs or the radio receiver to install in your car—are easily able to trade your ability to cite legal precedents or make a convincing plea to a jury. Others of you bring to the mart the things you know about fallen arches and roving germs and "tours through the alimentary canal with gun and camera." Some of you proffer your skill in inserting a porcelain filling when a molar tooth has run amuck. Others of you offer the ability to hit high C or to dash off a newspaper "lead" with a punch or to cartoon the human comedy with pen and ink or to teach the novice at contract bridge how to escape from a game without incurring too many abrasions on the shins. Countless kinds of skill and knowledge are being exchanged all the time for the wherewithal to purchase goods.

Services, in multitudinous cases between individuals, are being exchanged, ultimately, for merchandise. They are the equivalent of goods. And it is the same between nations. "Services help to make up the great items of "invisible payments," going very far to adjust the balances which are drawn up. Economists, for years, have been laboring to hammer home that fact—but certain quarters seem comparatively impervious to it still.

Take any single country. It would not happen once in a million years that the exchanges of actual goods between the United States and that country could be exactly equal. Maybe we buy from them considerably less merchandise than we sell to them (of course, it may well be and often is the other way around, but we will assume this condition, just for the sake of argument). Does that isolated fact form a basis for a complaint of American "injustice" or "selfishness," or "commercial aggression," or what not?

Is the foreign nation warranted in saying: "We buy a lot of your stuff and here you're not buying enough of our toys or cosmetics or wickerware or musical fly-paper. How about it?" No, I think we can safely say that, in the overwhelming majority of cases, a plaint of this kind would not be justified. For here is the thing to bear in mind: Maybe we Americans did not buy so many clocks from a given foreign region as other countries did, but we made up for it amply by having our tourists purchase huge quantities of winter sports and sunlight on gleaming glaciers. Or if the olive market was a little off, we may have compensated for it by taking longer looks at Titian's pictures, Grecian temples or Moorish minarets and paying plenty of sound American dollars for the privilege.

And so on down the line. We can understand the situation best, I am convinced, by proceeding with a number of other concrete human examples. Let us say you are in a postoffice here and you fall into conversation with a sturdy foreign-born worker who is investing in an international post money order, to send to his wife and children in a peasant cottage on some far-off Central European hillside. His thoughts are always with them. He wants to supply their needs and keep them from ill-fortune, so he sends them money he has earned in an industry in the United States. Maybe you are a manufacturer or export merchant, and, to get your goods to a foreign port in some out-of-the-way corner of the world, you are obliged to pay freight charges to a foreign shipping line. You pick up a newspaper and read a story about starvation, plague or wretchedness in some other distant country, or about the need for education or social readjustment, and you are moved to write a check and send it to an organization which is working to remedy the situation. Or you are traveling abroad yourself, and you buy the head-waiter's knowledge of the most delicious dishes the chef has just concocted—or a voluble guide's inside information on what Napoleon said to Josephine in some gaudily gilded room at the Palace of Malmaison. You buy the memory of the tattered banners of the valiant Charles the Twelfth of Sweden, the shattered towers of robber-barons' castles or the brilliant pajama-pageants at the Lido beach. It all involves payments. It is all a part of modern business.

All such payments by Americans compensate for and offset foreign purchases of American goods. If a British merchant buys an American adding machine, we do not have to make it right by acquiring a suit of clothes from Bond street or a supply of Sheffield cutlery. No, the matter can be adjusted by a pilgrimage to Shakespeare's tomb at Stratford. The invisible payments are potent in bringing the mutual business into the desirable state of balance. The frequent failure to recognize that basic, vital fact—that heavy weight cast into the scales of international business relations—leads to all kinds of fallacies, and absurd misconceptions and erroneous ideas of unfairness. Because a distressing depression or the adoption

of a fiscal policy may in some instances lessen our American purchases of certain things which come in bales and boxes, one cannot jump to the conclusion that the scales are tilting at too sharp an angle and a wrong is being done. Nine times out of ten, at least, an examination of the invisible payments will show that the intangibles are actively and vigorously correcting the discrepancies that are mistakenly alleged to be so onerous to certain of our foreign friends.

So you will find that this American governmental study of the Balance of International Payments, which has just been released, is filled with facts not only about the merchandise exchange, but even more with carefully developed figures and shrewd estimates by various experts in the Department as to the extent and true significance of the invisible items. A good many of those payments have been shrouded in mystery in the past, because they are obscure and elusive and difficult to trace. Some guesswork still is present, but a multitude of questionnaires have helped to bring the truth to light.

The invisible items cover a variety of payments in addition to those I have mentioned. For instance, in 1930 we paid 237 million dollars to foreigners who have invested in American enterprises, while we received 826 million dollars from our own investments abroad (these figures both refer to long-term private investments). As the earnings of short-term interest and commissions, we paid to foreigners abroad the sum (in 1930) of 73 million dollars, while we collected from foreigners abroad a little more than that of 78 million dollars. We paid 4 million dollars for electric power which came to us from Canada. We paid foreigners 15 million dollars for cablegrams, radiograms and telephone services, while for this same class of service they paid us something like 21 millions. On insurance transactions the balance seems to have been practically equal, with about 70 million dollars passing in each direction. On motion picture royalties we apparently received, in 1930, about 50 million dollars and paid out 6 million.

But let us get to the big items—the items I was trying to emphasize a little earlier in this talk. First, take the expenditures abroad by our millions of American tourists, student travelers and others. Foreign countries in 1930 made (so far as we can ascertain) about 811 million dollars out of the determination of Americans to improve themselves culturally or spiritually or physically or gastronomically through an inspection of "foreign parts." With a like purpose, presumably, foreigners spent in the United States only 171 millions. The difference is 640 millions in favor of the foreigners, in that single twelve-month period. That would compensate for a good many American automobiles, razor blades, electric toasters and other gadgets or bulk articles the foreigners deemed it desirable to buy from the United States. Of that 811 millions that our tourists spent abroad last year, 489 millions were spent overseas (chiefly in Europe and the West Indies); Mexico got 56 millions, and Canada,

as I have stated earlier, benefitted to the extent of 266 millions. Naturally the expenditures were not quite so heavy as in the boom year 1929, but the number of American citizens going overseas (with cash and travelers' cheques and letters of credit) increased by more than 27,000, or over 6 per cent.—setting a new all-time record.

Foreign immigrants in the United States sent home to families, in 1930, 199 million dollars, as compared with 247 million in 1929. Our missionary and charitable contributions to foreign countries amounted last year to about 49 million dollars. Most of it was church money, but the funds for non-sectarian charitable and social work were thoroughly substantial; the Rockefeller Foundation alone spent in foreign countries in 1930 not far from 5 million dollars. For carrying our freight on the oceans and Great Lakes we paid to foreigners last year 201 millions, while they paid our ship-owners only 106 millions—another difference in favor of the foreigners of 95 million dollars. Our studies seem to show that the losses of the world depression have fallen more heavily upon the American flag shipping than they have upon the foreign.

This study of the Balance of International Payments is a serious and valuable work. It provides indispensable check ups. Through it, baseless and reckless assertions can be refuted and realities be brought to light.

Julius Klein.

Furnishings Lead Men's Wear.

Summer furnishings for immediate delivery continue to dominate the men's wear orders placed in the wholesale markets this week, and the total business compares favorably with that of the last several weeks. While a fair amount of purchases are made on Summer clothing, such as flannel trousers and linen suits, interest in these goods has slackened considerably. Some commitments for men's and boys' Fall suits and topcoats have begun to appear, in retail prices ranges from \$18 to \$40, with the greatest emphasis placed on the \$22.50 to \$35 brackets. Purchases on leather clothing are being made steadily, and this division is forecast for the most active season ever experienced.

Fall Glove Stocks Held Down.

With style trends favorable, the glove trade is looking forward to improved market conditions this Fall. At the moment, however, both importers and domestic producers are operating cautiously and are holding stocks down. In some quarters the view is expressed that this attitude of "refusing to hold the bag" will possibly develop a shortage of merchandise during the season. In better merchandise the types being featured are glace, doeskin and suede gloves. For street wear, the prediction that 75 per cent. of the demand will center on four to five button lengths, with the eight-button mousquetaire style favored for afternoon wear.

Correct.

"What's the greatest help to the textile industry?"
"Moths."



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 Manager — Jason E. Hammond, Lansing.

The Secret of Having the Right Clothes.

Basically a week-end wardrobe is the same for the impoverished and for those with an unlimited purse. Clothes must be appropriate for the occasion, and if they are, it doesn't make much difference whether you have found your dress on the rack of the most unknown shop or whether it has been designed especially for you by the best of dressmakers.

From Friday afternoon until Monday morning is always an unknown quantity, so you must be prepared for anything, and that without too much luggage. The kindest of hostesses may be upset by the appearance of a guest with enough luggage to do for a trip around the world.

Start out from town in a print dress with short sleeves, or a sleeveless one, with a matching jacket in a plain color. The dress will do for Sunday night supper and for Friday night, if you are not dressing. The short coat over a white tennis dress with the hat you wore from town and brown and white shoes will take you to any Sunday lunch and look extremely well at the polo match. The same bag should do. You will find that if you stick to a three-way color scheme you will have no difficulty about accessories. Blue, yellow and white; blue, red and white, or brown, green and white are all excellent combinations. Your topcoat of tweed or a light woolen should be purchased with your color scheme in mind.

Tennis or golf dresses you must have, even if your idea of sport is sitting in the sun. Two will do, but if the purse allows, three will make you much more carefree. White is smarter than colors, and one dress in thin wool or mesh, one in linen or pique, and one in shantung or crepe will give you the variety you need without the bother of matching accessories.

Do pick out a becoming bathing suit, and when you buy it, try to imagine what it will look like when wet. White is always grand with a sunburn, but if you are having one suit for the entire Summer, you will find it anything but practical. Beach pajamas will not be a problem if you will be conservative enough to buy loose trousers and a coat of dark blue wool, with a short sleeved striped sweater. You can pull this suit on over the dampest bathing suit and look well. Besides, with a pair of canvas espadrilles, and a beret, you are outfitted for any boat, and in case of a cool day the blue coat may be worn over your tennis dresses.

A white string beret and one in another color, perhaps, will do you for the week-end with the hat you have worn from town. White and brown shoes with built-up leather heels, tennis or golf shoes and evening slippers are all you can possibly need.

And shoes do take up a lot of room in a suitcase.

Remember when you pack your negligee that Sunday breakfast is often an informal affair, and a negligee startlingly beautiful in a bedroom may look somewhat forced on the porch.

Your evening clothes will certainly depend on the household you are visiting. If it is a small one, take a lace or chiffon dress with a matching or contrasting jacket and slippers. Satin and crepe always need to be pressed after packing. If you have room, a semi-demi, as an informal evening dress is known in the country, is always safe.

Time, labor and money are saved a professional guest if she has a box of powder, lotions, toothbrush, manicure whatnots, and the like, and keeps it solely for week ends. Don't forget a small bottle of cleaning fluid, and white polish for your shoes, nor your pet medicaments. There may be an emergency, and the household may have different tastes or a short supply.

And most important of all is a good disposition and a few merry quips. Your host and hostess expect to be amused, and your future invitations will depend on your present success.—N. Y. Times.

Fall Millinery Prospects Good.

All prospects favor an active season in Fall millinery. Early business has been developing nicely, so much so as to place hats in the forefront of the early accessory demand. At the same time the trade is favored by the development of strong interest in millinery of the Second Empire or Empress Eugenie type. The trend in the business placed is strongly toward velvets, chenilles and felts, with the expectation being that velvets will do particularly well. Popular price merchandise dominates. Some orders are still coming through for Summer millinery, including Panamas and rough straws.

Plan Sales Drives in Grocery Field.

Displeased with reports of sales volume during the first six months of the current year, grocery product manufacturers will launch drives within the next week in an effort to increase the size and number of orders during the coming months. The producers have been working on new sales plans since the first of the month and expect to offer special inducements such as premiums and extra service accommodations in return for volume orders. With few exceptions, the grocery manufacturers have found business duller than was expected during the early Summer and are anxious to improve the situation.

Working on Metal Novelties.

Domestic manufacturers, informed that buyers are disappointed at the limited variety of Fall novelty metal wares offered by importers, are concentrating on new designs in pewter, silver and plated wares, with the hope of capturing additional business. The producers believe many import houses failed to order quantities of foreign goods for Fall because they had a heavy carry-over from the previous

season. In an attempt to entice new business, the domestic producers are using increased care in developing saleable novelties and rushing to complete the lines for the inspection of buyers late this month or early in August.

Good Start in Novelty Jewelry.

Early buying of novelty jewelry is proceeding along satisfactory lines. The emphasis on popular price merchandise which featured the Spring and Summer buying is giving way to some extent to a call for better goods. The new lines attracting most buying interest reflect the influence of the French Colonial exposition being held in Paris. This is particularly so in the case of bead and stone-set necklaces, bracelets and earrings. Choker and longer lengths are in demand, with earrings expected to sell better than a year ago. Sets of galalith bracelets in colors are still sought for immediate selling.

Holeproof Women's Hose Unchanged.

With the exception of one chiffon number, which has been reduced 25 cents per dozen, the Fall price list on women's hosiery of the Holeproof Hosiery Co. remains unchanged from the current levels, it was announced yesterday. The chiffon style, which is a dollar retailer, has been reduced from \$8 to \$7.75, allowing retailers a slightly higher mark-up. An official of the company expressed the opinion that a price cut at this time would be harmful. Some slight improvements have been made on several styles. The company will continue to place most emphasis on the \$1, \$1.25, \$1.50 and \$1.95 price ranges.

Wall Paper Opening a Success.

Closing their annual trade exhibition at the Hotel Commodore, New York, last Saturday, wall paper manufacturers are assured of a greater volume of business than they booked last year. Between 350 and 400 jobbers, as well as a large number of retailers, visited the display and sampled the new offerings. Little actual buying is done at the annual exhibit, but producers gauge their Fall sales by the interest exhibited by jobbers at the opening and by the sample selections taken by the wholesalers. Selections this year have been more varied than in previous seasons, but have been confined chiefly to low-end goods.

Fall Tie Silks Bought Cautiously.

Men's neckwear manufacturers, who have been in the Eastern market during the week to make purchases of tie silks for Fall lines, indicate that they are pursuing a conservative policy in regard to purchases of material and that very few large orders will be placed at the present time. Producers of the better grade neckwear expressed themselves as satisfied over the volume of business received for the period just ended and look forward to a fairly good Fall season. Popular-priced tie manufacturers, however, were not so optimistic, as competition is exceedingly keen in their division and the large number of new firms has resulted in business being spread over a greater number of producers.

Lamp Orders Show Improvement.

Heavy buying at Chicago's lamp trade exhibition in the closing days of last week was reported here and manufacturers are convinced that the Fall demand will prove better than was first expected. Orders sent in by salesmen, the producers said, indicate that buyers are ready to sample goods in all price ranges instead of concentrating in one or two low-end groups, as they did last Spring. Pottery base lamps, in white, green, rust and gold, with silk or parchment shades to match, are in best demand. Lamps retailing from \$4.95 to \$16.95 are wanted.

Accessory Sales Spurt Near.

A sharp increase in the buying of Fall accessories is likely next week, leading producers of this type of merchandise report. Many stores have about completed initial purchases of apparel and will now be represented in the Eastern market for accessories to complete their stocks. In some lines, Fall buying has already begun to gain headway, notably in millinery and shoes. Handbags, lingerie, novelty jewelry and trimmings and ornaments were cited as lines which will show the anticipated activity. The trend in all divisions continue strongly to popular and medium price goods.

Can It Be True?

"Why is it that you encourage all of your clerks to get married?"

"Well, replied the knowing boss, "I find that married men are not in such an awful rush to get home early as single men."

New "Hat" Specials

Messrs. Farley and Manni have just returned from market where they secured the newest and latest merchandise at very low prices.

It will pay you to visit us or see our salesman.

If you want to know what to buy that you can turn over rapidly at a good profit, this is your opportunity.

C. J. FARLEY & COMPANY

Jobbers of Dry Goods & Dresses

20-28 Commerce Ave., S. W. 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.

Select Shoes by Types and Avoid Buying Errors.

Every morning when I go down to the factory, I try to open the day in an attitude of constructive criticism. I try to put myself in the analytical frame of mind of the retail customer. In a way, it's a good thing for a manufacturer to open up the day critical of his achievement, and then, as the day progresses, to give praise and encouragement for the right sort of effort, becoming more optimistic as the day goes on.

Artistic shoes can only be built that way. Exquisite shoes can be produced only in a shop that can be under the supervision of one man. I have seen so many cases where volume is the destruction of the manufacturer's initiative and idealism. But, strange to relate, profit is made on volume only. How to balance the two is the problem, for when volume ceases so also does profit.

We are coming into a period of style in which it is very necessary to study types. There are too many out of line shoes in every store. I see a change coming. Three types of shoes will dominate in quality footwear—the pump, the sandal and the shoe for the street. I feel that the pump type, in its artful variations, will increase tremendously, for in high-heeled shoes 18/8 to 21/8 or higher, it is the one type that sells freely, and it is bound to occupy the dominating place in high-heel style demand. The pump was originally a court shoe, and it fits into the new cultural expression of America.

Seasonal significances have undergone no greater changes within the shoe trade than the swing by the American woman into accepting untraditional themes in pattern and color. A simple illustration in point is found in the use of dark brown for the spring season. When my line of samples for the passing season was developed, last December, buyers noted a predominance of dark brown, and many were totally disinclined to accept my prophecy of brown supremacy over beiges and blues. The general comment was that light tones were synonymous with spring; that dark brown was distinctly an autumnal note. The smart woman, however, in her acceptance of dark brown shoes, showed that she "seeks the unique."

For the summer, I foresaw a nationwide acceptance by women of all ages, of extreme sandal types. Advanced indications proved that in the desire expressed by women for barefoot type sandals, there was that feminine readiness to abandon traditional ideas in footwear, providing the new thoughts expressed beauty and lent attractiveness to the foot.

Don't close your eyes to the new thing that is coming—the selection of shoes by types, so as to make possible more sizes and widths. This method of selection gives better fitting values

and at the same time a more simple stock for the merchant to handle.

The retailer who is not sure of his stock is being driven into a dangerous condition. Far better for him to have fewer and better types, for then his selection will be more critical. It is hazardous to stretch a store's capital over too many items. Why should a man buy a lot of fancy and funny patterns when he can do bigger and better business by concentrating on types—for then he can put more of his attention into color, its blend or contrast.

The merchant gets a realization of his errors in buying when clearance time comes. The reason why he has so many shoes for clearance is that he paid so much attention to the subject of mark-up that he has ignored concentration on a type. If he had basic pattern types, the mark-up would take care of itself, with a greater number of unit sales and a cleaner clearance at the end.

It is time for merchants to listen less to so-called stylists whose recommendations reflect personal opinion and think more about those fundamentals of good trade practice that make their shoes sell with a minimum of left-overs.

While there has been an international manifestation for price emphasis, we have found that the chasm between desire and economy may be successfully spanned by appeal of style loveliness. The American woman and girl recognize the unique in fashion and we all know that the exclusive touch is the most expensive. The bugaboo of price ceases to frighten.

Style innovations work many surprising changes that are often thought beforehand to be impossible or extremely difficult. Take the matter of lasts, for example. When I introduced my sandals, I was convinced that women of all ages would be won over to their acceptance and my primary idea was to work out a last that would fit a majority of feet. My customers who never bought anything but refined, narrow toe last shoes from me in the past were induced this season to try out sandals on a round toe. Some reported that their customers demurred at first but once they put the sandals on their feet and saw for themselves how chic the effect was, their objections were forgotten; they only knew that they were being perfectly fitted; their feet were comfortable and undeniably smarter in appearance than ever before.

I hold no brief for any particular last or toe refinement. I merely point out that style changes overwhelm our preconceived notions and to this, I want to add that too many in the trade seem afraid to be called radical in their style thinking. They laughed at Poiret when he said we should see women in pajamas or trousers at formal occasions and on the street. Poiret did not mind the jibes; women flocked to him for his new ideas; and Poiret remains the dean and the arbiter of the couturiers.—Semour Troy in Boot and Shoe Recorder.

Industrially, the race will be won by the strong.

Uncle Louie Notes Some Changes in Charlevoix.

Charlevoix, July 15—After having spent a year and a half in San Diego, California, and enjoyed the hospitality of my newly made friends there, I decided to revisit Chicago and my adopted summer home, the Elston cottage, at Charlevoix the Beautiful. I occupy the same room as I did, but am missing the cheerful little Addie Holley, not only at the cottage but in a general way. Mrs. Elston is selling out the stock of Addie's gift shop and is trying to make the best of the situation.

I observe there are a number of modern stores in the line which Addie used to handle and they, as well as others, are now ready for business. It is my opinion that the season here is somewhat backward but the local business men are ready with nicely displayed merchandise and I note that almost every store on Bridge street is occupied.

Our mutual friend, Charley Emery, has moved his haberdashery stock from San Diego to this city and is about to open his new establishment on Bridge street.

I observe that since I have been here a modern gas station has been opened by the Charlevoix Oil Co., of which A. Fochtman and A. Cook are the managers. The place is as modern as can be and fitted with the necessary requirements.

A new Pee Wee golf course has been erected between this station and the Fountain City Hotel. It is a nice playground and fairly well patronized. It is operated by Angell & Krulik.

I had a visit with my friend, Mayor Bergeon, who warned me to live within the law, if I can, as they now have four policemen in new attractive uniforms on the beat.

My friend, Colonel Joe Lowenback, from Alexandria, Virginia, is also a guest at our cottage and has been calling my attention to some of the local improvements of which we will report later on.

The other day I walked out to the golf links and had the pleasure of meeting my old friend, Mr. Watson. He is the golf pro who has charge of the links here and who winters in Los Angeles, where I visited him and admired the sporting goods business there, which is in charge of his wife the year round. L. Winternitz.

The Ideal Community.

Okarche, a village in Western Oklahoma, has laid claim to the distinction of being "America's most stable community." Its list of distinctions includes: No bank robberies or failures, only two needy families, no bonded city indebtedness, no factional fights, few mortgaged homes and each merchant owner of his own business building. Most of these distinctions could

properly be boasted by thousands of American villages where unemployment and charity are all but unknown, where the business men are in most case both residents and property owners and where mortgages on homes are the exception rather than the rule. Those are among the traditional attributes of American villages. But before Okarche is lifted up as the model for other villages it might be well to see what this list of distinctions has brought. Has Okarche electric lights, gas, running water, sewers or other modern conveniences? Does its lack of bonded indebtedness necessarily indicate a lower tax rate than usual? Does its lack of political factionism result in excellence of administration? There are other qualities than stability to be sought in the ideal community.

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RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

Second Vice-President—A. Bathke, Petoskey.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.
Directors — Ole Peterson, Muskegon; Walter Loeffler, Saginaw; John Lurie, Detroit; Clayton F. Spaulding, Battle Creek; Ward Newman, Pontiac.

Utter Futility of Government in Business.

"In the days of the Conqueror"—say 900 years ago—an apple fair was instituted in a Normandy village. It is held annually now. But until this Spring of 1931 it seems not to have changed its ways in the 900 years. Apples have been produced, gathered and offered on a price-quantity basis, but always to the stranger. The producers and their neighbors, like most inhabitants of French and Italian fruit producing regions, eat few apples, though they do drink cider—mostly "hard."

The outlet has been shrinking for years. Guests at French hotels and consumers generally have taken to the fine quality, uniform standard, well packed, perfectly graded American fruit, while all the French boys did was make faces, yell "pourquah?" and otherwise run around in circles. The exact counterpart can be seen in New York State, where farmers have always worked on the quantity-not-quality basis; have stung consumers with inferior fruit and have watched their outlet shrinking while Western apples have been sold on a steadily increasing plan.

Now the Norman boys have at least partly awakened to the truth that it is one thing to produce poor apples and quite another thing to get money for them, so they have made a start at organized methods a la America.

The story holds a lesson for all food distributors on how standard high grade goods always win out. Its outline is thus:

In 1913 France exported 39,000 tons; in 1928, 12,000; in 1930, 7,000; and indications are that 1931 will show further shrinkage. California, Oregon and Washington have been the beneficiaries. "This American competition," say the officials of the new organization, "is becoming highly dangerous—a well disciplined movement, increasing with startling rapidity every year. It is driving us out of markets where we felt ourselves invulnerable—even competing dangerously with our own in French markets."

This, please notice, against the handicap of high freight costs and with much higher prices necessary; but the wherefore is revealed thus:

"American apples as sold in Europe are of standard high quality. Some of our Norman apples are better, more luscious; but not in totality. American apples are always first quality, perfectly packed, wormless, attractive—quality constant, standardized. If this competition is to be met, a standardized apple must be adopted for French export. It must have a predetermined level of excellence—hearty, undecayed, wormless, perfectly packed. There is our only chance."

Thus the Frenchman goes to mar-

keting kindergarten—even as many of our individual grocers and produce retailers would better go.

Battle now on between private vs. nationally advertised brands would be settled instantly in favor of nationally advertised if merchants could make a fair margin thereon. Raise that question and packers thereof hold up their hands. "It can't be done," they protest. But we recall that all packers formerly held that "futures" must be sold to everybody, else who would finance the carrying thereof? And one also recalls that our persistence in not buying futures caused a way to be found. If nationally advertised remains asleep much longer, private brand will get so much business that nationally advertised will find a way to do this other "impossible."

Perhaps that's the road over which minimum resale prices eventually will travel to its logical common sense goal. The persistent kicker among grocers is the one who will most speedily bring about the desirable reform.

Four studies are now going forward by various university-professor organizations. The real good accomplished by Harvard in the last fifteen years now has plenty of imitators; and like most imitations which are "just as good," they tend to be pretty futile, even as essay material for hopeful young sprouts. Hard facts, familiar to all thoughtful retailers, will blow some of those boys out of the water some day. Meanwhile, they are having a lot of fun dabbling with that of which they know so little.

Chains, they all find, sell nationally advertised brands cheaper. Well, we know that chains do and then again they don't; but the answer is as above and not otherwise; so why dabble further?

Meanwhile change—not chains now—works as steadily as ever. Voluntary chains rise overnight. In total, they bulk large and important. Individually, they are good, bad and indifferent, according to their set-up and management. In this they differ not at all from business all along. As these get numerous and of varying value, there will be fights among them, and with buying exchanges and such wholesalers as are even now learning how to do the grocery business on 1931 lines. Then, regardless of their names or alleged aims, the inefficient will go to the cleaners.

Bulletins dribble out of Uncle Sam's commercial laboratory every so often—better say so seldom—on some phase of the Louisville Survey. Each has a few pages of precisely the same material as its predecessors, so that, except by the attentive student, none is apt to be read from now on, they look so much alike. We few who yet read 'em are glad to see "Sam Grofax" disappear with his nursery rhyme jingles; but even so, we find it hard to maintain interest.

For let us note that change is constant. By the time the last bulletin is published—perhaps in 1935 to 1940—not a trace of the conditions and circumstances of 1928 will remain. As things stand now, just two classes benefitted by that costly work. Those were the business men who gathered in

Louisville in February, 1929, and studied the work at first hands; and the "stuffed shirts" who read speeches they did not write and performed their other arduous labor of cashing their salary checks.

For the real student of business at that date, Louisville turned up not a single new or unfamiliar fact. Every figure was an old friend. It was our hope that the authentication of those facts and figures by the Department of Commerce would so establish the facts that they would take on added

value; but now we know that by the time the job is done, we might as well have authentication of the subsistence accounts of the building contractors of the pyramids.

By such is the way of bureaucracy always. By the time they have gotten done with their kind of "check and double check"—with plenty of leisurely pipes in the process—all value of their "findings" has evaporated. Shall we have more government in business? Do we need a better lesson of its utter (Continued on page 31)

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MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Four Ounces of Meat For a Dime.

A large store used a full page newspaper advertisement to advertise a dollar day sale. Included in the items offered during this sale at a dollar were some which a smaller store in the next block was selling regularly for ninety cents. Yet the public went to the large store and spent its money rather than to the smaller one.

It does not require any great degree of imagination to realize what a good move it would have been for the owner of the smaller store to have studied the full page advertisement as soon as it was published, picked out the items which he was selling at a lower price than they were offered in the advertisement, taken everything else out of his show windows and put in these items all plainly marked with his selling price. A great many people who spent money at the larger store during the sale went right past this small one but saw no indications in its show windows that it was offering bargains. Only those who just happened to enter the store realized it.

The five and ten cent stores, the department stores, the chain stores, may all offer to the public goods at a higher price than the smaller independent stores sell them regularly. Yet because the small stores do not use their show windows effectively for the purpose of counteracting this practice and because the large stores do use displays and advertising so effectively, the general public appears unaware of the fact that they are paying relatively high prices when buying these items from the larger organizations and take it for granted that the smaller ones are charging higher prices.

In other words, the larger stores make a lot of noise and attract attention, while the smaller ones keep far too quiet for their own good. Also the larger stores use different units for the purpose of making an appeal. There will be ten cent sales, dollar sales and the like. The chances are there will be no very great reduction in price, yet the public buys.

The meat dealer can do the same thing, if he so desires. He can have a dollar day by making up groups of things which he can sell for a dollar. He can have a twenty-five cent day by offering so many ounces of each thing for twenty-five cents, a combination of units of other articles for twenty-five cents and so on. He can make a display of the articles he is offering during this sale and can continue the sale over a period of a week or confine it strictly to a single day, if he wishes. In such a sale as this it is not likely that it will be necessary to reduce any prices much, if any. It is the novelty of the thing that appeals.

There may even be ten cent sales, fifty cent sales and so on. It is largely a matter of selecting the articles that can be offered at this price, either at so many ounces for the amount or so many units. Anything that can be

divided into small enough amounts to be offered at the unit price can be featured.

If a large store can actually increase the regular price on any item and still attract customers, the small store most certainly can attract customers by offering articles at its regular price but at a unit price that has an appeal. The five and ten cent store has succeeded largely because it has depended to the degree it has upon displays. These stores do not by any means sell everything that they sell at lower prices than other stores do. However, they do use displays more effectively, both in the store and in the windows.

They may sell stockings at ten cents each rather than twenty cents a pair. They may sell candy at four ounces for ten cents rather than forty cents a pound. As a consequence people think of the ten cents and not of the higher price they pay for the actual amount they want. A small store in a little city was selling a water set at a dollar. It was selling a lot of these before a five and ten cent store was opened. This store featured the identical set but sold the different pieces at five or ten cents each. The total price for the entire set when bought at the five and ten cent store was \$1.20 yet people began buying the set at the five and ten cent store rather than the small store and most of them failed to realize that they were paying more for it. The five and ten cent stores made better displays and the unit price was five and ten cents. To be sure a good many people never did buy the entire set at one time but in the course of a few purchases of single pieces they did.

Meat that is selling for forty cents a pound is likely to appear much more expensive than the same meat when it is being sold at four ounces for ten cents. The price remains the same but it is the ten cents that is mentioned rather than the forty cents.

Salesmen selling from door to door have often found that the idea proves successful. They will state that what they are selling, be it a magazine or something sold on the installment plan is going to cost but a few cents a day or a week. The thing is made to look so inexpensive that the prospect is soon convinced that he can readily afford to buy it.

There is really no good reason why the butcher should allow other stores to give the impression that they are giving far greater bargains than they are, especially if they are selling the same thing he is and doing so at a higher price. All he needs to do in order to counteract this is to put his windows to work. He needs to show what he is offering at a price at least as low as any other stores are and to use price cards that are large enough so that people cannot help seeing them. If he is selling some things at a higher price than the other stores, he can still give the impression that they are not so high in price after all if he will give the price in units of money rather than in units of the article—that is, use ounces instead of pounds, single items instead of a dozen and so on.

One way of getting the idea over effectively is to make a mass display

in the window of a single thing. This plan does not lend itself especially well to fresh meats but it does to practically everything else that is sold. If potatoes are selling at 32 cents a peck then they are four cents a quart. Even at five cents a quart they may appear cheaper to the public than at 32 cents a peck. A great many people do not seem to be good at mathematics.

Back in the days when steak could be sold for 12 cents a pound a woman sent a note to the butcher that unless he would sell her two pounds of round

steak for 25 cents she would not buy it. If he would he could send over two pounds by the youngster who had the quarter with which to buy it. Others insist on getting three eight cent units for a quarter.

Five cents, ten cents, twenty-five cents, fifty cents and a dollar are units that all people understand. Odd prices either seem high or low. Four cents, nine cents, twenty-four cents, forty-nine cents and ninety-eight cents all give the impression of being bargains (Continued on page 31)

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MICHIGAN

HARDWARE

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Vice-Pres.—Chas. H. Sutton, Howell.
Secretary—Harold W. Bervig.
Treasurer—William Moore, Detroit.

Following Up Your Paint Sales.

In the retailing of paints and varnishes, the dealer in many instances does not attach enough importance to the first sale, either to an entirely new customer, or of a new line to an old customer. In many instances such first sales can be so handled and followed up as to lead to further sales.

The possibility of repeat orders depends to a great extent on the quality of the goods sold and the service rendered in the first transaction. With good quality and dependable service, the dealer by adopting a follow-up plan can often secure repeat orders.

One dealer discussed the opportunity in this way:

"There is no line of business that lends itself so readily to this follow up system as does the retailing of paints, varnishes and allied lines, simply because there is no other line in which the individual items are so closely connected. The sale of a paint brush naturally leads to the sale of paint; paint requires fillers, varnishes, stains and colors; these lead again to more brushes and incidentally bring in putty and window glass; and dealers handling wall paper and wall finishes are right in line for pushing the sale of these items as a follow up to the sale of other paint lines.

"The one beautiful feature underlying the retailing of paints is that if a housekeeper or owner once starts on the very smallest job of painting or varnishing, he or she can be very easily encouraged to go ahead and paint or varnish everything around the place; because one newly painted spot in the house makes its immediate surroundings look dingy.

"The time for suggesting additional items is, as a rule, not when the first sale is made; because usually at that time the customer has not the slightest idea of undertaking anything further. At that stage, suggestion of additional purchases, unless made very tactfully, are apt to have a bad reaction. An exception is, of course, the suggestion of proper brushes.

"But in the main, much better results can be secured if at the time you make the initial sale, you secure the name and address of the customer. You can do this on the pretext that, if you get time, you'd like to check up on the results of the job. This securing of name and address is a very important item, and no sale should be regarded as complete without it; even if the supplies are sold to a painter for use on contract work. It represents the only way in which the owner or housekeeper can be reached effectively.

"After sufficient time has elapsed for the completion of the original job and for comparison between the freshly painted work and the old surfaces to have made its impression on the customer, a very short letter, a phone call or a personal enquiry as to the results secured from this first job will pave the way for further business. As an incident to your enquiry, you can

casually suggest some further work along the same line.

"For instance, Mrs. Bill Jones buys some white enamel for her sink. Two or three days later we offer to furnish her enough material to enamel her whole kitchen for 'about' so much, or floor stain for so much, or wall finish for a certain lump sum. Or Bill himself buys a brush and we find he is going to use some old paint for his reaper. We, in a few days, suggest some more of the same paint for his plow and his mower, because by that time he has had a chance to see how much better the reaper looks with the fresh paint and to realize how much better it is protected against rust and deterioration.

"It is always well to make a rough estimate as to the cost of the entire job, and to specify that it is a rough estimate merely; because no one but a practical painter knows or appreciates how little paint it takes to do a certain amount of work. Much more paint would be sold if housekeepers and owners had the cost of the complete job shown them in actual figures.

"The opportunities for work of this kind in the paint department are practically unlimited. No sale should be made over the counter without securing a memo of the buyer and the purpose for which the paint is intended; and this record should be systematically used as a basis for soliciting further business. The results of such a systematic follow up will surprise dealers who have never tried it."

Linked with the business-getting aspects of the follow up are those aspects which concern what might be called the complaint department. Poor paint makes a poor job, as a rule; but good paint often makes a poor job, too, when it is improperly applied, or put on under wrong conditions.

An important factor in building paint business and securing repeat orders is to see that the customer gets thorough satisfaction from his job. To this end, the dealer should do something more than merely sell the paint.

One dealer makes it a point, in every instance, to take a little time to talk over the details of the job. Who is going to do the work? If the purchaser himself, has he ever done painting before? Then come suggestions as to the proper method to apply the paint, the proper way to hold the brush, the condition of the woodwork or wall before the paint is applied. As a result the man who has never painted before knows something about the job before he tackles it. He has been warned against certain pitfalls; and he has been invited, if he encounters any difficulties, to come straight to the retailer for help and advice.

If an unsatisfactory job results, the customer, instead of complaining to his neighbors, goes back to the dealer. That, you say, means a lot of extra trouble for the dealer? Not at all. In the long run, it saves troubles.

Where the dealer takes the time beforehand to make suggestions, by forewarning the customer he eliminates nine-tenths of the trouble that otherwise would develop. He invites the customer to bring any complaints or

difficulties direct to him. As a result he is often able to eliminate difficulties before the job is finished. One dealer whenever a complaint comes in does not argue the matter out in the store; he goes down and looks at the job itself, and it is an easy matter to put his finger on the weak spot. If the fault is the customer's—if after being forewarned the customer has gone ahead and done some of the things he ought not to have done—the dealer tactfully explains. If, as rarely happens, the trouble is due to some defect in the paint, the dealer simply makes good. Throughout, the customer is educated to the idea that this particular dealer is anxious, not merely to sell paint, but to see that his customer gets the right sort of results from its use. So that even the customer who has cause for complaint remains a friend and patron of the store.

Discussing follow-up systems another dealer makes some suggestions:

"A proper system for the paint department should begin with the prospective customer and follow him even after the paint is sold and on the house. A good practical plan of handling this properly, so that every detail will be looked after, is to use a single loose-leaf binder with a sheet for each customer; or a card index file with large cards.

"There should be a place for 'weather'. Paint to last well and give satisfaction must be applied to a perfectly dry surface. If the slightest trace of moisture is left, the sun will draw it out, and bring the paint with it. Painters all know this, but many of them to rush the job to completion will apply paint where it is too damp for good results. As a matter of course, in a year or so the owner is complaining about the paint being unsatisfactory. Now, if a record of the weather has been kept, it will be easy enough to show that there had been rain just before the paint was applied, and that the damp surface was responsible for

the bad results. Such a record will silence unjust complaints on that score.

"Another good follow-up idea is to photograph every house painted with your paint. These photos may be good-sized snapshots taken by some member of your staff, but should show as much detail of the house as possible. Mount these photos in an album, writing under each the name of the owner and the date the paint was applied. This book will increase in value with each succeeding year, as you can show your customers photos of houses painted with your paint a number of years before and this will serve to impress them with the durability and popularity of your paint."

It is good policy in your card-index or other record of paint jobs to note the dimensions of the building, amount of body and amount of trim, amount of paint sold, colors used, and, of course, the date. Keep these cards; and when time comes for repeat orders, you will, in soliciting your customer for a repeat, be able to tell him much paint he will require, how long the previous job has lasted; in fact you will have all the needed information at your finger-tips.

It is worth remembering that a customer who has used your paint and found it satisfactory will be, some years later, the best kind of prospect for a repeat order. Hence the advisability of keeping a record of paint customers.

Victor Iauriston.

No Fooling.

A country man, on entering a drug store and seeing a pay station, placed a nickel in the slot and lifted the receiver.

The operator, of course, inquired, "Number please?"

Country Man: "Number, Hell; I want my peanuts."

Cutting down advertising is a poor way to try to make progress.

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

Wholesale Only. We Protect our Dealers.

THE BEHLER-YOUNG CO.

(SAME DAY SHIPPERS)

342 MARKET ST., S. W.

GRAND RAPIDS, MICH.

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes
GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE

Recent Mercantile News From Ohio.

Cleveland—Stone Woolen Co., 3223 East 55th street. Schedules in voluntary bankruptcy filed in U. S. District Court here, list assets of \$2,872 and liabilities of \$15,286. There are twenty-seven creditors with unsecured claims.

Wellsville—Miss Alberta Pry, 64, dry goods merchant for eighteen years, is dead at her home here. She had lived here for more than forty years and was active in affairs of the retail merchants association of Wellsville for many years.

Cincinnati—Chas. N. Zesterman, trading as Zesterman Case Co., retail luggage, 112 West Seventh street. Involuntary bankruptcy schedules list assets of \$5,272, of which \$3,028 is stock in trade, \$765 machinery, tools, etc., and \$560 open accounts. Liabilities are \$15,047, of which \$14,992 is unsecured.

Cleveland—Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Harry Friedman, trading as Ohio Furnishings, by Attorney Herbert S. Mendelsohn, representing Liberty Textile Co., \$433; Klopfer Bros., \$60; Campus Sweater Co., \$57.

Toledo—Morris Genfan, furrier, 417½ Huron street, has filed a voluntary bankruptcy petition in the U. S. District Court here, listing liabilities of \$15,616 and assets of \$925.

Ravenna—Freda Plotkin, men's wear. Involuntary bankruptcy schedules, filed in U. S. District Court at Cleveland, list assets of \$324 and liabilities of \$5,246. There are forty-one creditors with unsecured claims.

Weilerville—Fire destroyed the general store of A. C. M. Fetter and virtually wiped out the business section of the village including damage to other retail stores. The blaze when discovered was beyond control. The general store was also used for post office and railroad depot. Losses estimated at \$20,000, partly covered by insurance.

Avelia—A fire of undetermined origin caused damage in the business district of Avelia, estimated at \$15,000, and threatened to sweep an entire business block, including several retail stores. Heaviest loser was Joseph Lazzaro, whose shoe store was gutted. Nearby stores were slightly damaged by the flames.

Niles—E. J. Abraham, retail dry goods, 33 East Park avenue. Debtor's composition of 35 per cent. was accepted by the majority of creditors but objections were filed by Nathan I. Roth, attorney, representing Gross & Schaeffer, New York, with a claim of \$251. The objections raised were that as creditors, they failed to receive notice that a meeting of creditors had been called; that they had no opportunity to go into the merits of the offer; that they believe 35 per cent. is insufficient dividend. The U. S. District Court at Cleveland has allowed objecting creditors ten days to file specifications in opposition to confirmation of composition and a bond in the amount of \$250 to secure court costs. In default of such specifications and bond, the composition will be confirmed.

Toledo—Damschroder-Berry Co., St.

Clair and Adams streets. All assets of the debtor firm were sold at public auction. The sale was very well attended, with about 200 buyers present, according to George W. Dougherty, the trustee. The property was sold to I. Finkelstein, of Philadelphia, Pa., as follows: Entire stock of merchandise, \$6,000; entire furniture and fixtures and office supplies, \$3,500; accounts receivable, \$3,850, a total of \$13,350. The highest bulk bid received was \$11,000. The sale has been confirmed by Referee Fred H. Kruse here, and a 10 per cent. first dividend will be paid to creditors within the next month.

Cleveland—Vanity Cloak Co., wearing apparel, 305 Prospect avenue. Involuntary bankruptcy schedules, filed in U. S. District Court here, list assets of \$400 and liabilities of \$14,942. There are twenty-seven creditors with unsecured claims.

London—Samuel Newpoff, a resident of Columbus and proprietor of Odds & Ends Store at this place, has filed a petition in involuntary bankruptcy in the U. S. District Court at Columbus, listing liabilities at \$13,184 and assets of \$1,350, claiming \$700 exempt. At the same time Lulu Newpoff, his wife, filed a petition in voluntary bankruptcy with liabilities of \$5,996 and no assets.

Medina—Charles I. Englert, trading as Englert's Variety Store. Voluntary bankruptcy schedules filed in U. S. District Court at Cleveland list seventy-five creditors with unsecured claims.

New Philadelphia—The Star Clothing Co. suffered heavy loss as the result of a fire of undetermined origin which started on the second floor of the store. Firemen confined the blaze to the main floor of the store and the loss was mostly to stock of clothing and furnishings. The loss is covered by insurance.

Logan—Augustus G. Steinman, of the firm of Steinman & Wellman, retail shoe dealers here, died recently after an illness of two months. He is survived by his wife.

Hamilton—Rudolph Dolloff, retail furniture, 515 Main street. Involuntary bankruptcy schedules list assets of \$2,047, of which \$515 is stock in trade, and open accounts, \$500. Liabilities are \$6,974, of which \$6,288 is unsecured.

Columbus—Upon the application of the Keller-Heumann-Thompson Co., New York, David S. Craig, attorney, was named receiver for Markert, Inc., an Ohio corporation conducting men's furnishings stores in Columbus and Zanesville. The headquarters of the company is in Zanesville, and Roy Markert is secretary, treasurer and general manager. An estimate of the assets, exclusive of accounts receivable, is \$5,500. Liabilities have not been marshalled, but will amount to about \$15,000, it is announced. E. W. Dillon, Columbus, is attorney for the receiver.

Glass Demand Again Quiet.

The slight improvement noted recently did not continue this week in the flat glass industry. While consumer demand is reflected immediately in orders to factories, the volume is not great. Enquiries are numerous and

there seems to be a feeling that consumption possibilities this Fall are excellent. Enquiries from mirror makers concerning plate glass showed a healthy interest, being the one bright spot in the plate glass situation. Those industries which consume large amounts of flat glass are affected by a slowing down in activity due to the Summer season.

My Log Cabin.

My log cabin keeps talking to me
With its logs of wood
Talking language of their tree
Happily understood
Yet with more devoted word
Each one now is better heard
Like a saint's doxology.

Raised by sunbeams but to lie
Prone, unsawn, aware
Fallen logs will never die
In a cabin's care
But re-live within, without
Telling comers there about
Timber-land's tranquility.

Log on log will say to me
In its forest lay
"I'm not sighing for my tree
Nor a happier day
Pleasure grows if I can give
Cheer to those who wish to live
In a cabin's company."

Dear log cabin what a friend
Dearest none could be
For you always love to send
Joy on joy to me
Till your door I open wide
Enter in and long abide
Lost in dreams where worries end.
Charles A. Heath.

Highland Park—Yale Roberts, doing business as Blumenthals, retail women's wear. Union Guardian Trust Co. has been elected trustee. Sale of assets in parcels for \$448 has been confirmed. Assets are given as \$3,936 and liabilities, \$11,414 in schedules filed.

Jennings' Pure Extracts

Vanilla, Lemon, Almond, Orange,
Raspberry, Wintergreen.

Jennings Flavoring Extract Co.
Grand Rapids, Mich.

Phone 61366

**JOHN L. LYNCH
SALES CO.**

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

209-210-211 Murray Bldg.

Grand Rapids, Michigan

Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.

Grand Rapids.

SAGINAW BRICK CO.

Saginaw.

**Public welfare demands**

fresh, clean food, and the man who sells it is doing a service to his community—with profit to himself.

High among protective, appetizing methods is KVP Delicatessen Paper; it builds faith in the freshness and purity of the food you sell and trade grows by confidence.

KVP Delicatessen as a "slap sheet" is proof against air and moisture; keeps odors out and goodness in. It is grease-resistant and strips clean. Comes in handy wall cartons, rolls or boxes. Write your Paper merchant (or us direct) for samples.

Kalamazoo Vegetable Parchment Co.
Kalamazoo - Michigan

**KVP
DELICATESSEN
PAPER**

Kent Products Co.

Service Distributor
**Eskimo Creamed Cottage
Cheese.**

Borden Cheese.

**Meadow Gold Butter "June
Flavor."**

Grand Rapids and Western
Michigan
Phone 64-929

**SARLES**

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

I. Van Westenbrugge

Grand Rapids - Muskegon

We have been
appointed exclusive
service distributors on

KRAFT K CHEESE

**KRAFT Mayonnaise
KRAFT Malted Milk**

Weekly service in
Central Western Michigan

HOTEL DEPARTMENT

News and Gossip of Interest To Hotels.

Los Angeles, July 18—Five years ago when I made a trip to Honolulu, I spent a couple of weeks in San Francisco. At that time an attempt was being made to procure pardons for Mooney and Billings, who have been in the public eye for ten years. I confess that the appeals made had their impression on me, and I took occasion to look up the records of their trial in the archives of the public library, in the City of the Golden Gate. My investigation led me to believe that even if they were not participants in the bombing which occurred on the "preparedness" parade, their records were such that they deserved punishment of some kind for other felonies, so, after discovering that the jury returned a verdict of "guilty" after five minutes of deliberation, I naturally came to the conclusion that they were naughty boys and were certainly entitled to corrective methods. Now that one of President Hoover's fault finding committees has had something to say on the subject, through innuendo purely, I am called upon to consider that perennially the cry goes forth to raise money for the defense fund of Mooney and Billings, and I believe it would be safe to estimate that a million dollars or more have been raised on this particular alibi, only a very small percentage of which was ever spent directly or indirectly to aid Mooney or Billings. But the Wickersham Commission, while it does not specially go into the details of this particular case, intimates that certain matters of evidence, coming to public notice after the trial, were not used for the benefit of the defendants, and hence they were not given full justice, the supreme court of California agreeing that such evidence was so entirely gauzy that it was, when offered, not worthy of consideration. If you should ask my opinion I would freely grant that these individuals had been sufficiently punished, and probably would behave themselves if they were turned loose, but the Wickersham stuff leaves a bad taste in the mouth, and ought to be corrected in the public mind, hence if it is brought to your individual attention, please remember that these people had already been impressed with the scarlet letter, and deserved correction.

Apropos of the Mooney-Billings episode I might add that the McNamara's who bombed the Los Angeles Times building, snuffing out a score of human lives, and who were promptly convicted on their own confessions, are now setting up the claim that they are innocent and asking consideration at the hands of the pardoning power.

Zack D. Jenkins, who preceded Tupper Townsend as manager of the New Whitcomb Hotel, St. Joseph, has been appointed receiver of the Midway Hotel company, operators of the Faust Hotel, at Rockford, Illinois.

A lot has been said about the matter of "tips" in hotel and restaurant operation and I have uniformly expressed myself as being opposed to the system, without, I confess, being particularly interested in the equities of the situation, but the other day a Los Angeles court stirred up a ruffle and a kind friend was responsible for my enjoying myself hugely for a couple of hours. It is claimed, of course, that in almost every line of business, employees have paid their help starvation wages, counting on the "generosity of the public" to make up the difference to the help. This has been the case, especially with the Pullman people, and a great many of the restaurants. I have declared myself many times on the tip proposition, holding that if an

employee dispensed a special service without ostentation, that a monetary reward was ethical, but opposing strenuously the rush stuff whereby the payer was intimidated into dispensing a tip. But the other day a case came up in the municipal court here over a dispute on the question of compensation of a waitress; how much she should get depended on her weekly earnings, of which she was to be paid a percentage during her time out because of injury. The testimony involved the fact that she was only receiving \$8 per week, far less than a living wage, but that her tips amounted to \$12 per week on an average. The court ruled that wages and tips together constituted the girl's earnings. The judge said, "The employer, in effect, saved in direct outgo for wages the amount received by the employee for tips. The idea of tipping is distasteful to some people who prefer to pay in increased charges enough to enable the appropriate wage to be paid directly to the employee by the employer. There is a feeling that tips are not in harmony with the spirit of American institutions, and that they tend to put the recipient in a dependent or service position and to undermine independence of character. It cannot be overlooked or ignored, however, that in certain employments the custom is almost universal in this state, and presumably elsewhere. That condition must be recognized. It has in those employments a vital effect upon the terms and conditions of labor and the relations of employer and employee. It is a custom by which the employer, in the case at bar reaped a financial benefit in the lower payments made by him each week to secure the services of the employee." Of course this decision leaves the matter up in the air where it has been for ages. No matter what percentage of the patrons of restaurants are opposed to the payment of gratuities to help, the facts remain that no matter how stringent the rules may become the subject of tipping, and no matter how frequently we all express ourselves most vociferously on the subject, in the final analysis, we pay the price, and try to look pleasant because it is the custom. The Pullman people, in spite of notoriously low wages paid to employees, are always overwhelmed with applications for positions as porters, knowing that the salaries are meager but the rewards attractive. The sleeping car people have not overlooked this fact, and have profited much. At almost every meeting of hotel executives the question of tips is a subject for discussion. We all know the system is wrong and we also know that our patrons agree with us, but it is an absolute fact that when a certain railroad company—I think it was the Burlington—asked patrons of the dining cars to desist from tipping, suggesting that evidence of it would mean dismissal of the waiter, it was resented by the public, and they secretly slipped their gratuities to the waiters. It seems to be human nature. We don't care to be told where to get off. Proponents of the Volstead "bluster" have discovered this. I am opposed to tipping, but I will confess that when the tippee performs a service without expecting a gratuity, I am with him.

Every once in a while I am reminded of the wonderful meal service at Frank Ehrman's Columbia Hotel, at Kalamazoo. Quite a long time ago Frank inaugurated a combination table d'hôte and ala carte bill of fare, the prime object being to combine economy with a square meal, and he made a wonderful success of it, if an inspection of his improved facilities last summer when I was there, impressed me with the fact that he is feeding the multitudes. Now Frank's idea was to set a certain standard price on some particular article on his bill of fare, surround it with all the accessories which go to

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

Facing Grand Circus Park. Oyster Bar.

800 Rooms - 800 Baths

Rates from \$2

HOTEL TULLER

HAROLD A. SAGE, Mgr.

In

Kalamazoo

It's the

PARK-AMERICAN

Charles Renner, Manager
W. D. Sanders, Ass't Mgr.



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.

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.

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.

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.

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

making it such, and leaving it with his guests to render a verdict as to whether it was really a "square" meal or not. I will say that it was. The other day a party of us went into a popular cafe on Hill street here, to partake of a dinner and a member of our party suggested that it savored of a Columbia "square" meal. And it was. There are a lot of good ideas which this popular hotelier has suggested, which is one of the reasons why Mr. Ehrman every once in a while builds an addition to his Columbia, and nobody seems surprised about it. All right Frank. If I only had one of those hot German potato salads of yours, I would defy the world.

The Farm Board came to the relief of the farmers and the result was wheat took a nose dive and is still diving. But it is the same old story, when the Government bolsters up prices on a commodity, the public gets sore and reduces its buying capacity. Brazil tried it on coffee; England tried to do something with rubber. Why doesn't Uncle Sam try to do something for the hotel operators? There are hundreds of them in the doldrums and they are just as bad off as the farmer. The buying of a lot of vacant rooms would help some, and there would be no necessity for utilizing storage warehouses to take care of them.

Commissioner Woodcock says that so far as he is concerned his chief object will be to discourage the commercial feature of the liquor traffic. He appeals to the conscience of the home-brewers, tells them they will go to the wicked place if they do not discover the error of their ways, but he shows a distinct tendency to keep down court expenses, when dandelion wine is talked of.

Litigation involving Weston patents on cafeteria tray rails and millions of dollars earned through their operation has finally entered the Federal courts, and what will quite likely prove long winded fight is due to begin its trail of devastation among such as are operating this species of service. An accounting is demanded from all users of this type of equipment. The present suit is directed against manufacturers of cafeteria supplies but the litigants have intimated that users of this class of equipment will be later on called upon for a showdown. For purposes of defense the users are organizing and raising a large fund to carry on the suit.

E. J. Bradwell, who has been manager of Hotel Fort Shelby, Detroit, since 1929, has been elected a director of the Fort Shelby Company and managing director of the hotel, President Maynard Smith has announced. Mr. Bradwell succeeds J. E. Frawley, manager of the Park Central, in New York, who remained managing director of the Detroit institution. Mr. Bradwell began his career with the Buffalo Statler and has been affiliated with the Fort Shelby as chief clerk, assistant manager and finally manager for upwards of ten years, and enjoys a wide acquaintance in the Wolverine State.

Here is the latest "dope" for figuring out a profitable scheme for promoting a building program along hotel lines, especially in California. Figure, for instance, on a house with 100 rooms; now allow 10 per cent. for double occupancy and deduct 20 per cent. for non-occupancy; resulting in a net occupancy of 110 per cent. Of course when the building is finally ready for occupancy—if the location is a fair one—the occupancy will possibly reach 40 per cent. and it will simply be one more of those cases where "all signs fail in dry weather." We have lots of this kind of stuff out here and

California is no exception to the rule. Take, for instance, the Flintridge-Biltmore, erected in the hills a few miles out of Los Angeles, one of the Strauss pet schemes. It was completed about four years ago at an outlay of \$2,000,000. It was sold last week, to be used as a sanitarium, for \$250,000. When the old fanning mill ceases operations the "chaff" indicates a lot of investors who never had the remotest idea of how to operate a hotel, or where the business could be secured to keep it afloat.

Comes a word from away down East in Michigan, from a hotel man whom I like exceedingly well, even if he occasionally takes issue with me on some of my statements, that he has a formula for cooking a certain so-called Virginia product, even if Virginia never saw five per cent. of the hams which bear the name of that commonwealth. It listens well, and the recipe goes to you without any charge whatsoever. Here it is: A 12 pound ham, cup of vinegar or cider, a handful of ground cloves, teaspoon mustard, half cup of brown sugar and six red apples. Plunge ham into boiling water, boil ten minutes only, reduce the heat and simmer for two hours. Take from boiling water and remove skin from two-thirds of ham, leaving one-third on shank end. Bake in slow oven (175 to 300 degrees) one hour with fat side up, basting with a mixture of equal parts of cider and cold water, and the mustard. Score the fat side of the ham with a sharp knife in checker-board fashion, and press the whole cloves into the center of these squares. Sprinkle brown sugar over the entire surface and continue the baking process one and one-half hours longer, basting frequently. Place the apples, halved and cored, without paring, around the ham and continue the baking process until they are done, and there you are. There is much loss in bulk where a ham is boiled too long or too violently. In one of the large cafeterias here a friendly chef told me a saving of at least 15 per cent. could be gained if a pressure cooker is used, the depreciation in weight being reduced to that extent by the more thorough treatment in the pot and a corresponding reduction in the oven. The Los Angeles Times has a free cooking school in which the merits of the pressure cooker has been demonstrated. One of these utensils, of which there are various makes, is just as valuable in the home kitchen as in the restaurant.

Nothing can kill off ideas so quickly as keeping them in solitary confinement, says a writer in the Hotel World. If you have any ideas you think will make yours a better hotel, bring them out in the open. It is better that they be killed openly than never to have been born. Sometimes a poor idea suggests a good one. Then, too, perhaps some of your ideas will be good ones and you will see them grow.

Joseph Adams, Flint, has leased the New Cheboygan Hotel, at Cheboygan, from D. St. Amour, who has reserved a number of rooms therein to take care of the overflow from Hotel Ottawa, another of his properties, during the tourist season.

Hotel Derby, on Fulton street, West, Grand Rapids, has re-opened, after being closed since February, and is now under the management of Mr. and Mrs. E. C. Butler.

Chas. A. Larnard, formerly with the Sylvan Beach, Whitehall, has taken over the management of the Edgewater, at Upper Hamlin Lake, near Ludington.

From one of my Michigan staff correspondents: "I saw the advertisement

of Mrs. Sampson, Pentwater, in the Tradesman, and dropped off there last Sunday with friend wife, to try one of her meals. It was the berries, all right." Showing that advertising is advantageous, especially if you have the goods to deliver.

Gabriel G. Chiera, proprietor of the Spa Hotel, Detroit, died here recently of heart disease, aged 81. Born in Italy, he came to Detroit with his parents when a small boy. He owned and operated the Detroit property for many years. His nephew, John A. Chiera, is now manager of the hotel.

Commercial hotels throughout the country are to be enlisted in a movement launched by the National Council of Traveling Salesmen, to "put the salesman back on the road." With a view to having local merchants everywhere patronize the traveling salesman, hotel men are requested to confer with their home town dealers and to stress the influence of the salesman's visits in addresses before the local chambers of commerce, Kiwanis, Exchange and Rotary clubs. After all that has been said on the subject, the traveling salesman is the pith of the hotel business.

Wisconsin resort hotels are favoring a movement to have drinking water analyzed. This system was inaugurated in Michigan many years ago, sponsored by law, I believe, and was found to be quite satisfactory.

Frank S. Verbeck.

Ann Arbor—Plans have been completed for the construction of the Ann Arbor Wayside Tavern to be built by local financing and to be operated under a 30 year lease by the Pick Hotels Corporation, of Chicago, which operates more than a score of hotels in the Middle West. Of the English tavern type of construction, the hotel will be seven stories in height and fireproof throughout. It will contain 101 rooms, each with bath, while some of the rooms will have folding beds and kitchenettes for permanent guests. In the basement will be some private dining rooms and a grill, with other dining rooms on the first floor off the lobby. Plans for the top floor include a ballroom and other private dining rooms.

Sault Ste. Marie—W. M. Shortness has been appointed resident manager of the Dixie, in this city, by Leon Deglman, manager of the Hotel Ojibway and general manager of the three Arthur L. Roberts-Deglman Hotel Company houses here.

Ishpeming—The Pfeffer Construction Co. is this week employing sixty workmen on the new Ishpeming hotel and, in addition, there are a number engaged in hauling materials to the site. The average number employed the previous week was fifty-two. Two crews of bricklayers are now working one starting at 5 in the morning and continuing until 1 o'clock; the other working from 1 to 9 in the evening. The progress has been much more rapid since it was possible to work this way and the first floor brick and steel work is finished. If weather conditions are favorable, this rapid progress should continue. All brick work has been completed on the high school group of buildings and about the only remaining large outside job to be completed is the placing of a

copper roof on the manual training building.

Hearty Welcome To Charlevoix.

"Uncle" Louie Winternitz, who did not visit Charlevoix in 1930, making for his first non-appearance here in many years, is at the Elston cottage again this season. He arrived here Friday and has been busy greeting old time friends and making new acquaintances since his appearance. "Uncle" Louie, at times is on one side of the world, sometimes on the other. He is something of a globe trotter and a trip around the world is a small event in his young life. Be that as it may, whether he be in Siberia, New Zealand, Hawaii or in the wilds of darkest Africa, Switzerland or England "Uncle" Louie is a constant, persistent Charlevoix booster.

"Uncle" Louie is a most welcome visitor here, where he has many close personal friends who are always pleased to greet him on his arrival and express regrets when the time comes for him to depart.—Charlevoix Sentinel.

Nine New Readers of the Tradesman.

The following new subscribers have been received during the past week:

L. P. Smith, Galesburg.
Harold G. Ford, Detroit.
John King, Grand Rapids.
C. B. Dutmers, Grand Rapids.
Myers Hardware, Grand Rapids.
A. J. Davis, North Star.
C. G. Phelps, Grand Rapids.
O. A. Brown, West Branch.
Toledo Scale Co., Grand Rapids.

"A MAN IS KNOWN BY THE
COMPANY HE KEEPS"
That is why LEADERS of Business
and Society make their head-
quarters 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

Hotel and Restaurant Equipment

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

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

Penalties Under the Food and Drugs Act.

The present agitation for more severe punishment for those who persist in the manufacture and sale of adulterated and misbranded food and drug products, through second or subsequent offenses, brings up for careful consideration the penalties provided by the Food and Drugs Act.

Section (1), which deals with the manufacture of adulterated or misbranded products, classifies each violation as a misdemeanor, punishable by a fine of "not to exceed" \$500 or imprisonment for one year, or both fine and imprisonment, "in the discretion of the court." For each "subsequent offense" the manufacturer shall be fined "not less than" \$1,000 or imprisoned for one year, or both fined and imprisoned, in the court's discretion.

Section (2), dealing with the shipment, delivery or sale of adulterated and misbranded products, imposes a fine of not more than \$200 for the first offense but provides for each subsequent "offense" a fine not exceeding \$300 or imprisonment not exceeding one year, or both, in the discretion of the court.

It will be seen that the imposition of jail sentences, for second or subsequent offenses under the Food and Drugs Act is left to the sound discretion of the presiding judge, who may also impose for each such offense fines of \$1,000 in the case of manufacture and up to \$300 in the case of shipment, delivery or sale.

The significance of the foregoing becomes more apparent when it is noted that each shipment, delivery or sale of an adulterated or misbranded product constitutes a separate and distinct "offense," under the Food and Drugs Act. Assume, for example, that a product has been found adulterated or misbranded in a court proceeding under the statute and thereafter five lots of that product, adulterated or misbranded in the same way, are shipped, delivered or sold to or at five different points in the United States. The Government, upon those facts, might ask the court to impose a fine of \$300 and imprisonment for one year in each of the five cases, aggregating \$1,500 in fines and imprisonment for five years. In addition, the Government might proceed against the manufacturer under the first section of the Food and Drugs Act for such "subsequent offense" in manufacturing the adulterated or misbranded product, carrying an

additional fine of not less than \$1,000 or one year's imprisonment, or both, bringing the possible maximum penalties up to \$2,500 and six years imprisonment.

The subject of jail sentences for repeated violations recently came before the Committee on Agriculture and Forestry of the United States Senate, in connection with hearings on "Administration of Food and Drugs Act."

Testimony before that Committee developed the fact that the actual conduct of prosecutions under the statute has been in the hands of the various United States Attorneys in the several judicial district, under the direction of the Department of Justice. Under that system of procedure, the Department of Agriculture has been able thus far to do no more, in cases of "subsequent" offenses, than invite the attention of the Department of Justice and of the United States Attorney to any former conviction and to ask that the court be urged to impose the jail sentences provided for such repeated offenses. On this point an official of the Department testified: "We make a recommendation in the preparation of our record for reference to the United States Attorney, in every single case where it is a second offense, that a jail sentence be imposed. We call that to the attention of the United States Attorneys."

There seems to be a feeling in official circles, as intimated in the hearings before the Senate Committee, that the general failure of our Federal courts to impose jail sentences for persistent violators of the Food and Drugs Act has been largely due to the system of policy followed up to this time in Food and Drugs cases. Apparently the view is that prosecutions under the Food and Drugs Act should be under the control and direction of those branches of the Government charged with the enforcement of that statute and performing the essential regulatory work thereunder, to the end that due emphasis be given to the interests of the general public, from a National rather than a local viewpoint.

One of the facts that should be kept in mind, in the discussion of penalties for repeated and persistent violations of the Food and Drugs Act, is that most of the food and drug products now on the market are made and sold by corporations, rather than by individuals. In the ordinary case, particularly where the corporation and the business are of large proportions, it is difficult for the Government to show personal contact of some officer with the particular shipment involved. In the usual or ordinary case, as explained to the Senate Committee, all that the Government can do is to show that the officers of the corporation knew or should have known of what was being done, and hence are charged with responsibility for the acts of their subordinates and employees, or "were so thoroughly personally responsible for the commission of the offense that we could insist upon their being jailed."

Whatever form the attempt may take, or whatever means may be employed to effect the desired result, there is reason to believe that deter-

mined effort is about to be made to strengthen the hand of the Government in prosecutions for second or subsequent offenses under the Food and Drugs Act. While Congressional action by way of amendment of the statute may be necessary to accomplish all that is desired from the Government's point of view, it is not unlikely that administrative changes and new policies will bring the Food and Drugs Administration into more intimate contact with future prosecutions, even though the statute may remain unchanged.

Clinton Robb.

Make Most of the "Swimming Season".

Hot days are here, and men, women and children are taking to the beaches and swimming pools throughout the country. Coincident with the hot weather is the vacation season, making almost every person a potential customer for bathing accessories, for who would go on a vacation without a bathing cap, etc., even though it is just possible that it would seldom be used. However, the market is there, and the store which puts real effort into the promotion of this line of merchandise for the next few weeks will be well repaid by greatly increased sales.

While there is a real opportunity to do a large and profitable business in bathing accessories these must be merchandised in the right way. And this does not apply only to stores in the cities on the seacoast or lake front.

It is an admitted fact that women throughout the world have more than ever become bathing-conscious. They have turned to bathing, not only for recreation but for health. During the last few years the health-giving properties of the sun's rays have been deeply impressed upon women, and the population of the beaches and water fronts has increased proportionately.

Women in inland cities have felt the urge as much as their sisters on the seacoasts. Lakes, ponds and rivers are dotted with created bathing and lounging beaches. Suntan now takes precedence over "peaches and cream" complexions during the summer. It is both fashionable and healthy to be brown—the deeper the brown the more fashionable.

In order to secure the best results in this brief but profitable campaign, it is essential that bathing accessories be available, and that they be so arranged that one suggests the other. Many stores in the large cities have found it most profitable to devote separate sections to these accessories, and the section is given a prominent location where it is sure to attract the attention of passers-by. Bathing accessories are quick turnover items with a highly profitable markup.

It is advisable, when arranging the

counters, to devote one to each type of accessory. There should be one for caps, another for water balls and novelties, another for shoes, etc.

Color is an important feature in bathing accessories, and this section can be made a highly colorful spot. All of the staple colors of other years have been retained in all their brightness. To these have been added many new colors, used separately and in combination with one another. Among the new shades now winning popular favor are capucines, yellows and purples in their several shades. Suntan, winning high favor last year, is a good seller this summer, although it is anticipated that the higher and brighter shades will be the best sellers.

New shapes and styles in shoes are being shown, one being so molded that neither water nor sand will remain in it, and in addition it is light enough that it may be worn while swimming. Shoes are available in all styles, even with high heels.

The average drug store does not half utilize the opportunity it has to sell toilet preparations and beauty aids during the summer months and, in fact, well into the fall, for many business women take their vacations in September or October. The vacation season offers a chance to sell in quantity, as at no other time of year. It is one thing for a woman to be in town with beauty shops and drug stores all about her, and quite another to be out in a cabin in the mountains or the forest where she must do the work herself. The results she obtains there will be governed largely by the care and intelligence she has used in selecting the proper toilet requisites before she left home. Here is where an alert clerk, thoroughly familiar with the stock, can be of great assistance and make many extra sales in the toilet goods department. It is well also to select the best-known brands of toilet preparations.

In all parts of the United States and Canada thousands of women visit the beaches each year. In these days of the skirtless bathing suit, not only must care be taken of the face, hands and hair, but also of arms and legs as well. The summer girl must be attractive whether she is lolling on the sand or cavorting in the surf, and an essential is that there must not be the slightest trace of superfluous hair on either arms or legs. Here is the chance to sell good depilatories, and a safety razor for removal of hair from the underarm. Cold cream, freckle lotion, sunburn cream, are all possible things to keep in mind when selling to those going to the seashore. Many women will appreciate being told of a good neck bleach. Fur collars on winter coats have a way of discoloring nice white necks.

HOEKSTRA'S ICE CREAM

Cream of Uniform Quality

An Independent Company

217 Eugene St.

Phone 30137

Grand Rapids, Mich.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 21—The steady flow of tourists is still increasing, but they most all seem to be practicing economy. Seems as if the Scotch are in the majority. Many are traveling with trailers and houses on wheels, carrying supplies for the round trip and camp supplies, so that all that is required is a camp site. All, however, appear to be having a good time and we are pleased to see them come where they can get so much for so little. The old saying, "Every little bit helps," is very acceptable at this time. The extreme hot weather which has been covering the country has made the Sault an outstanding place to go for relief.

Fred Shaw, manager for the Gamble-Robinson Co., has purchased a delightful lot on the banks of Saint Marys River, where he expects to build a summer cottage. He will join the large colony of resorters who have built on the shore a few miles East of Brimley.

Many of the farms in Chippewa county show, by the beautiful gardens that surround the back doors, that there is a real recognition that in these days there is good sense shown by raising sufficient vegetables for the family use. To eat one must have food. Humans do not live on hay nor flax nor field peas. They must have meat and vegetables. Those who are getting back to the land are said to have shown a grasp of this need by putting in gardens—gardens which shall render it unnecessary to go to the market for all provisions next winter.

R. G. Ferguson, one of our leading citizens, was again elected as chairman of the Michigan Hospital Commission at the annual meeting held at Traverse City last week.

The many friends of Miss Lelia Seaman, manager for the Seamon general store at Drummond, will be pleased to know that she has recovered from the accident which she met with about a month ago when she was thrown from a car in coming to the Sault, which overturned, inflicting a bad cut in the head and other bruises. Her condition at the time was very critical and she has been at the war

memorial hospital until last week, when she returned to her home and is now able to look after the business again.

One of the hopeful things about this motorized age is that we have fewer punctures, because tires multiply faster than tacks.

The Plymouth mine, one of the open pit mines at Wakefield, resumed operations June 6. The Plymouth is operated by Pickards, Mathers & Co., and is one of the real tourist objectives of Northern Michigan, as well as a huge industrial enterprise. The big pit, well over a mile long, lies close to highway US 2 and visitors to the North country find it very interesting. Mrs. A. Leighman and daughter, at DeTour, have decided to close out the stock in their store in the near future and discontinue business.

James McDonald, of the firm of Goetz & McDonald, at DeTour, has returned from Ann Arbor, where he went for treatment several months ago. He is feeling fine and back on the job again.

The board of managers of the Upper Peninsula state fair has designated August 24 to 29 inclusive as the dates for holding the fourth annual 1931 exposition in Escanaba. The Upper Peninsula state fair has taken its place in the past three years as one of the outstanding fairs of the country. This has been accomplished by the universal co-operation of the district. Before the establishment of the fair comparatively few Upper Peninsula people had ever seen a Michigan state fair, although many had attended the state fairs at Wisconsin and Minnesota. Last year's fair presented really remarkable exhibits and programs, worthy in every way of a great region. This year's attractions promise to be still better.

It looks as if we are not going to have a fair in Chippewa county this year, as our board of supervisors seem to think it will help out on the depression.

The new busses which replaced the street railway system are running at a loss. It looks as if they will also be a thing of the past.

Let us hope that the end is not far away and that we may hope to get back to the good old times again.

William G. Tapert.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Benzoin Comp'd.	
Boric (Powd.)	10 @ 20	Cubebs	1 25@1 50	Buchu	@ 2 40
Boric (Xtal)	10 @ 20	Elgeron	5 00@5 25	Cantharides	@ 2 16
Carbolic	38 @ 44	Eucalyptus	4 00@4 25	Capsicum	@ 2 52
Citric	44 @ 60	Hemlock, pure	1 00@1 25	Catechu	@ 2 28
Muriatic	3 1/2 @ 8	Juniper Berries	2 00@2 25	Cinchona	@ 1 44
Nitric	9 @ 15	Juniper Wood	4 00@4 25	Colchicum	@ 2 18
Oxalic	15 @ 25	Lard, extra	1 50@1 75	Cubebs	@ 1 80
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Digitals	@ 2 76
Tartaric	43 @ 55	Lavender Flow	6 00@6 25	Gentian	@ 2 04
Ammonia		Lavender Gar'n	1 25@1 50	Gualiac	@ 1 35
Water, 26 deg.	07 @ 18	Lemon	2 50@2 75	Gualiac, Ammon.	@ 2 28
Water, 18 deg.	06 @ 15	Linseed, boiled, bbl.	@ 80	Iodine	@ 1 25
Water, 14 deg.	5 1/2 @ 13	Linseed, raw, bbl.	@ 77	Iodine, Colorless	@ 1 50
Carbonate	20 @ 25	Linseed, bld., less	87@1 00	Iron, Clo.	@ 1 56
Chloride (Gran.)	08 @ 18	Linseed, raw, less	84@ 97	Kino	@ 1 44
Balsams		Mustard, artifi. oil	@ 30	Myrrh	@ 2 52
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Nux Vomica	@ 1 80
Fir (Canada)	2 75@3 00	Oliva, pure	3 00@3 00	Opium	@ 5 40
Fir (Oregon)	65@1 00	Oliva, Malaga,		Opium, Camp.	@ 1 44
Peru	2 50@2 75	yellow	2 50@3 00	Opium, Deodor'd	@ 5 40
Tolu	2 00@2 25	Oliva, Malaga,		Rhubarb	@ 1 92
Barks		green	2 85@3 25	Paints	
Cassia (ordinary)	25 @ 30	Orange, Sweet	6 00@6 25	Lead, red dry	13 1/4 @ 13 1/4
Cassia (Salgon)	40 @ 60	Organum, pure	@ 2 50	Lead, white dry	13 1/4 @ 13 1/4
Sassafras (pw. 50c)	@ 40	Organum, com'l	1 00@1 20	Lead, white oil	13 1/4 @ 13 1/4
Soap Cut (powd.)	20 @ 30	Peppermint	2 25@2 50	Ochre, yellow bbl.	@ 2 1/2
Berries		Rose, pure	4 50@4 75	Ochre, yellow less	3 @ 6
Cubeb	@ 75	Rosemary Flows	1 50@1 75	Red Venet'n Am.	3 1/4 @ 7
Flah	@ 25	Sandelwood, E.	1 50@1 75	Red Venet'n Eng.	@ 8
Juniper	10 @ 20	L	12 50@12 75	Putty	5 @ 8
Prickly Ash	@ 50	Sassafras, true	2 00@2 25	Whiting, bbl.	@ 4 1/2
Extracts		Sassafras, art'l	75 @ 100	Whiting	5 1/4 @ 10
Licorice	60 @ 75	Spearmint	5 00@5 25	Rogers Prep.	2 45 @ 2 65
Licorice, powd.	60 @ 70	Sperm	1 25@1 50	Miscellaneous	
Flowers		Tany	6 00@6 25	Acetanilid	57 @ 75
Arnica	75 @ 80	Tar USP	65 @ 75	Alum	06 @ 12
Chamomile (Ged.)	35 @ 45	Turpentine, bbl.	@ 77	Alum, powd. and	
Chamomile Rom.	@ 90	Turpentine, less	64 @ 57	ground	09 @ 15
Gums		Wintergreen,		Bismuth, Subni-	
Acacia, 1st	@ 60	leaf	6 00@6 25	trate	2 12 @ 2 40
Acacia, 2nd	@ 50	Wintergreen, sweet		Borax xtal or	
Acacia, Sorts	25 @ 40	birch	3 00@3 25	powdered	06 @ 13
Acacia, Powdered	30 @ 40	Wintergreen, art	75 @ 1 00	Cantharides, po.	1 25 @ 1 50
Aloe (Barb Pow)	35 @ 45	Worm Seed	6 00@6 25	Calomel	2 72 @ 2 82
Aloe (Cape Pow.)	25 @ 35	Wormwood	10 00@10 25	Capsicum, pow'd	42 @ 55
Aloe (Soc. Pow.)	75 @ 80	Potassium		Carmine	8 00@9 00
Asafoetida	50 @ 60	Bicarbonate	35 @ 40	Cassa Buds	20 @ 30
Pow.	87 @ 95	Bichromate	15 @ 25	Cloves	20 @ 30
Camphor	@ 60	Bromide	69 @ 85	Chalk Prepared	35 @ 45
Gualiac	@ 70	Bromide, gran'd	54 @ 71	Chloroform	14 @ 16
Gualiac, pow'd	@ 70	Chlorate, powd.	21 @ 28	Choral Hydrate	1 20 @ 1 50
Kino	@ 1 25	or Xtal	17 @ 24	Cocaine	12 55 @ 13 50
Kino, powdered	@ 1 20	Cyanide	22 @ 30	Cocoa Butter	45 @ 90
Myrrh	@ 1 15	Iodide	4 34 @ 4 55	Corks, list, less	30 @ 10 to
Myrrh, powdered	@ 1 25	Permanganate	23 1/4 @ 25	Copperas	3 1/4 @ 10
Opium, powd.	21 00 @ 21 50	Prussiate, yellow	35 @ 45	Copperas, Powd.	4 @ 10
Opium, gran.	21 00 @ 21 50	Prussiate, red	70 @ 75	Corrosive Sublim	2 00 @ 2 30
Shellac, Orange	40 @ 50	Sulphate	35 @ 40	Cream Tartar	35 @ 45
Shellac, White	55 @ 70	Roots		Cuttle bone	40 @ 50
Tragacanth, pow.	1 25 @ 1 50	Alkanet	30 @ 40	Dextrine	6 1/4 @ 15
Tragacanth	2 00 @ 2 35	Blood, powdered	40 @ 45	Dover's Powder	4 00 @ 4 50
Turpentine	@ 25	Calamus	25 @ 35	Emery, All Nos.	10 @ 15
Insecticides		Elecampane, powd.	20 @ 30	Emery, Powdered	@ 15
Arsenic	7 @ 20	Gentian, powd.	20 @ 30	Epsom Salts, bbls.	00 1/4 @ 10
Blue Vitriol, bbl.	@ 07	Ginger, African,		Epsom Salts, less	3 1/4 @ 10
Blue Vitriol, less	08 @ 15	powdered	20 @ 25	Ergot, powdered	@ 4 00
Bordea, Mix Dry	10 1/2 @ 21	Ginger, Jamaica,	40 @ 50	Flake, White	15 @ 20
Hellebore, White		powdered	45 @ 60	Formaldehyde, lb.	09 @ 35
powdered	15 @ 25	Ginger, Jamaica,		Gelatine	60 @ 70
Insect Powder	30 @ 40	powdered	45 @ 60	Glassware, less 55%	
Lead Arsenate, Po.	11 @ 25	Goldenseal, pow.	3 00 @ 3 50	Glassware, full case 60%	
Lime and Sulphur		Ipecac, powd.	4 00 @ 4 60	Glauber Salts, bbl.	02 1/2 @ 10
Dry	09 @ 23	Licorice	35 @ 40	Glauber Salts, less	04 @ 10
Paris Green	25 @ 45	Licorice, powd.	15 @ 25	Glue, Brown	20 @ 20
Leaves		Orris, powdered	35 @ 40	Glue, Brown Grd	16 @ 22
Buchu	@ 50	Poke, Powdered	25 @ 40	Glue, White	27 1/2 @ 35
Buchu, powdered	@ 60	Rhubarb, powd.	@ 1 00	Glue, white grd.	25 @ 35
Sage, Bulk	25 @ 30	Rosinwood, powd.	@ 50	Glycerine	17 1/2 @ 40
Sage, 1/4 loose	@ 40	Sarsaparilla, Hond.		Hops	75 @ 95
Sage, powdered	@ 35	ground	@ 1 10	Iodine	6 45 @ 7 00
Senna, Alex.	50 @ 75	Sarsaparilla, Mexic.	@ 60	Iodoform	8 00 @ 8 30
Senna, Tinn. pow.	30 @ 35	Squills	35 @ 40	Lead Acetate	17 @ 25
Uva Ursi	30 @ 25	Squills, powdered	70 @ 80	Mace	@ 1 50
Oils		Tumeric, powd.	20 @ 25	Mace powdered	@ 1 60
Almonds, Bitter,		Valerian, powd.	@ 50	Menthol	5 50 @ 6 20
true	7 50 @ 7 75	Seeds		Morphine	13 58 @ 14 32
Almonds, Bitter,		Anise	20 @ 30	Nux Vomica	@ 30
artificial	3 00 @ 3 25	Anise, powdered	@ 35	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,		Bird, Is	13 @ 17	Pepper, Black, pw.	35 @ 45
true	1 50 @ 1 80	Canary	10 @ 15	Pepper, White, po.	55 @ 65
Almonds, Sweet,		Caraway, Po.	30 @ 35	Pitch, Burgundy	10 @ 20
imitation	1 00 @ 1 25	Cardamon	2 25 @ 2 50	Quassia	12 @ 15
Amber, crude	75 @ 1 00	Coriander pow.	30 @ 35	Quinine, 5 oz. cans	@ 60
Amber, rectified	1 50 @ 1 75	Dill	15 @ 20	Rochelle Salts	28 @ 35
Anise	1 50 @ 1 75	Fennell	20 @ 30	Saccharine	2 60 @ 2 75
Bergamont	6 00 @ 6 25	Flax	6 1/4 @ 15	Salt Peter	11 @ 32
Cajeput	2 00 @ 2 25	Flax, ground	6 1/4 @ 15	Selditz Mixture	30 @ 40
Cassia	3 00 @ 3 25	Foenugreek, powd.	15 @ 25	Soap, green	15 @ 30
Castor	1 55 @ 1 80	Hemp	8 @ 15	Soap, mott cast	@ 25
Cedar Leaf	2 00 @ 2 25	Lobelia, powd.	@ 1 100	Soap, white Castile,	
Citronella	75 @ 1 20	Mustard, yellow	10 @ 20	case	@ 15 00
Cloves	3 50 @ 3 75	Musard, black	20 @ 25	Soap, white Castile	
Cocoonut	22 1/4 @ 25	Poppy	15 @ 25	less, per bar	@ 1 60
Cod Liver	1 40 @ 2 00	Quince	2 50 @ 2 50	Soda Ash	30 @ 10
Croton	8 00 @ 8 25	Sabadilla	45 @ 50	Soda Bicarbonate	3 1/4 @ 10
Tinctures		Sunflower	12 @ 13	Soda, Sal	02 1/4 @ 08
Aconite	@ 1 80	Worm, American	25 @ 30	Spirits Camphor	@ 1 20
Aloe	@ 1 56	Worm, Lavant	6 50 @ 7 00	Sulphur, roll	4 @ 11
Asafoetida	@ 2 28	Webster Cigar Co. Brands		Sulphur, Subl.	4 1/4 @ 10
Arnica	@ 1 50	Websterettes	32 50	Tamarinds	@ 20
Belladonna	@ 1 44	Cincos	33 50	Tartar Emetic	50 @ 60
Benzoin	@ 2 28	Webster Cadillacs	75 00	Turpentine, Ven.	60 @ 75
Webster Cigar Co. Brands		Golden Wedding	75 00	Vanilla Ex. pure	2 25 @ 2 50
Websterettes	32 50	Panattelas	75 00	Vanilla Ex. pure 2	25 @ 2 50
Cincos	33 50	Commodore	95 00	Zinc Sulphate	06 @ 11
Webster Cadillacs	75 00				

Seasonable Merchandise

Base Balls, Indoor Balls, Golf Balls

GOLF SUPPLIES—Clubs, Bags, Etc.

TENNIS SUPPLIES—Balls, Rackets, Etc.

INSECTICIDES. ROGERS HOUSE PAINT

ROGERS BRUSHING LAQUER

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WALL PAPER CLEANERS

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MOTH KILLERS—ANT KILLERS

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SPONGES—CHAMOIS—ETC.

Complete Sample Line Always on Display

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

Manistee

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

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



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

APPLE BUTTER	
Quaker, 24-21 oz., doz.	2 10
Quaker, 12-38 oz., doz.	2 00

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

BLEACHER CLEANSER	
Clorox, 16 oz., 24s	3 85
Lizble, 16 oz., 12s	2 15

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

BEANS and PEAS	
Brown Swedish Beans	9 00
Dry Lima Beans 100 lb.	8 75
Pinto Beans	9 75
Red Kidney Beans	9 75
White H'd P. Beans	4 75
Black Eye Beans	5 60
Split Peas, Yellow	6 50
Split Peas, Green	6 50
Scotch Peas	4 50

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

BOTTLE CAPS	
Obi. Lacquer, 1 gross pkg., per gross	16

BREAKFAST FOODS	
Kellogg's Brands:	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Pep, No. 224	2 70
Pep, No. 202	2 00
Krumbles, No. 424	2 70
Gran Flakes, No. 624	2 45
Gran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10

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

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

ROLLED OATS



Instant Flake, sm., 24s	
Instant Flake, sm., 48s	3 60
Instant Flake, lge., 18s	3 40
Regular Flake, sm., 24s	1 80
Regular Flake, sm., 48s	3 60
Regular Flake, lge., 18s	3 40
China, large, 12s	3 15
Chest-o-Silver, lge., 12s	3 25

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

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

Shaker	
No. 50	2 00
Peerless	2 60

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

BUTTER COLOR	
Dandelion	2 85

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

CANNED FRUITS

Hart Brand	
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Apples	
No. 10	5 75

Blackberries	
No. 2	3 35
Pride of Michigan	3 25

Cherries	
Mich. red, No. 10	8 50
Red, No. 10	3 50
Pride of Mich. No. 2	3 00
Marcellus Red	2 55
Special Pie	2 60
Whole White	3 25

Gooseberries	
No. 10	8 00

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

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

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

Red Raspberries	
No. 2	4 60
No. 1	3 15
Marcellus, No. 2	3 60
Pride of Mich. No. 2	4 00

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

CANNED FISH

Clam Ch'der, 10 1/2 oz.	
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minced, No. 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 60
Louise, No. 1/4, Star	2 90
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	6 00
Sardines, 1/4 Oil, K'less	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, Im., 1/2, ea.	10 22
Sardines, Cal., 1/2, ea.	25
Tuna, 1/2 Curtis, doz.	2 65
Tuna, 1/4s, Curtis, doz.	1 80
Tuna, 1/2 Blue Fin	2 00
Tuna, 1s, Curtis, doz.	4 75

CANNED MEAT

Bacon, Med. Beechnut	
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 50
Beef No. 1, Roast	3 00
Beef, 2 1/2 oz., Qua., sil.	1 35
Beef, 4 oz. Qua., sil.	2 25
Beef, 5 oz., Am. Sliced	3 00
Beef, No. 1, B'nut, sil.	4 50
Beefsteak & Onions, s.	3 70
Chili Con Car., 1s	1 35
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/2s	2 85
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/4	1 35
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans

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

CANNED VEGETABLES

Hart Brand	
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Baked Beans	
Medium, Plain or Sau.	75
No. 10, Sauce	5 60

Lima Beans	
Little Dot, No. 2	3 10
Little Quaker, No. 10-13	25
Little Quaker, No. 1	1 80
Baby, No. 2	2 75
Baby, No. 1	1 80
Pride of Mich. No. 1	1 55
Marcellus, No. 10	8 75

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

String Beans	
Little Dot, No. 2	3 20
Little Dot, No. 1	2 40
Little Quaker, No. 1	1 90
Little Quaker, No. 2	2 90
Choice Whole, No. 10-12	75
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 70
Cut, No. 10	10 25
Cut, No. 2	2 10
Cut, No. 1	1 60
Pride of Mich. No. 2	1 75
Marcellus, No. 2	1 50
Marcellus, No. 10	8 25

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

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

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

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

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

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

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

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

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

Squash	
Boston, No. 3	1 80

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

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

Catsup	
Beech-Nut, small	1 50
Beech-Nut, large	2 30
Lilly of Valley, 1 1/2 oz.	2 25
Lilly of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 55
Sniders, 16 oz.	2 25
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 80
Quaker, Gallon Glass	12 00
Quaker, Gallon Tin	7 25

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

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

No. 21 1/2	2 50
No. 21	1 90

Squash

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

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

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

Sage
East India 10

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

Jiffy Punch
3 doz. Carton 2 25
Assorted flavors.

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

Lee & Cady Brands
American Eagle
Home Baker

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

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

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

JELLY AND PRESERVES
Pure, 30 lb. pails 3 30
Imitation, 30 lb. pails 1 60
Pure, 6 oz., Asst., doz. 90
Pure Pres., 16 oz., dz. 2 40

JELLY GLASSES
8 oz., per doz. 36

OLEOMARGARINE
Van Westenbrugge Brands
Carload Distributor



Cream-Nut, No. 1 12 1/2
Pecola, No. 1 10 1/2

BEST FOODS, INC.

Laug Bros., Distributors



Nucoa, 1 lb. 10
Holiday, 1 lb. 10

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

MATCHES
Diamond, 144 box 4 25
Searchlight, 144 box 4 25
Onio Red Label, 144 box 4 20
Onio Blue Tip, 144 box 5 00
Onio Blue Tip, 720-1c 4 00
*Reliable, 144 3 15
*Federal, 144 3 95

Safety Matches
Quaker, 5 doz. case 4 25

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

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

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

Salted Peanuts
Fancy, No. 1 14

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

MINCE MEAT
None Such, 4 doz. 6 20
Quaker, 3 doz. case 3 50
Libby, Kegs, wet, lb. 22

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

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

PEANUT BUTTER



Bel Car-Mo Brand
24 1 lb. Tins 4 35
8 oz., 2 doz. in case 2 65
15 lb. pails 25
25 lb. pails 30

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

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

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



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



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

PICKLES
Medium Sour
5 gallon, 400 count 4 75

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

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

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

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

POTASH
Babbitt's, 2 doz. 2 75

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

Veal
Top 13
Good 11
Medium 09

Lamb
Spring Lamb 13
Good 15
Medium 12
Poor 10

Mutton
Good 10
Medium 08
Poor 10

Pork
Loin, med. 17
Butts 14
Shoulders 11
Spareribs 08
Neck bones 05
Trimnings 08

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

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

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

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

Smoked Meats
Hams, Cer. 14-16 lb. @ 20
Hams, Cert., Skinned 16-18 lb. @ 19
Ham, dried beef 19
Knuckles 23
California Hams 17 1/2
Picnic Boiled 20
Hams 20 @ 25
Boiled Hams 20 @ 30
Minced Hams 16
Bacon 4/6 Cert. 24 @ 28

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

Liver
Beef 16
Calf 55
Pork 08

RICE
Fancy Blue Rose 5 10
Fancy Head 07

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

SALERATUS
Arm and Hammer 3 75

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

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

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

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

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

White Fish
Med. Fancy, 100 lb. 13 00
Milkers, bbls. 18 50
K K K K Norway 19 50
8 lb pails 1 40
Cut Lunch 1 50
Boned, 10 lb. boxes 16

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

STOVE POLISH
Blackie, per doz. 1 35
Black Silk Liquid, dz. 1 35
Black Silk Paste, doz. 1 35
Enameline Paste, doz. 1 35
Enameline Liquid, dz. 1 35
E. Z. Liquid, per doz. 1 40
Radium, per doz. 1 35
Rising Sun, per doz. 1 35
654 Stove Enamel, dz. 2 80
Vulcanol, No. 5, doz. 35
Vulcanol, No. 10, doz. 1 35
Stovoil, per doz. 3 00

SALT
F. O. G. Grand Rapids
Colonial, 24, 2 lb. 95
Colonial, 30-1 1/2 1 20
Colonial, Iodized, 24-2 1 35
Med. No. 1 Bbls. 2 90
Med. No. 1, 100 lb. bk. 1 00
Farmer Spec., 70 lb. 1 00
Packers Meat, 50 lb. 65
Crushed Rock for ice cream, 100 lb., each 80
Butter Salt, 280 lb. bbl. 4 00
Block, 50 lb. 40
Baker Salt, 280 lb. bbl. 3 80
14, 10 lb., per bale 2 10
50, 3 lb., per bale 2 50
28 lb. bags, Table 40
Old Hickory, Smoked, 6-10 lb. 4 50



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

BORAX
Twenty Mule Team
24, 1 lb. packages 3 35
18, 10 oz. packages 4 40
96, 1/4 oz. packages 4 00

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s 1 62 1/2
Brillo 85
Climaline, 4 doz. 4 20
Grandma, 100, 5c 3 50
Grandma, 24, large 3 50
Gold Dust, 100s 3 70

Gold Dust, 12 Large 2 80
Golden Rod, 24 4 25
La France Laun., 4 dz. 3 50
Old Dutch Clean, 4 dz. 3 40
Octagon, 96s 3 90
Rinso, 40s 3 20
Rinso, 24s 5 25
Rub No More, 100, 10 oz. 3 85
Rub No More, 20 Lg. 4 00
Spotless Cleanser, 48, 20 oz. 3 85
San. Flush, 1 doz. 2 25
Sapolio, 3 doz. 4 25
Sapolio, 100, 12 oz. 6 40
Sawbox, 100, 10 oz. 4 00
Sawbox, 12, large 2 65
Speedee, 4 doz. 7 20
Sunbrite, 50s 2 10
Wyandote, 18 4 75
Wyandote Deterg's, 24s 2 75

SOAP
Am. Family, 100 boxes 5 20
Crystal White, 100 3 50
Big Jack, 60s 4 75
Fels Nanthal, 100 box 5 20
Flake White, 10 box 3 35
Grdma White Na. 10s 3 50
Jap Rose, 100 box 7 40
Fairly, 100 box 4 00
Palm Olive, 144 box 9 50
Lava, 100 box 1 20
Octagon, 120 5 00
Pummo, 100 box 4 85
Sweetheart, 100 box 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Trilby Soap, 100, 10c 7 25
Williams Barber Bar. 9s 50
Williams Mug, per doz. 48

SPICES
Whole Spices
Allspice, Jamaica @ 30
Cloves, Zanzibar @ 47
Cassia, Canton @ 25
Cassia, 5c pkg. doz. @ 40
Ginger, Africa @ 19
Mace, Penang 1 00
Mixed, No. 1 @ 42
Mixed, 5c pkgs. doz. @ 45
Nutmegs, 70 @ 90
Nutmegs, 105-1 10 @ 43
Pepper, Black 25

Pure Ground in Bulk
Allspice, Jamaica @ 33
Cloves, Zanzibar @ 53
Cassia, Canton @ 29
Ginger, Corkin @ 30
Mustard @ 29
Mace, Penang 1 05
Pepper, Black @ 27
Nutmegs @ 35
Pepper, White @ 44
Pepper, Cayenne @ 36
Paprika, Spanish @ 36

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

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

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

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

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

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

Maple
Michigan, per gal. 2 75
Welche, per gal. 3 25

COOKING OIL
Mazola
Pints, 2 doz. 5 75
Quarts, 1 doz. 5 25
Half Gallons, 1 doz. 11 75
Gallons, 1/2 doz. 11 30

TABLE SAUCES
Lee & Perrin, large 5 75
Lee & Perrin, small 3 35
Pepper 1 60
Royal Mint 2 40
Tobasco, 2 oz. 4 25
Sho You, 9 oz. doz. 2 25
A-1, large 4 75
A-1 small 2 85
Caper, 2 oz. 3 30

TEA
Blodgett-Beckley Co.
Royal Garden, 1/2 lb. 75
Royal Garden, 1/4 lb. 77

Japan
Medium 35 @ 36
Choice 37 @ 52
Fancy 52 @ 61
No. 1 Nibbs 54
1 lb. pkg. Sifting 14

Gunpowder
Choice 40
Fancy 47

Ceylon
Pekoe, medium 57

English Breakfast
Congou, medium 28
Congou, Choice 35 @ 36
Congou, Fancy 42 @ 42

Oolong
Medium 35
Choice 45
Fancy 50

TWINE
Cotton, 3 ply cone 33
Cotton, 3 ply Balls 35
Wool, 6 ply 15

VINEGAR
Cider, 40 Grain 18
White Wine, 80 grain 25
White Wine, 40 grain 20

WICKING
No. 0, per gross 36
No. 1, per gross 1 20
No. 2, per gross 1 40
No. 3, per gross 2 30
Peerless Rolls, per doz. 25
Rochester, No. 2, doz. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. 75

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

Churns
Barrel, 5 gal., each 2 40
Barrel, 10 gal., each 2 50
3 to 6 gal., per gal. 16

Pails
10 qt. Galvanized 2 60
12 qt. Galvanized 2 80
14 qt. Galvanized 3 10
12 qt. Flaring Gal. Jr. 5 00
10 qt. Tin Dairy 4 00

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

Tubs
Large Galvanized 8 75
Medium Galvanized 7 75
Small Galvanized 6 75

Washboards
Banner, Globe 5 50
Brass, single 6 20
Glass, single 6 00
Double Peerless 8 50
Single Peerless 7 50
Northern Queen 5 00
Universal 7 25

Wood Bowls
13 in. Butter 5 00
15 in. Butter 9 00
17 in. Butter 18 00
19 in. Butter 25 00

WRAPPING PAPER
Fibre, Manila, white 05
No. 1 Fibre 06 1/2
Butchers D F 06 1/2
Kraft 06 1/2
Kraft Stripe 09 1/2

YEAST CAKE
Anglic, 3 doz. 2 70
Sunlight, 3 doz. 2 70
Sunlight, 1 1/2 doz. 1 35
Sunlight, 3 doz. 2 70
East Point, 1 1/2 doz. 1 35

YEAST-COMPRESSED
Fleischmann, per doz 36

A CREED FOR 1931

I believe in the United States of America.

I believe in the American ability to beat any beatable set of circumstances and come up smiling.

I believe in the ability of the American citizen to swim upstream, hit fast ball pitching, break out of a half-nelson and have a pretty good time in the bargain.

I believe that in the long run fair weather overbalances the bad, that all "breaks" are subject to the law of averages, that the expression "Good old days" is relative and that everything comes out all right in the wash.

I believe a little optimism never hurt anybody and can be taken straight.

I believe in the capacity of the American industrial leader and in the common sense of the American workingman.

I believe that Uncle Sam is still at the old stand with a brave heart and a clear head and I do not believe he is in any danger of losing his pants, coat, vest or shirt.

I believe in the total inability of Russia to change the course of the stars, to rearrange the general appearance of the heavens, to eliminate the constellations, to discontinue the daily rising of the sun, to subject the rainbow to a five-year plan or to make the American of normal backbone jump into a hole and pull it in after him.

I believe American railroads are worth considerably more than a dime a dozen.

I believe the United States Steel Corporation, the American Telephone & Telegraph Company, the General Electric Corporation, and other big industrial institutions will stay in business and that none of them is in any danger of having to take on a side line of lead pencils or apples.

I do not believe there is any danger of seeing John Pierpont Morgan, Owen D. Young, General Atterbury, Charlie Schwab or James A. Farrell throwing their jobs overboard and deciding to make a living as ferryboat musicians.

I believe that what the country needs more than anything else is a restoration of the ducking stool for professional pessimists, squawkers, calamity howlers and confirmed grouches.

I believe in the ability, instinct, capacity and power of the average American to fight his way out of any difficulty, to scale any reasonable heights, to make the final payments on the automobile, to put something in the bank and to look adversity in the face and tell it where to go.

I believe the American people will continue to own and operate automobiles and that there is not a Chinaman's chance that conditions will arise which will make them decide it is a good idea to go back to the bicycle and the buggy.

I believe the American housewife will continue to have an electric ice-box and will never again be satisfied to spend a half day mopping up the kitchen after the visit of the old-fashioned iceman.

I believe the old-fashioned washtub has gone for good and that anybody who thinks the American wife is going back to the old days of drudgery and inconveniences is two-thirds cookoo and one-third army mule.

I believe that three square meals a day will always be the American standard, but that even if we miss one or two it won't hurt us.

I believe in common sense and natural vision as opposed to the "fidgets" and the use of smoked glasses when anything goes wrong.

I believe in the silver lining, the rainbow after the storm, the plunge through center, the infallibility of the slogan "Never lead with your chin," and the potency of the cries "Block that kick!" and "Hold 'em, Yale!"

I believe that much of the world depression is done by mirrors.

I believe the worst is over and that it never was as bad as it was advertised.—H. I. Phillips in New York Sun.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 14.—We have received the schedules, reference and adjudication in the matter of William G. Kenney, Bankrupt No. 4559. The bankrupt is a resident of Grand Rapids, and his occupation is that of a real estate and insurance agent. The schedule shows assets of \$150, with liabilities of \$21,000.24. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

July 14. We have received the schedules, reference and adjudication in the matter of Burt F. Amernan, Bankrupt No. 4558. The bankrupt is a resident of Fremont, and his occupation is that of a dentist. The schedule shows assets of \$3,326.75, with liabilities of \$9,549.15. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Clarence B. Jones, Bankrupt No. 4273. The final meeting of creditors has been called for July 30. There may be a small first and final dividend for creditors.

In the matter of Mabel Barnum, Bankrupt No. 4276. The final meeting of creditors has been called for July 30. The trustee's final report will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of Lucy Otis, Bankrupt No. 4287. The final meeting of creditors has been called for July 30. The trustee's final report will be approved at such meeting. There may be a small first and final dividend for creditors.

In the matter of Barney B. Mann, Bankrupt No. 4297. The final meeting of creditors has been called for July 30. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Garret Van Allsburg, Bankrupt No. 4204. The final meeting of creditors has been called for July 30. The trustee's final report will be approved at such meeting. There probably will be a dividend for creditors.

In the matter of John B. Stemm, Bankrupt No. 4308. The final meeting of creditors has been called for July 30. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

July 14. We have received the schedules, reference and adjudication in the matter of Clark R. Otten, Bankrupt No. 4560. The bankrupt is a resident of Kalamazoo, and his occupation is that of an auto mechanic. The schedule shows assets of \$50, with liabilities of \$1,802.28. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

July 14. We have received the schedules, reference and adjudication in the matter of Elwin J. Campbell, Bankrupt No. 4561. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedule shows assets of \$50, with liabilities of \$1,516. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

July 15. We have received the schedules, reference and adjudication in the matter of William T. Briley, Bankrupt No. 4563. The bankrupt is a resident of Kalamazoo, and his occupation is that of a salesman. The schedule shows assets of \$750, with liabilities of \$7,473.70. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

July 15. We have received the schedules, reference and adjudication in the matter of Harold M. Caldwell, individually, and as a member of the copartnership Caldwell Auto Sales, Bankrupt No. 4564. The bankrupt is a resident of Belding, and his occupation is that of a automobile dealer. The schedule shows no assets, with liabilities of \$1,426.75. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

July 15. We have received the schedules, reference and adjudication in the matter of Francis Maxwell Norman, Bankrupt No. 4566. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows no assets, with liabilities of \$1,190.82. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

July 15. We have received the schedules, reference and adjudication in the matter of Mason F. Maynard, Bankrupt No. 4565. The bankrupt is a resident of Paw, and his occupation is that of a laborer. The schedule shows assets of \$1.09, with no liabilities listed. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

July 16. We have received the schedules, reference and adjudication in the matter of Jefferson-Oldsmobile Co., Bankrupt No. 4567. The bankrupt is a resident of Grand Rapids. The schedule shows assets of \$30,089.14, with liabilities of \$1,000. The list of creditors of said bankrupt is as follows: The Detroit News, N. Y. 12.00

Automotive Parts, Grand Rapids... 17.51
Baker Auto Parts, Grand Rapids... 2.55
A. M. Baloyan & Co., Grand Rapids... 27.60
Benjamin Agency, Grand Rapids... 10.00
Better Factories, Inc., Chicago... 3.25
Bixby Office Supply Co., G. Rapids... 92.57
Bond Welding Co., Grand Rapids... 26.30
Brown & Seiler, Grand Rapids... 12.62
C. & J. Com. Driveway, Lansing... 47.50
Cadillac Ribbon & Carbon Co., Det. 2.50
City Coal & Coke Co., Grand Rapids... 206.06
B. D. Coats Co., Grand Rapids... 11.65
Com. Auto Paint Co., Grand Rap. 115.00
Consumers Ice Co., Grand Rapids... 3.67
Garret De Groat, Grand Rapids... 23.33
Electric Service Co., Grand Rapids... 226.28
Enterprise Electric Co., Grand R. 240.60
M. P. Farrell, Grand Rapids... 7.05
Foster Stevens, Grand Rapids... 1.13
Gen'l Office Equipment Corp., Harrisburg... 2.50
J. P. Gordon Co., Columbus... 232.32
Herald, Grand Rapids... 397.10
Labor News, Grand Rapids... 35.00
Press, Grand Rapids... 100.00
G. R. Water Works, Grand Rapids... 17.10
Louis E. Dow Co., Minnesota... 36.66
Grandville Ave. Garage, Grand R. 183.53
Greenleaf, Inc., Detroit... 1.82
L. W. Hillis Sons, Des Moines... 3.71
R. W. Hyman Co., Chicago... 4473.31
Kleanheat Corp., Grand Rapids... 2.50
Lowell Ledger, Lowell... 8.40
Dr. J. L. McKenna, Grand Rapids... 2.00
Master Tire Service, Grand Rapids... 26.00
Merchants Service Co., Grand Rap. 24.50
Michigan Bell Telephone Co., G. R. 167.85
O. W. Mills Paper Co., Grand Rap. 11.25
Morley Bros., Grand Rapids... 75.61
Motor Rebuilding & Parts Co., Grand Rapids... 55.39
Motor Wheel Corp., Lansing... 20.82
Natlal Refining Co., Kalamazoo... 13.50
National Used Car Market, Chicago... 23.00
Peterson Printing Co., Grand Rap. 8.75
Preferred Auto Ins. Co., Grand R. 7.89
Reed & Wiley, Grand Rapids... 49.10
Dr. R. G. Richards, Grand Rapids... 16.50
Riverside Auto Wrecking Co., G. R. 1.00
D. Robinson & Sons, Detroit... 14.39
Ruud Mfg. Co., Pittsburg... 12.82
Sherwood Hall Co., Grand Rapids... 211.29
Sunstrand Adding Mach. Co., G. R. 25.00
Tisch Auto Co., Grand Rapids... 162.13
Vacuum Oil Co., Grand Rapids... 186.41
Western Union, Grand Rapids... 3.38
Adv. Leather Spec. Co., New York... 28.02
The Autoberth, Lansing... 18.75
Gas Co., Grand Rapids... 20.30
Consumers Power Co., Grand Rap. 95.83

July 16. We have received the schedules, reference and adjudication in the matter of McQuarrie Motor Sales, Inc., Bankrupt No. 4568. The above named bankrupt had place of business at Rockford. The schedules show assets of \$6,366.53, with liabilities of \$18,396.15. The list of creditors of said bankrupt is as follows:
Lyle Gordon, Rockford... \$ 6.00
Leslie Mathews, Rockford... 12.00
D. & W. Rottschaffer, Grand R. 10,000.00
Joseph H. Hummel, Grand Rapids... 50.00
Motor Bankers Corp., Grand Rap. 2,000.00
Rockford Co-operative Co., Rockford... \$1.21
White Star Refining Co., Grand R. 50.94
Winter & Kaufman, Detroit... 60.00
Tropical Paint & Oil Co., Cleveland... 17.10
Telephone Direc. Adv. Co., Detroit... 15.00
Thomas Krapp Motor Sales, G. R. 96.43
Frak S. Tobias, Inc., Detroit... 6.00
Tisch-Auto Supply Co., Grand R. 62.90
Theodore Miller, Rockford... 3.00
W. Bliss Keeler, East Lansing... 3,000.00
Mich. Bell Tele. Co., Grand Rapids... 35.62
Mich-I-Penn Oil & Grease Co., Det. 9.54
S. A. Hobson Co., Detroit... 22.48
P. B. Gast & Sons Co., Grand R. 50.00
Greenville Body Shop, Greenville... 15.30
William Ford & Co., Detroit... 117.25
C. J. Farley & Co., Grand Rapids... 4.70
Firestone Tire & Rubber Co., Detroit... 70.00
Earl Elkins, Rockford... 150.00
Consumers Power Co., Grand Rap. 39.51
Coral News, Coral... 10.00
Cabo Co., Grand Rapids... 60.00
Corduroy Tire Co., Grand Rapids... 200.00
Allen-Wilcox Co., Grand Rapids... 61.30
Alemite Co., Grand Rapids... 1.17
North Kent Publishing Co., Rockford... 17.70
R. H. Perry Motor Sales, Toledo... 1,071.00
Harold McQuarrie, Grand Rapids... 1,000.00

July 16. We have received the schedules, reference and adjudication in the matter of Andrew H. Bruce, Bankrupt No. 4569. The bankrupt is a resident of Evart, and his occupation is that of a pharmacist. The schedule shows assets of \$2,446.78, with liabilities of \$7,153.09. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

July 17. We have received the schedules, reference and adjudication in the matter of William Byron Wisner, Bankrupt No. 4573. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$35, with liabilities of \$738.70. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

July 17. We have received the schedules, reference and adjudication in the matter of Ernest H. Wellman, Bankrupt No. 4572. The bankrupt is a resident of Grand Rapids, and his occupation is that of a milkman. The schedule shows assets of \$269, with liabilities of \$1,698.45. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Peter De Mull, Bankrupt No. 3901, the final meeting was held June 17. The bankrupt was not present, but represented by attorneys Dunham, Cholette & Allaben. The trustee was present in person and represented by attorneys McAllister & McAllister. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration. There were no dividends. No funds were provided for objection to discharge, but the matter of recommendation on discharge was reserved for further consideration. The meeting then adjourned without date. The case will be closed and returned to the district court, in due course.

July 18. We have received the schedules, reference and adjudication in the matter of Ernest T. Gaffney, Bankrupt No. 4570. The bankrupt is a resident of Little Traverse. The bankrupt is a dealer in foxes. The list of assets according to the schedules are \$26,470.60, with liabilities of \$34,948.27.

In the matter of Burt F. Amernan, Bankrupt No. 4558. The first meeting of creditors has been called for Aug. 5.

In the matter of Andrew H. Bruce, Bankrupt No. 4569. The first meeting of creditors has been called for Aug. 5.

In the matter of J. Howard White, Bankrupt No. 4535. The first meeting of creditors has been called for Aug. 5.

Four Ounces of Meat For a Dime.

(Continued from page 21)

because they are just a trifle below the common coins used. Prices between these common units of money do not appear so understandable. That is the main reason, apparently, why dollar days and similar tricks succeed. The merchandise units are made to fit the prices charged rather than the merchandise units being kept standard and odd prices quoted.

People just simply do not figure. Two pounds for a quarter may seem a better bargain to them than twelve cents a pound, three for a quarter better than eight cents a pound and four cents a quart a much more attractive price than 32 cents a peck. As long as the price unit featured is the same as a coin in general use or just below that amount so there will be a few cents change, the price is understandable to everyone and may appear much lower than it actually is.

Traction companies appear to be finding through experience that a straight five or ten cent fare is much more satisfactory in the long run than an odd fare such as eight cents. Ten cents is only a dime but eight cents is three-fifths more than the old fare of five cents. If in addition to the eight cent fare a two cent charge is made for transfers there is a still further feeling of being overcharged. This feeling is not nearly as intense when the same amount of money, or even more, is collected in the form of dimes.

A display is not the most effective unless prices are plainly shown. When the prices are shown in units of five, ten, twenty-five, fifty cents and a dollar or just a cent or two under these, they become the most effective. A five cent display, a ten cent display, a twenty-five cent display and so on makes a far more effective one than a display in which a number of different prices are featured. It is perfect-

ly practical to make such displays, at least those over five cents, and it may be possible to reduce the quantities offered to such a degree that a five cent display can be made frequently.

Large stores have grown large in a great many cases, very largely because they have featured price units that appeal. The actual cost of the goods to the customers may not be any less and in some instances may even be more than in other stores selling them. The attractive displays, however, and the attractive price units do the trick and move the goods from the store into the hands of the purchasing public. Stores that persist in offering goods at so much a can, so much a pound, so much a peck or so much a dozen discover that their prices are considered higher than stores that offer goods at so much for ten cents, twenty-five cents and the like. This is especially the case if these more conservative stores do not have everything plainly price marked. When people have to ask what the price is, they are inclined to take it for granted that the prices are high. No matter how great a bargain they get they are still not convinced. They cannot understand why it is deemed necessary to keep prices secret to the degree that they are being kept. That is the reason why the very best displays without price cards may not prove at all satisfactory in selling what is shown in the display.

J. E. Bullard.

Utter Futility of Government in Business.

(Continued from page 20)

futility? Business spent enough on that trip to Louisville to have done the job long before this and done it better. Business should know that facts, by this time, and hereafter clean its own Augean Stables.

What an opportunity for real service. What a mess made of it.

Paul Findlay.

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 RENT—The five-story Campbell business block, Mt. Pleasant, Mich., the liveliest town in Michigan. Will rent any or all floors, from the ground up. Myers, Cooper & Watson, Mt. Pleasant, Mich. Phone 465. 437

FOR SALE—One Remington cash register; one store electric coffee grinder; one computing scale. These articles have been used only a short time and are as good as new. Frank Malmstone, Wayland, Mich. 438

For Sale—Adding machine \$39, Type-writers, \$15-\$18-\$32, Cash Register \$28. 8 South Ionia, Grand Rapids. 439

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. 442

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

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

I WILL BUY YOUR STORE
OUTRIGHT FOR CASH

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

Small Volume Store Is Neighborhood Necessity.

Ours is a neighborhood store. Thirty-five years ago my father started the business just a block from where we are now located and for the past twenty-two years we have been in business at the location now occupied. We have become a fixture in and a part of our neighborhood.

I was born over the store and I have been in the store ever since; except the time Uncle Sam needed my services in the army. I grew up, knew and played with the children in the neighborhood; and to-day when they have grown up, married and are housewives I still know them well enough to be called and to call them by their first names. Many families have two generations, and a couple three generations dealing at our store.

This gives us an opportunity to use the greatest weapon that the independent possesses against the chain store, "Personality." We know their wishes and they know that we will comply with their requests. In time of stress or sickness they do not hesitate to ask assistance, and in worthy cases this needed aid is never refused.

This intimate relationship between customer and owner gives opportunity to spread pro independent propaganda around the neighborhood. We not only urge them to listen in on our Association's broadcast, but the subject matter of these talks is a matter of discussion among themselves and with us. When our secretary broadcasted the fact that the City Court of Baltimore had awarded a verdict of \$2,500 against the A & P Store because one of their managers had handed a woman a dead rat wrapped up instead of bread, the interest shown was so great that we had to secure the copy of a decision to show them.

Although proud of the fact that our store is old in point of existence and location, we spread the thought around that our ideas are thoroughly modern and up to the minute. Every principle of modern display is used where it can be used advantageously; for we believe that goods well displayed are half sold.

We call for the orders and make deliveries. Electrical refrigeration has been installed and modern re-arrangement effected.

Since the inception of the voluntary chain in Baltimore nine years ago, we have co-operated with such movements. You notice, the word was co-operated, not joined. For a grocer is worse than foolish who joins such an organization and then does not yield the measure of co-operation that enables the movement to help you.

Our membership sign is conspicuously displayed across the entire store front; we buy the goods that will be listed in the advertisement, we sell at the advertising price, no matter how small the margin may be; we dress our window with the advertised articles with price tags plainly showing the sales prices. We omit no tie up with the advertising so that we can safely say to the trade, "How do you like our advertisement?"

We make it a point with every cus-

tomers to try and sell them a little more than they intended to buy. It is needless to say that we merchandise sanitation and that our store is clean.

We do not hesitate to assure our trade that we can give them everything that the chains can and something more in addition. For, we give them the intelligent service that they need and that is more than any chain store manager can do.

In addition to being members of a grocery voluntary chain, we are also members of a meat voluntary chain so that our prices on both groceries and meats are advertised in the daily papers.

We are not getting rich but we pay our bills, draw regular salaries, and are putting a little away for the rainy day. When Pop opened up thirty-five years ago he could handle the whole business, now there are five of us meeting the wishes of the trade.

I omitted to tell you the part fresh fruits and vegetables play in our game. As soon as Southern fruits and vegetables appear in the market, we stock them. It usually means increased sales; for few women can resist the appeal of fresh fruits and vegetables when they first appear on the market.

The small volume store plays an important part in the perpetuation of the independent grocers. He is not burdened with the heavy overhead of his larger brothers. Because of co-operative institution his buying power equals that of the large stores, and he has a closer contact with his trade than does the larger grocer.

His sales volume, though much smaller when compared to the big boys, totals far more than theirs when multiplied by the number of small stores in existence. It is the small grocer who maintains the dominance of the independent in food distribution.

With clean stores, modern equipment, fair prices and service he is unconquerable and no chain system can put him out of business, if he keeps on his toes. He will live, he will continue to grow and to prosper because he is a neighborhood necessity.

William H. Stelhorn.

Putting a Punch in Payments.

As a business engineer, one frequent problem presented to me has been the collection of over-due accounts. Credit Nation's business. From experience I can say that the cause of many is the basis of eighty per cent. of the retail bankruptcies has been due to entirely too much laxity in this same matter of credits.

Getting down to the facts, the first thing necessary is to find out what accounts should be paid now. If there are delinquents, delay serves but to make collections more difficult.

A system of full understanding on credit accounts should be put into play from the beginning. Credit is an accommodation, it is a privilege. If the customer is told plainly that the credit limit is one week, or thirty days, as the case may be, when that time limit is up, then pressure must be brought to bear.

Regular statements when issued should be followed in ten days by an-

other statement and a bold rubber stamp, red ink, should be used.

Credit Limit Is Up—Pay Now!

Five days later another statement in a plain envelope, bearing no earmarks that it may be a dun, is sent. This time a small sticker is attached to the statement:

Business Is Business!

You agreed to pay on time—we appreciate your credit account, but unless prompt payment of this over-due account is made, we must be forced to believe you do not desire credit. It may have been an oversight—mail the check and it will be appreciated.

That's far enough with soft soap. Get this fact, you may want business, but you can't settle your bills with dead accounts. You know, or should know, by bitter experience, that the man or woman who owes you money is not coming back. Scores who are forced to settle, owing nothing, will come back.

Another point on credits. When book accounts get to the point where a collection agency, or attorney is needed to enforce them, right there your profits go glimmering. Selling on small profit margins, twenty or twenty-five per cent. fees means doing business at a loss. Collect your own bills before they have to be placed in an agent's hands.

Some figure fifteen days is too short a time for "strong measures," if so, carry it to 30 days but at that point include with the statement a neatly printed form like this:

What Shall We Do With This Bill?

We can still extend credit if it is paid now. If not we can consider you can only pay a part of it, we must have something.

Shall we see a full or partial check now, or shall we be compelled to take other steps?

What we shall do will rest with you —ACT NOW.

This reveals your determination to press the matter, you are not lying down on the job. The hint of "something to follow" creates an uneasy feeling. There is the loophole of partial payment. The courtesy of continued credit.

Only the "hard-boiled" accounts may be considered as left, after this third shot. In five days send just a regular statement, and stamp on this an office credit memo, in red ink, as follows:

Credit Action Memo

Account No. _____
Amount Due _____
Final notice before suit (or garnishee)
Date this last five days from time of mailing.

Now the final shot, a personal letter stating the account will go to an attorney, not a collection agency, on five days from the date of the letter, this should be made final.

Dear Sir: The law states clearly just debts must be met. I have been fair in my efforts to collect the \$30 due me. You knew when you incurred this debt it was to be paid in 30 days. There is no evading a garnishee, or court judgment. The next message you receive in this regard will be a summons to court.

Adopt, or adapt, these as part of your credit system and when you figure up your income tax next March you won't find quite so many delinquent and unpaid accounts staring you in the face. A collection system is psychological in its attack on the dead beat's attempt to cheat you. It is a

punch for those merely slow and careless. If you are slow in your collection methods, you may put it down as a sure bet the dead beats and slow payers will get onto the fact and you only lose by procrastination.

When you set a credit limit stick to it.

Hugh King Harris.

Death of Long-Time Wholesale Druggist.

Frank E. Bogart, 65 years old, widely known Detroit druggist, died suddenly Tuesday at 12:20 p. m. in Henry Ford hospital, where he had gone a few hours earlier for a tooth extraction.

For many years he served as director of the Board of Commerce and at the time of his death was chairman of the board of McKesson, Farrand & Williams Co., Detroit wholesale druggists.

Mr. Bogart had been in good health until recently. Immediately after entering the dentist's office Tuesday he was stricken with a heart attack. No anesthetic had been administered.

Born in Whitby, Ont., Aug. 4, 1865, Mr. Bogart came to Detroit in 1888 to enter the drug business. He was associated with Farrand, Williams & Clark, wholesale druggists, located at 515 West Jefferson avenue, and eventually was named president of the corporation. He also was vice-president of the Atlantic coast division of McKesson & Robbins, Inc., druggists of Bridgeport, Conn.

He was prominent in church affairs and at one time was chairman of the board of trustees of the First Congregational church.

A son, Frank E. Bogart, Jr., a daughter, Mrs. Maxwell S. Austin, of Birmingham; two brothers and two sisters, Alonzo, of Toronto; Mrs. Sarah Gates, of Auburn, N. Y., and Alson Bogart and Mrs. Clara Siler, both of Deseronto, Ont., survive. His wife, Mrs. Susie S. Bogart, died two years ago.

G. I. Leavingood, merchant at Olivet, renews his subscription to the Tradesman because he says, "it is hard to remain in business without the Tradesman."

The question of the hour is, "What time is it?"

Grand Rapids'
oldest and largest financial house, offering every service conforming with sound banking practice, and bringing these services almost to the customer's door

OLD KEN BANK

2 Downtown O
12 Community