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MICHIGAN TRADESMAN

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Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, JULY 29, 1931

Number 2497

THE HUMAN TOUCH

'Tis the human touch in this world
that counts,

The touch of your hand and mine,
Which means far more to the faint-
ing heart

Than shelter and bread and wine;
For shelter is gone when the night
is o'er,

And bread lasts only a day,
But the touch of the hand and the
sound of the voice

Sing on in the soul alway.

Spencer Micheal Free

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Detroit, Michigan

MICHIGAN TRADESMAN

Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, JULY 29, 1931

Number 2497

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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DEVOTED TO the best interests of business men.

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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.

Prevention of Mental Disorders.

The cause of a mental breakdown is often obscure and difficult to trace. Sometimes it is wrongly attributed to heredity or to an insignificant accident. Sometimes it is due to an underlying physical disorder or to a mental conflict but only a psychiatrist can determine the fact.

Some cases of mental disease may arise from an unfortunate series of circumstances or from a succession of events which might happen to anyone. Probably patients who develop mental disease under such circumstances are more susceptible than the average person; but the person who breaks down may be depleted physically when the peculiarly distressing circumstances arise, or there may be a combination of causes which seem to conspire to overwhelm him.

The danger symptoms of a beginning mental disorder are often clear to experienced physicians, and prevention in a considerable number of cases would be possible if the proper steps were taken in the beginning. Fortunately, however, recovery is frequent in these cases. The following brief report illustrates how certain mental disorders may arise and how they may be successfully treated.

A man 32 years of age was admitted to a State hospital six days after the appearance of mental symptoms. He was depressed, apprehensive and expressed delusions of fear that various members of his family had been killed and that he also was to be killed. Following admission, he refused food, moved about slowly and talked only with much effort and difficulty. For a time he was very resistive to attention and he was in a trance-like state for a few hours.

Under treatment he began to improve rapidly and realized that his delusions were unfounded. However, in talking with the physician he maintained vague ideas of persecution against the members of his family, and gave the impression that he had always felt himself inferior to them and

for this reason was more susceptible to their attitude and remarks.

He told reluctantly of the continuous wrangling that had been going on at home among his brothers and sisters concerning the inheritance of the family property when his father should die. Because he had worked for his father without pay, he was accused of attempting to endear himself to his parents and thereby gain the majority of the estate. He would not admit this but was greatly worried and, in an attempt to overcome this feeling, left home to live with a favorite brother. Here, he lived comfortably for a time, but unsuccessful termination of a love affair with the only girl he had ever associated with, again caused him to become depressed and his mental disorder developed as a result.

By means of sympathetic and stimulating talks, the patient was shown the fallacy of his delusions. It was pointed out to him that all his ideas and fears were unfounded and were directly traceable to his family difficulties. He was able, fortunately, to comprehend the information imparted to him; his feeling of inferiority was removed; and he thereby gained confidence in his ability to return home and face conditions in a normal manner. He improved rapidly and after only 35 days of hospital residence was able to return to his home, recovered.

It is probable that had this man sought mental hygiene treatment before the stress of the home situation precipitated his illness, preventive measures could have been taken. The family situation might have been improved and a better understanding among the members of the family effected. He might have been helped to meet difficulties and to withstand disappointments.

Dr. Heyman Smoley.

Health Menaces Confronting Vacationists.

Fifty weeks of each year we lead sheltered lives in our comfortable homes and business places equipped with every sanitary convenience. The city provides us with pure drinking water and adequate means for the proper disposal of waste. The dairy supplies safe pasteurized milk while the handling as well as the quality of the food we consume is supervised by competent inspectors or health officers. Then for two weeks in the Summer we escape the humdrum of our every-day life and go back to nature for our vacation.

It is this urge for the out of doors that has brought about the use of recreation camps as one of the most ideal ways in which we can spend our vacation. Each year hundreds flock to such camps within our State and also to similar camps in neighboring states. Organizations for the young and old

plan Summer outings for periods lasting at least two weeks in length. The Department of Health, without wishing to lessen the joys of such outings, wishes to sound warnings which may make your stay in such camps not only more safe and pleasurable but less annoying.

The choice of a recreation camp is of prime importance. There are a number of good recreation camps in the State which have been inspected and given the approval of the Health Department. When in doubt about the condition of any camp, write to the State Health Department for definite information concerning it. Parents sending children to recreation camps should know the condition of such camps as well as inform themselves as to whether proper supervision by competent persons is being exercised.

Recreation camps should be properly located with respect to suitable drainage facilities. The ground should be as level as possible and free from pot holes which may retain water and become mosquito breeding places. The camp should be provided with proper shelter for unfavorable weather conditions and it should be located near a body of water so as to afford proper bathing facilities. Wooded and shaded land at or near the camp site is very desirable.

There should be available an adequate quantity of palatable wholesome water. If a well supply is in use, proper attention should be given to its construction and location. Be sure that the well is located on high ground above all toilets and cess pools. The casing should be water-tight for at least ten feet below the ground surface and the well cover should be constructed of concrete. The water should be analyzed frequently and its quality attested by the State Department of Health. City water supplies are usually safe. It is usually unsafe to drink water from wells that have not been examined by a reliable laboratory.

Find Trends in Leading Lines of Trade.

The extent to which a prolonged disturbance of general business conditions effects credit payments and bad debt losses is being studied in the Department of Commerce's semi-annual retail credit survey covering the first half of 1931, according to information supplied July 24 by the Department.

Trends of credit and installment sales in a number of leading retail lines are now being studied for the first six months of the year for comparison with the corresponding 1930 period, when the shift from the relatively high levels of 1929 was first being fully felt. The following additional information was supplied:

According to Frederic M. Feiker, Di-

rector of the Bureau of Foreign and Domestic Commerce, the previous semi-annual surveys in the retail credit field, covering the entire year 1930, have indicated that on the whole the American people were meeting their open credit and installment obligations in an orderly manner, and that new commitments were being assumed in very nearly the same proportion to cash sales as formerly. The data so far obtained go far to support the view that retail credit has stood the test of depression in a highly satisfactory manner.

The new figure, says Mr. Feiker, will be watched with interest for the further evidence they will present as to the stability shown by the country's retail credit structure.

As in previous surveys, the current credit study will present comparable data covering open credit and installment sales in proportion to total sales, collection percentages on both types of credit transaction, returns and allowances as percentages of gross sales, and losses resulting from fraudulent buying and passing of bad checks.

Retailers in twenty-five leading cities of the country are being contacted as to their credit and collection experiences of the last six months. The study is being made by the questionnaire method, and the lines of trade being surveyed are the same as in the past, including department stores, furniture, jewelry, shoes, men's clothing, women's specialties and electrical appliances.

A feature of the current study is the growing interest which is being displayed by the retailers, according to H. C. Dunn, Chief of the Merchandising Research Division, who is directing the survey. This, it is explained, is evidenced in the increasing promptness with which the questionnaires are being returned to the Department for tabulation, and by the more complete data which the stores in general are including in their returns.

Men's Wear Sales Spotty.

Retail sales of men's wear were somewhat spotty during the week and not entirely satisfactory to stores, although a great deal was not expected, according to reports from merchants. While a fair response to sales events was reported by some stores, the week in general was said to be quieter than the previous periods of the month. Furnishings continued to attract the bulk of patronage, although some linen suits continued to move. Customer interest in the Spring suits on sale was only fair, it was said. Stores are now making plans for the final clearance of goods to be held during August.

Dogs can't talk, but you always know what they mean. It is different with some men.

FOOD SELECTION.

Historical Reasons Often Responsible For Dietary Preferences.

Food habits in many sections of the United States are based on historical rather than logical, economic, or dietetic reasons, there being no practical reason for preferring brown or white eggs or highly colored apples, or for the heavy consumption of rice in the Southwest or beans in New England. Wells A. Sherman, in charge of the division of fruits and vegetables of the Bureau of Agricultural Economics, said in a recent address in Detroit, at a meeting of the American Home Economics Association. Foods are selected too much for appearances, Mr. Sherman said, products of high quality often selling at low price because of unattractive appearance. The section of his address dealing with illogical food preferences follows in full text:

There are many food habits and preferences still persisting in various parts of the country for which we can find historical rather than logical, economic, or dietetic reasons.

Rice culture was undertaken in many parts of the country in the early days. It is claimed that large experimental plantings were made by a company in which George Washington was interested in the Dismal Swamp region of Virginia immediately after the Revolution. However, rice became a staple and dependable crop only in the immediate vicinity of Charleston, S. C., and extending irregularly and intermittently along the coast to a little below Savannah, Ga. Here rice was grown intensively for several generations.

It was before the days of railroad transportation and it was below the latitude of successful wheat production. Cotton was more profitable than corn and the rice was raised upon rich overflow lands not suited to the production of either.

Thus rice became the principal cereal food of thousands of Negroes on cotton plantations or engaged in lumbering, and was transported as far inland as navigation upon the small Southern rivers permitted. Thus throughout most of the coastal plain of South Carolina and a portion of Georgia rice held the place which was held by corn in the diet of most of the people of our Southern States.

With the introduction of a different type of rice in California, Texas, Louisiana and Arkansas, which is flooded by pumping rather than by overflow and which is raised upon land where modern harvesting machinery can be used, the rice industry of our Southeastern Atlantic Coast has totally disappeared. But rice continues to be the principal cereal food in a large part of this area which it originally served as a matter of necessity and economy. Rice and its products are now seldom as cheap as the products of wheat and corn. Yet the rice habit persists in this territory as an hereditary custom which the changed economic status of the cereal has been unable to break.

The bean habit of New England is much better known and is often the subject of joking comment. It traces back to the necessities of early Colonial

agriculture and commerce. New Englanders early took to the sea. Of necessity they built, manned and provisioned most of their own ships. Beans are proverbially, and for centuries were almost of necessity, a part of the diet of the best fed seamen. Beans could be produced in the short New England Summer and yielded better crops than the grains on light and infertile soils.

The development of the bean habit in New England was a matter of agricultural industry and commercial necessity in the days when New England must needs be self-supporting except for her sea-borne commerce. But today New England produces a negligible part of the dried beans which she consumes. Her small white pea beans, or navy beans, come from Western New York or Michigan. Her red kidney beans come from the Rocky Mountain or Pacific Coast States, while practically all the dried lima beans for the entire country are sup-

plied from a narrow coastal strip in Southern California.

worked for the improvement of living conditions or of food habits has encountered habits and prejudices which stood squarely in the way of progress. Often their roots are so deep that their origin is utterly obscured. There are a few such traditional preferences and prejudices in the United States which can be traced as a matter of interest although they are not in themselves of supreme importance.

In most of the markets of the United States there is more demand for clean white eggs than for brown eggs of equal quality. In New England, however, and particularly in Boston, the brown eggs command a premium. This is commonly attributed to a local prejudice for which no reason is assigned, but a study of the poultry history of the United States gives us a clue.

It appears that the fowls first generally introduced into the colonies were largely of English origin in which the blood of the game cock predom-

always sold at very much lower prices; or in other words, fresh eggs laid after the first snow falls in New England commanded a premium from the earliest days.

The first fowls which supplied such eggs in considerable quantities were these heavy Asiatic breeds which produced large brown eggs. The premium originally paid for these eggs was based upon their size and their freshness during the Winter, but the important fact is that the brown shell which was distinctive and easily recognized by all buyers became associated in the public mind with high quality, a belief and a preference which regardless of the size of the individual egg persists in Boston and other New England markets to this day.

Thus the New England breeders, who developed the so-called American breeds—the Plymouth Rocks, Wyandottes, and Rhode Island Reds—have established the brown shelled egg as a characteristic of each, thus catering to the local demand and further establishing in the minds of the New England consumer the idea that the brown egg is the egg of high quality. The persistence of this preference is the more remarkable because of the large influx of population to New England from countries in which the brown egg is practically unknown.

On the other hand, the first large, dependable, nearby supply of fresh Winter eggs for the New York market appears to have come from specialized poultry establishments in New Jersey in which the nonsitting Mediterranean breeds which lay white eggs were kept. Thus the well-to-do New Yorker tended to develop the same preference for the uniform, clean, white eggs from the nearby henry which the Bostonian entertained for the brown eggs, and for much the same reasons.

Specialized egg production in the United States to-day is largely of white eggs from Leghorn fowls. There are no corresponding quantities of brown eggs produced and handled under similar conditions, with the result that there is a willingness in almost all our city markets outside of New England to pay a decided premium for uniform clean white eggs over the price paid for any others.

Those who favor the brown eggs state that they are richer in flavor and they believe them to be more nutritious; those who favor the white eggs say that they are more delicate. The chemist finds no difference between the two save in the pigmentation of the shell.

The conclusion is that to-day most of our preferences and prejudices in the choice of eggs are based upon shell color, which is absolutely immaterial, since the shell itself is eaten by no one.

This brings us to a consideration of the almost universal habit of selecting foods by the eye and the difficulty which we encounter in substituting any more scientific test in the place of the visual. In the development of commercial grades and standards for our fruits and vegetables we are constantly confronted with the fact that commercial values are largely dependent upon appearance. If our first, second and third grades for any fruit or vegetable



Exhibit made at convention of the National Retail Grocers Association at Milwaukee by the Red Star Yeast Co.

plied from a narrow coastal strip in Southern California.

With the tremendous development of the dairy industry in New England, easy and quick transportation of all kinds of meat and meat products from the West, supplemented by an intensive poultry industry, New Englanders to-day have no more need than any other Americans to depend upon the dried bean or to feature this vegetable in its diet, but tradition and habit still identify the Bostonian with the bean pot even though there are to-day probably more Bostonians with a relatively recent Irish or European background than are descended from early colonial stocks.

There is something peculiar in the way certain food habits of the locality appear to be adopted by all comers. However when immigrants form colonies in which a foreign language predominates there is a tendency to retain as far as practicable many of the food habits of the former homeland.

I presume that everyone who has

ated. Cock fighting was more or less a gentleman's sport during the early period of our history. The eggs of the game hen are of nondescript color, neither white nor a rich brown. Slight admixtures of French and Spanish stock did not noticeably change the situation. The average American barnyard fowl remained small in size, producing relatively small eggs without uniform or striking color, rather lightly feathered as was characteristic of the game fowl, pugnacious, and not particularly productive, but a good table fowl for its size.

The first introduction of improved larger breeds appears to have been in New England where the large, heavily feathered Brahma was found capable of producing more eggs in cold weather than had ever been obtained from native stocks. During the long Winter months New Englanders had become accustomed to using largely Summer eggs indifferently preserved in salt or lime. These were never at all equal to fresh eggs in quality and

are to represent differences in commercial value we find ourselves often compelled to give major weight to factors which have no dietetic significance.

Assuming a fair degree of freedom from conspicuous blemishes, the value of an apple is largely dependent upon its color. This is true even though the apples are to be peeled or baked before serving. The apple which has grown on an inner branch and has received less direct sunlight than those near the tips of the branches may be just as large, just as free from blemishes, just as well matured and in every respect as perfect as the others, but with less brilliant color.

This fact alone, however, condemns it to a lower grade and to a lower price although no one blindfolded could distinguish this apple from the most highly colored fruit on the tree. The presence of russetting, sooty blotch, or other purely surface discolorations, which do not in any way affect the flesh of the apple, all militate strongly against commercial value. Grades for apples based solely upon their actual usefulness to the consumer would so completely fail to reflect existing commercial values that they would be useless in actual commerce, and the same would be true in the case of many other fruits and vegetables.

When our Bureau undertook to write the first officially recommended grades we began with the potato. The grades proposed were designed as nearly as practicable to reflect value to the consumer. The seriousness of defects was judged largely by the waste which they would cause in preparation for the table.

However it was found impossible to ignore certain factors which bear no relation to ultimate usefulness. One of these is brightness or complete freedom from dirt. All potatoes are washed on their way to the table. Nevertheless there is a decided preference for those which come upon the market so clean as to carry no evidence of the character of the soil in which they were grown. Potatoes which are dark skinned because they were grown in a mucky soil and dug in wet weather are always discounted.

We find that consumers have size preference for potatoes which vary widely in different parts of the country. The wholesale trade does not discriminate sharply against a lot of potatoes in which there are enormous green ends since this defect is not usually conspicuous in the lot as a whole. The observant consumer should know that every potato with a decidedly green spot on the skin will be bitter for a considerable distance from that spot, and that every green end means a heavy waste with the risk even then that the flavor of the remainder of the potato will be affected. However the consumers' objection to green ends has never been so pronounced as to be reflected back through the retailer to the carlot dealer.

The question has often been asked why the Bureau does not promulgate or recommend what might be called consumer grades for food products, particularly fruits and vegetables, but the answer is that grades based upon

utility in the kitchen do not meet the fancy of the consumer nor satisfy her eye nor reflect the prices which she is actually willing to pay. If grades are to be made the basis of actual transactions they must reflect values as they now exist and not as they would be if all consumers selected their foods on the basis of ultimate utility and with their eyes shut.

Shoe Output Gain Seen.

While official figures on shoe production during June have not been issued yet, trade estimates place the output at about 27,000,000 pairs, which would bring the total for the first half of this year to a figure about 484,000 pairs ahead of the corresponding period of 1930. The May production of 28,533,000 pairs was, with the exceptions of May, 1923, and May, 1929, the highest May on record. Total production for the first half is estimated at 158,759,000 pairs as compared with 158,275,000 pairs for 1930.

During the month the indications were that manufacturers of staple lines continued to expand their activity, while some curtailment took place in the output of specialty and high-priced shoes. Following the tendency apparent during May, it is also likely that some reduction in the production of women's shoes was made, while men's line continued to increase output. The present percentages of the various classes of shoes to total output, based on figures for the first five months, are as follows: Women's, 38.4; men's 23.1; boys' and youths', 5.9; misses' and children's, 12.3, and miscellaneous, 20.

Production of men's and women's shoes was about equal to 1917, but since that time output of women's footwear has steadily increased over that of men's goods, due to the great improvements in styling and in the introduction of novelty fabrics and designs.

Fall Kitchen Utensil Buying Starts.

Volume orders for aluminum and enameled sheet metal kitchen utensils are being placed in the Eastern market this week by buyers filling requirements for early Fall sales events. The activity this week, together with the orders expected next week, will bring the volume of sales for the month ahead of that in July, 1930. In the enameled ware field, where prices average 2 per cent. under last year's levels, sales agents say they expected to do a better dollar volume than they did last July. Until a week ago both the unit and dollar volume of sales were slightly below the previous year.

Better Curtain Call Off Slightly.

A slight drop in orders for better price curtains for Fall delivery is reported by manufacturers. The development was unexpected, as producers claim that a considerable portion of orders for normal Fall needs remain to be placed. Introduction this season of lace curtains in pastel shades, manufacturers say, has proved more successful than was first expected. Buyers from the West Coast have placed substantial orders for the new style item. Eastern stores have been slow to take hold of the idea and are confining most of their orders to curtains in ecru and natural tones.

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*of a Trust Institution, such as
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THE MICHIGAN TRUST CO.
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MOVEMENTS OF MERCHANTS.

Mt. Clemens—The Elkin Hotel & Bath Co. has decreased its capital stock from \$150,000 to \$50,000.

Coldwater—Charles J. Vander Hof, 74, pioneer shoe merchant of this city, died recently at his home of pneumonia.

Lansing—Rees-Sanders, Inc., 115 West Allegan street, has changed its name to the Rees Fashion Shop, Inc.

Vicksburg—Little & Lowe have purchased the J. M. Smeltzer fuel business and will continue it in connection with its feed mills.

Grand Rapids—Edward Roberts has engaged in the grocery business at 642 Wealthy street, Lee & Cady furnishing the stock.

Birmingham—The re-opening of the First State Savings Bank is being planned following the agreement of stockholders to a 100 per cent. assessment.

Lakeview—The Farmers Elevator Co. has been incorporated with a capital stock of 2,500 shares at \$10 a share, \$9,080 being subscribed and paid in.

Mulliken—A. S. Voorhees, registered pharmacist, recently of Perrinton, has engaged in the drug business here. He has installed a modern soda fountain in the store.

Detroit—The Maurice Garelik Co., 4715 John R. street, plumbing and heating, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Grand Rapids—The Derby Hotel, which is under the supervision of John Buys, has been renovated and redecorated and is now under the management of E. C. Butler.

Detroit—The Aetna Service Club, Wolverine hotel, has been incorporated to make loans to members with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Detroit—Freerer Cleaners & Dyers, 5445 Rivard street, has been incorporated with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Cadillac—L. Grillo has closed his fruit store on South Mitchell street and Mrs. Grillo will open a wholesale fruit store in the Larson building on North Mitchell street August 1.

Detroit—The S. P. Company, Inc., 1540 Woodward avenue, has been incorporated to deal in diamonds, watches, etc., with a capital stock of \$1,000, \$250 being subscribed and paid in.

Detroit—The A. Zaluski Bakery, Inc., 5421 Chene street, has been incorporated to conduct a wholesale and retail bakery with a capital stock of \$15,000, all subscribed and paid in.

Hamtramck—The Standard Baking Co., 9833 Jos. Campau avenue, wholesale and retail baking, has been incorporated with a capital stock of \$5,000, \$2,200 being subscribed and paid in.

Detroit—The Grand River Auto Parts, Inc., 2762 Grand River avenue, has been incorporated to deal in new and old auto parts with a capital stock of \$25,000, all subscribed and paid in.

Kalamazoo—The Burma China Shop, 426 South Burdick street, has leased the building formerly occupied by the Kalamazoo Industrial Bank and will occupy it as soon as it has been redecorated.

Detroit—The Cadillac Catering Co., 111 Lothrop avenue, has been incorporated to deal in foods, confectionery, etc., with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and \$500 paid in.

Benton Harbor—J. W. Lucas & Co., 48 Elm street, has merged its fuel and oil business into a stock company under the style of the Lucas Coal Co., with a capital stock of \$10,000, \$3,800 being subscribed and paid in.

Lansing—The Michigan Portable Milling Co., 1412 West Michigan avenue, has been incorporated to manufacture portable farm devices, especially milling, with a capital stock of \$2,000, \$600 being subscribed and paid in.

Detroit—The Hub Used Auto Parts Co., 15120 Livernois avenue, dealer in auto parts, accessories, etc., has merged the business into a stock company under the same style with a capital stock of \$3,000, all subscribed and paid in in property.

Detroit—An involuntary petition in bankruptcy has been filed in the U. S. District Court here against Leachs Boot Shop by Max Kahn, attorney, representing Emerson Shoe Co., \$640; Merrimock Shoe Mfg. Co., \$160; Carter Taylor, Inc., \$2,411.

Detroit—An involuntary petition in bankruptcy filed in U. S. District Court here against Jewell Furniture Co. by Lawhead & Kenney, attorneys, representing New York Bed Spring Mfg. Co., \$528; Schadt & Matheson, \$36; Sable Furniture Co., \$125.

Lansing—Sam Fuchs, retail dry goods, 309 North Washington avenue, has failed. Assets are given as \$4,850 and liabilities \$13,811 in schedules filed. The City National Bank, of Lansing, with claim off \$600, is the only creditor with unsecured claim of \$500 or more.

Detroit—A composition offer of 40 per cent., payable 10 per cent. in cash and 30 per cent. in promissory notes payable one year from date of confirmation and executed by Fred Hughes, has been filed in involuntary bankruptcy proceedings against Hughes & Hatcher, retail men's wear.

Detroit—The composition offer of 20 per cent., payable 10 per cent. in cash and 10 per cent. by promissory notes maturing on Dec. 31, was accepted by creditors in bankruptcy proceedings of Fred Hogan, retail fur dealer at 1420 Farmer street. Assets were given as \$16,761 and liabilities, \$18,694, in schedules filed.

Monroe—The new grocery store conducted by Daniel A. Knaggs and his three sons, has opened for business. The store occupies a new building with the latest equipment for groceries, some of which was especially built for the firm. The entire first floor and basement of the building is occupied by the firm, the basement being used for storage. All refrigeration is electrically operated, with one unit supplying the refrigerated display cases and the large storage refrigerator in the basement. A feature of the store is the delicatessen department, which is in conjunction with a complete line of meats. The store operates its own bake shop, supplying staple and fancy pastries. Delivery service is provided

to all parts of the city twice each day. Associated with Mr. Knaggs in the business are George, Daniel, Jr., and Clyde Knaggs, his sons, and Mrs. Elizabeth Knaggs, his wife.

Manufacturing Matters.

Kalamazoo—The Western Board & Paper Co., \$250,000 capital, has filed articles of dissolution.

Detroit—The Robins Portland Cement Holding Co., 1840 East Davidson avenue, has changed its name to the Robins Resort & Development Co.

Detroit—The American Molding Corporation, 3123 Barlum Tower, has been incorporated with a capital stock of \$2,000, all subscribed and paid in.

Bay City—Bay City Games, Inc., 700 Adams street, has been incorporated to design, manufacture and sell games with a capital stock of \$10,000, \$3,000 being subscribed and paid in.

Detroit—The Lofland Amphibian Corporation, 701 Majestic building, has been incorporated to manufacture airplanes of amphibian type with a capital stock of \$50,000, \$32,000 being subscribed and paid in.

Detroit—Infant Utilities, Inc., 606 Fisher building, has been incorporated to manufacture and sell infant accessories, household appliances, etc., with a capital stock of \$50,000, \$1,000 being subscribed and paid in.

Detroit—The S. J. & S. Patent Development Corporation, 440 West Petersboro street, has been incorporated to design and manufacture drink vending machines, with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Jackson—L. L. Priskey, manufacturer and dealer in ammonia compressors, refrigerating machinery, etc., has merged the business into a stock company under the style of the L. L. Priskey Co., with a capital stock of \$15,000, \$14,000 being subscribed and paid in.

Detroit—Dirkes Industries, Inc., 1644 West Fort street, has been incorporated to manufacture and deal in lubricating machinery and appliances with a capital stock of 200 shares at \$100 a share, \$20,000 being subscribed and paid in.

Detroit—The Fliter Condenser Corporation, 1538 East Milwaukee avenue, has been incorporated to manufacture and deal in electrical machinery, power and light apparatus, with a capital stock of 25,000 shares at \$1 a share, \$10,000 being subscribed and \$5,000 paid in.

Manistee—The Century Boat Co. has merged its business into a stock company under the style of Century Boats, Inc., with a capital stock of 100,000 shares at \$10 a share, 200,000 shares at \$1 a share and 300,000 shares no par value, \$99,000 being subscribed and paid in in property.

Ishpeming—The news brought back from Chicago by C. H. Tripp, superintendent, that the H. W. Gossard Co., a part of Associated Apparels, is to increase the capacity of its Ishpeming plant will be well received in the city. The concern is now giving employment to 470 people who reside in Ishpeming and vicinity and it is believed that in the not distant future the pay roll will contain in the neighborhood

of 600 names. Here is one of the city's most valuable assets and it is encouraging in a time of depression to learn that a local industry is to install additional equipment in order to increase plant capacity.

Self Inventory For Clerks.

Am I really industrious, sincere, optimistic, thorough, quick, observant, patient, truthful, tactful, and always courteous.

Do I keep my stock clean and free from odds and ends?

Do I express my thoughts clearly and am I able to concentrate?

Do I leave a good impression of the store and myself in parting with a customer?

Do I study out the reason of my success and failures in waiting upon my customers?

Do I make capital of this study by eliminating my mistakes and strengthening my strong points?

Do I appreciate that a sincere, enthusiastic, optimistic salesman turn a "shopper" into a customer?

Do I appreciate that courtesy will make me a salesman that a customer will walk many blocks to trade with?

Let's know ourselves; criticize ourselves; remake ourselves; gather our forces, concentrate them and then we will have an added zest in life and a fatter pay envelope will come automatically.

Women's Coats Feature Orders.

A substantial call for the formal daytime coats featured the fairly large volume of orders placed by visiting buyers in the wholesale markets during the past week. Low priced dresses are also very active, but buyers are reported to be curtailing purchases on the higher priced dress lines, due to unsettled conditions in the market. Few houses are said to be offering the new silhouette in keeping with the latest millinery modes. Dress manufacturers are worried because they fear some drastic style changes will be offered at the Paris showings.

Indifferent To German Price Cuts.

Reports that prices on German products will be slashed in order to increase the volume of export sales causes little interest among importers. Their reaction to the announcement is summarized by one leading executive who explained that, with demand for foreign goods at a low point in the market reductions no matter how drastic would not induce importers to increase their German purchases. Most of the orders for toys and other holiday items have already been placed and price reductions in that field will be of no benefit to merchants now.

Rayon Crepe Demand Up Sharply.

A sharp increase in the demand for better-grade rayon crepe is the outstanding feature of the rayon piece-goods market this week. The call for Fall goods of that type has been limited, and producers expected it would continue slow until after the first of the coming month. In other branches of the rayon field, buyers operated freely, placing orders for a considerable volume of low and medium price merchandise and for a fair quantity of the better-price goods.

Essential Features of the Grocery Staples.

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

Canned Fruits—The California Packing Corporation is quoting \$1.35, Coast, on standard 2½ tins yellow cling peaches, both sliced and halves. This represents an advance of 10c per dozen over the corporation's former price, on which business is reported to have been recently turned down. The trade has come to look for an opening price of \$1.30 to \$1.35 on standard clings, \$1.50 on choice and \$1.75 on fancy grades, and the corporation's action has added more confidence to this belief.

Dried Fruits—The dried fruit market is inactive in California, but jobbers report a fair volume of replacement business here. Raisins continue to hold firmly and reports of additional damage to the new crop by excessive heat are bearing out the wisdom of the pool's firm opening. Packers who sold old crop raisins short in anticipation of a downward revision are writing off their losses and proceeding cautiously in new commitments until the future market is more clearly defined. There is not much buying activity in prunes, although it now appears that the new crop will not run over 175,000 to 180,000 tons. This amount might easily be disposed of in the coming year, if last year's volume was maintained. But in this regard the foreign situation must be taken into account. A great part of the prunes last year were shipped to Germany and other countries, but due to unsettled financial conditions abroad the outlook, at least for the present, is not nearly so bright. Apricots are affected in much the same way. Packers are not buying and the immediate future is unsettled. There is little activity in dried peaches either, although a short production is looked for.

Canned Fish—Reports of a short pack of salmon are still heard from Alaska. Chinook and Alaska reds are holding well. Reports from British Columbia indicate a poor salmon fishing season there also, and fewer canneries are operating than in any year during the last decade. A fairly good pack of sockeye salmon in that section is looked for, however.

Nuts—Trading in the nut market is seasonally quiet and without any particular feature. Stocks of shelled nuts in the hands of importers are light and no shortages have yet developed, but French walnuts may become scarce next month. Buyers are carrying very light inventories through the summer and active trading for fall requirements is expected to develop before long. Prices on shelled almonds, filberts and walnuts are unchanged.

Rice—There is little feature to rice trading at the present time. Stocks are largely in the hands of the growers and operations at the mills have been sharply curtailed. Top grades of Blue Rose are in moderate supply and firm in price, but Prolifics are a little easier in some hands. Distribution is considered fair on the whole for this season of the year. The long grains are

scarce and steady. New crop reports are considered favorable with some damage reported in Louisiana due to salt water.

Sauerkraut—There was no definite change in the sauerkraut market. Some sellers reported a little better demand, but prices are expected to hold at present levels until a more definite development occurs.

Vinegar—The market continues to show improved activity, due to better seasonal demand, but the improvement has not as yet been reflected in prices.

Review of the Produce Market.

Apples—Transparents command \$1.50 per bu. and Red Astracans 75c. Western apples command \$2.50 for Winesaps and \$2.25 for Roman Beauties.

Bananas—4@4½c per lb.

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

Blackberries—\$3 per 16 qt. crate.

Butter—Jobbers hold 1 lb. plain wrapped prints at 24c and 65 lb. tubs at 23½c for extras.

Cabbage—Home grown, 60c per bu.

Cantaloupes—California 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, 60c per doz. basket; outdoor grown, \$1.25 per bu.

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

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$3.50
Light Red Kidney	-----	8.50
Dark Red Kidney	-----	9.00

Eggs—Jobbers pay 20c to-day for high grade fresh stock. The advance is due to the fact that receipts have declined, probably due to the hot weather.

Grapes—Seedless from California, \$1.50 per crate.

Green Onions—20c for Silver Skins.

Green Peas—\$2.50 per bu. for home grown.

Green Beans—\$1.75 per bu.

Gooseberries—\$1.75 per 16 qt. crate.

Honey Dew Melons—\$1.75 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	-----	\$8.50
300 Sunkist	-----	8.50
360 Red Ball	-----	7.50
300 Red Ball	-----	7.50
Limes—\$2 per box.		

Muskmelons—Indiana stock fetches \$1.20 for flats and \$2.75 for standards.

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

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

Onions—Michigan, \$2.25 per 100 lbs. for yellow and \$2.75 for white.

Parsley—50c per doz. bunches.

Peaches—Elbertas from Georgia, \$2 per bu. Next week Elbertas from Arkansas will be in market and sold on about the same basis. White stock from the South fetches \$1.25@1.50 per bu. The Michigan crop will be the largest for thirty years. Much of it will probably be marketed on the 50c per bu. to the consumer, which will leave very little for the grower.

Pears—\$3 per box for California.

Peppers—Green from Florida, 50c per doz.

Pieplant—75c per bu. for home grown.

Plums—\$1.75 per box for California.

Potatoes—New home grown, \$1@1.10 per bu.; Virginia stock, \$2.75 per bbl.

Poultry—Wilson & Company pay as follows:

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

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

Spinach—75c per bu.

Tomatoes—90c per 10 lb. container, Southern grown; outdoor grown, 60c for 7 lb. basket.

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

Veal Calves—Wilson & Company pay as follows:

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

Water Melons—30@40c for stock from Georgia.

Whortleberries—\$3.50 per 16 qt. crate.

Revised Definition Given To Milk Bread.

Tentative revision of the Federal definition of milk bread, restatement of the definition for rye bread, and issuance of a tentative definition for farina macaroni, farina spaghetti, and farina vermicelli were announced June 29 by the Department of Agriculture.

In the case of milk bread, the proposed new definition requires that all the liquid used be milk or its equivalent, instead of the present requirement that only one-third of the liquid need be milk or its equivalent, W. S. Frisbie, chairman of the Food Standards Committee, stated orally June 29.

There has been criticism of the present standard for rye bread on the ground that the requirement that one-third of the flour be rye flour has been considered too drastic, requiring the use of too much rye flour, Mr. Frisbie said. The standard as restated provides for the same percentage of rye flour and the object of the restatement is to invite comment and criticism on which any change that may seem desirable may be based, he explained. The tentative definition for farina macaroni, spaghetti, and vermi-

celli are entirely new, he said, and are in compliance with the expressed wish of the trade for Federal definitions of these products.

The Department's statement follows in full text:

The Food Standards Committee, consisting of representatives of the Association of Official Agricultural Chemists, of the Association of Dairy, Food and Drug Officials, and of the Department of Agriculture, has proposed a new definition of farina macaroni and has revised definitions for milk bread and rye bread, according to an announcement by W. S. Frisbie, chairman. The committee invites criticisms and suggestions on the proposed definitions from food officials, consumers, and the trade. Communications should be addressed to A. S. Mitchell, Secretary, Food Standards Committee, Food and Drug Administration, Washington, D. C., and should reach him not later than Sept. 30, 1931.

The proposed definitions are as follows:

Farina macaroni, farina spaghetti, farina vermicelli, are plain alimentary ptes in the preparation of which farina is the only farinaceous ingredient used and are distinguished by their characteristic shapes.

Milk bread is the product, in the form of loaves or smaller units, obtained by baking a leavened and kneaded mixture of flour, salt, yeast, and milk or its equivalent (milk solids and water in the proportions normal to milk), with or without edible fat or oil, sugar and/or other fermentable carbohydrate substance. It may also contain diastatic and/or proteolytic ferments, and such minute amounts of unobjectionable salts as serve solely as yeast nutrients. The flour ingredient may included not more than 3 per cent. of other edible farinaceous substances. Milk bread contains, one hour or more after baking, not more than 38 per cent. of moisture.

Rye bread is the product, in the form of loaves or smaller units, obtained by baking a leavened and kneaded mixture of rye flour, or of rye flour and a wheat flour, with water, salt, and yeast; with or without edible fat or oil, milk or a milk product, sugar and/or other fermentable carbohydrate substance. It may contain diastatic and/or proteolytic ferments, and minute amounts of unobjectionable salts as serve solely as yeast nutrients. The total flour ingredient, of which rye flour constitutes not less than one-third, may include not more than 3 per cent. of other edible farinaceous substance. Rye bread contains, one hour or more after baking, not more than 38 per cent. of moisture.

I have lived through several crises, and the conclusion I have come to is that they have been caused, either directly or remotely, by serious dislocations which were due, as a rule, to wars and their aftermath.—Andrew Mellon.

Paul Gezon, of Paul Gezon & Co., grocer and meat dealer at Wyoming Park, renews his subscription to the Tradesman and says: "Your paper has always been a real inspiration to me."

WILLIAM COOPER PROCTER.

Sidelights on a Great Industrial Leader.

Of all our industrial leaders Colonel Procter is probably the most reticent. This tall, lithe, snow-haired, indefatigable military figure offers no abracadabra for the solution of our economic difficulties—in words. Once a year he summons to Cincinnati some 800 executives, heads of the company's factories; division managers of its coast-to-coast network of sales offices—the annual parliament of the kingdom of soap. It is a ritual made glamorous by feasting, with the chefs of the city given carte blanche. And at the speaker's table the Colonel arises to address these men of his who have traveled an aggregate of 800,000 miles, saying, invariably—"Our business is good, I believe it will continue so. Thank you very much."

Whereupon the men disband and go over to Ivorydale—Utopia of our industrial centers—and justify the fourteen words of the laconic Colonel. This \$40,000,000 capitalized business unit speaks for its chairman. It is the exemplification of an idea, unique in our economic life. That is, the operation of a gigantic enterprise upon a humane, altruistic basis. Or, as he calls it—"business with a conscience."

That basis is the guarantee to its workers of steady employment for forty-eight weeks in the year. How the old pioneers would have snorted at the suggestion of so preposterous an idea! To see more than 8,600 men retained on the payrolls in the depression years of 1929 and 1930! To have it proved that this retention of men increased the production of Procter and Gamble last year by eleven per cent. And to be shown how this ban on the tragedy of wage-cutting materially assisted in bringing about a net profit to the company last year of \$22,450,000—\$3,000,000 more than was earned in 1929!

This plan is the essence of Colonel Procter. It spotlights him more than his golf score. For he is an industrialist quite apart from the tinsel types of headline feature stories. You know some of them—those whose ingenuity and initiative are expressed wholly in volume of sales.

Procter's is an institutional mind, institutionalizing his business, institutionalizing his product. To make a good soap—and sell it—is his aim. He has accomplished it by rationalizing a human impulse. And I can give you an idea of the value of that kind of man to an industry in a bulletin:

The guaranteed employment plan was put into effect by Procter in August, 1923. That year the company earned \$8,600,000. For the last six months of 1930 the earnings were \$12,000,000.

Another way to get at this man Procter is to analyze how this revolutionary principle actually was worked out. Soaping America for its bath is a daily process; not a seasonal adjustment for the Eskimo trade. The annual consumption of soap is fairly uniform. On this basis, Procter and his colleagues began to forecast their business for as long a period ahead as they could. And then they settled up-

on schedules of regular production. When seasonal demands are below normal, he stores up soap for the months when demand is above normal—a reserve fund principal that takes the peaks and valleys out of manufacturing.

This wasn't so easy as it sounds, and for a very significant and important reason. I mean that Procter had to adjust his production and employment overhead to an assured expansion because of the growth of population and the constantly improving standards of our American life. True, this standard of living expressed in terms of luxury has its ups and downs. But the necessity for cleanliness is always with us.

With this in mind, the problem of distribution entered into Procter's plan. It was met by an almost complete reorganization—at an expense of more than \$2,000,000—of the company's sales activities. The jobber, the middleman's function, had to be taken over. Now the company sells direct, thus eliminating the fluctuating and frequently speculative character of wholesale buying. And eliminating, let me add, the tragic spectre of jobless, foodless, rentless periods for some eight thousand men who now can't lose their jobs.

Well, we all have feeling for the misery of men. But we don't all—alas some of us can't—translate that feeling into terms of energy and accomplishment. Colonel Procter has enhanced that accomplishment. How? by proving that industry can be humanized; that it is a sensible thing to do; and that it is good business.

You know, when I first started checking up on this clean-up Colonel, it amazed me that so pronounced an industrial idealist could have realized his abstract altruistic theories so concretely. And then I got down to the genesis of the man—learned of his rugged origin and was told of the pioneering spirit that has animated this family industry for ninety-four years. Then it became more clear how and why what Procter is turning out in his million dollar plants is not only a product, but men.

The morale of the P & G organization dates from 1837 when William Procter, immigrant London draper and his Irish friend, James Gamble, built their first fire under a kettle of tallow in a shack near the Cincinnati stockyards. On the site of this kettle hut stands the Gwynne building which is the central office for the ramified interests of what is now one of our greatest industrial forces—the Procter and Gamble Company—the soap-bubble that never burst. Colonel Procter—69 and looking 50—is the grandson of the London draper. And James N. Gamble, 92, son of the Irish immigrant, has a chair to-day at the table of the board of directors.

The next step in the history of the institution was a Sabbath morning in 1879 when one of the pioneer Procters after a week of honest toil took himself to church and the peace of religious contemplation. Business had been fair. Experiments with the crude vats of tallow, the proper admixture of lye and salt, had produced a more soluble, easily lathered soap the color of which

was white. It was different from the cheese-like, jaundiced hunk that the corner grocer cut from a tub. Procter marketed it first as white soap—something new.

It is no business of ours whether this Procter dozed as the rector intoned the "Beggats" on that Sunday morning. He was certainly awake at the forty-fifth psalm. The rector continued, strumming the harp of David to the eighth verse:

"All thy garments smell of myrrh and aloe and cassia out of the ivory palaces whereby they have made thee glad."

"There," exclaimed Procter to himself, "is the name of our new soap: Ivory soap." And Ivory it has been since that time when the first bar was sold in October, 1879.

Our Colonel is the son of William Alexander Procter and Charlotte Elizabeth Jackson Procter. He was born in Glendale, a suburb of Cincinnati, in 1862. He still lives there. Graduating from Princeton in 1883, he came back to his father's soap factory as a laborer. Seven years later he was made general manager. And in 1907, when his father died, he took that vacated chair as head of the company.

It was a lucky thing for the Colonel (whose title, by the way, arises from his command of the Ohio National Guard) that the company was a family affair. Since he quit college, young Procter was proceeding with ideas that the lot of the working man was not all that it should be and must be improved.

You can imagine what would have happened if industrialists of the old school had had control of the company. "What!" they would have said, "give our men a Saturday half holiday? And what's all this about pension schemes and profit-sharing?"

As a matter of fact, Procter's industrial ideas did harry Middle Western firms no end. Here was a visionary socialist, an heretic, so some of them styled him. He was bad medicine for the industrial order. And, they added, watch him run his father's business into the ground.

To-day, the whole world knows how he made good. Believe me, there's a fortune builder to ride with—a man whose dollars are estimated in the morale of his men. A man whose viewpoint means something more than the veneer of a count-myself-twice paternalism. A man whose vision sights a dollar beyond the pay envelope at the window—to go all the way into the workman's home, and stay there.

This is a faith that ties up with that "civilization" idea we played around with a few minutes ago—the idea of America moving forward, of an America responding now to new impulses, an impulse based on a desire for good living.

This is a vastly different impulse from the one that actuated our economic life in the pioneer days. To-day we are comfort conscious, and you and I don't need any experts to tell us what an amazing influence this is going to have on our industry. Why, in twenty years our factories will be burning up to supply the wants of the scientific civilization that is just

around the corner. Look back ten years and you'll get a practical demonstration of my argument. Then you didn't have a dial or a radio to give me the air. And that isn't all you can be thankful for. There are a thousand gadgets and doodads germinating now in our industrial laboratories. Tomorrow, they'll be in the market for you and me. Douglas Gilbert.

Fall Glassware Orders Reduced.

A decline in the volume of orders for both popular and better grade glassware is causing some concern among selling agents in the Eastern market. Retailers who were scheduled to start their regular Fall buying around the middle of the month, are reported as skeptical about future business prospects and inclined to wait until next month before ordering. At this time sales goods are the only items moving in any quantity. Exceptions to the general reports of inactivity come from glassware houses which specialize in gold and silver decorative glassware. The demand for such merchandise is said to be fair.

Shoe Trade Prepares For Fall.

Demand for both men's and women's shoes is rather quiet, as retailers are making preparations to lay in their Fall stocks. Some purchases of Fall footwear have already been made by independent stores, but volume buying has not developed yet. Sales of women's shoes since the beginning of the year are reported to be running about equal to the same period of last year and have been responsible for the industry making its recent excellent showing. Demand for men's footwear, however, is somewhat behind 1930, estimates placing the decline at about 10 to 12 per cent.

Men's Wear For Sales Sought.

Goods for promotional sales continue to feature the orders for men's wear placed by the large number of buyers visiting the Eastern markets during the past week. Price is the essential factor in the merchandise sought and buyers are shopping keenly for suitable goods. Both men's and boys' low-priced shirts, some to retail at two for a dollar, are sought. Hosiery is less active. Demand for Fall goods is confined to orders for heavy-weight underwear, boys' golf hose for school opening, men's gloves and leather clothing. Prices are reported to be a little firmer on leather clothing.

Low Prices For Infants' Socks.

New low retail prices on infants' half socks and anklets for Spring, which selling agents are now showing, are expected to result on the basis of the new price lists. While the lowest average retail price on rayon-plaited goods has been about 19 cents, some numbers are now being brought out to sell at 15 cents, with possibilities of a few styles to retail as low as 10 cents. These latter goods may even be all-rayon numbers, depending on the grade and denier of the yarn used, it was said.

Once upon a time there was a man bent on raising hell. And there was a woman bent on raising Cain. And they got together and brought up Helen Kane.

INCREASING NET PROFIT.

Four Ways Used By General Manager of J. L. Hudson Co.

With the steady and still increasing decline in volume which has taken place almost universally in the last eighteen months the problem of making a profit in retail business has become progressively more and more difficult. The recently quoted figures of the Harvard Bureau on profits for 1930 present a convincing proof of this statement. And it is well to bear in mind that even with a return of prosperous business this problem will still be one of very serious proportions due to the marked decline of commodity prices and the consequent necessity of selling far more units of merchandise to secure a given volume of dollar sales.

The most important fundamental is for each store management and merchandise management fully to appreciate that present business conditions are not likely to change with any dramatic suddenness and that even when prosperity gradually returns retailers will still have the serious problem of drastically lower commodity prices to deal with.

This really means the entire reconstruction of our thinking and of our methods to a new and much higher plane of efficiency. Remember always that the problem is entirely capable of being solved, but that to do so, all executives must work harder, and be much more constructive in their thinking and in the carrying out of their program than ever before.

There are four major ways of maintaining or increasing net profit in a retail store. First comes expense reduction, or proper expense control. Second, greater cash discount. Third and most important to merchandise managers comes the problem of maintaining a larger gross merchandise profit. Fourth, and almost of equal importance, comes the maintenance of volume of sales.

Expense reduction should be started very promptly whenever any steady volume decline becomes evident and should be maintained at a rate just as close as possible to the rate of the volume decline in an endeavor to keep the expense percentage at a figure which experience has proved will yield a profit. It should be carried on day by day and the executives in charge of the program should never come to the point where they say that no further reductions can be made. Each day some new item of expense comes up for consideration and, if the proper attitude is maintained, it is frequently very surprising what progress can be made.

Each store should set up a committee or delegate certain executives to have the definite responsibility of the expense reduction program and in every store, large or small, a budget should be set up, carefully studied and lived up to.

If wage reductions become necessary, they should start with the firm and with executives, leaving the rank and file to the last possible moment. If it becomes obvious, however, that wage reductions are vital to the con-

tinued life or success of a given store they should be made promptly and courageously, but with the reduction to the rank and file as small a percentage as good judgment will permit.

In carrying out any expense reduction program, tremendous care should be used in an endeavor to maintain the store's fundamental policies and to continue good service to the consuming public. Every measure of economy considered should be weighed with great care in its relation to the future success of the store, remembering above all other things that there is a tendency at a time like this to throw aside or modify policies which have for years proved successful and there is a great danger that our craft will lose all of the progress which we have made in employee relations and in service to our public over a period of years.

I dignify the cash discount by making it a separate topic for discussion because the entire retail business of the country is built on the consideration of the cash discount as most, if not all, of the stores' profit. Under present conditions, when very few stores are making any net profit whatever, the cash discount has become a matter of the greatest importance.

Therefore, I lay down the principle that one of the most vital pieces of work that we can accomplish in our merchandising program is to increase the cash discount of our stores. More specifically, every store should attempt to get the maximum individual discount from each manufacturer in each line of merchandise, but even more important, this group of merchandise managers of the N. R. D. G. A. should collectively study out those departments and industries where a low discount rate prevails and make a National effort to bring these terms to a higher level.

The next most fruitful source of increased profits is in reducing mark-downs, and perhaps this ranks as our greatest possibility of increasing profits. The most important factor here is to realize and admit that a large part of all mark-downs are a result of buyers' errors and poor merchandising. Following this admission come, therefore, a study of causes and a serious, determined and intelligent effort to correct them.

During the inflation years many stores and individual merchandise men became careless in taking mark-downs quickly enough and keeping stocks clear of old merchandise. In a period of a declining market such as this, this subject increases in importance. How many of us can survey our businesses and honestly say that we have no sizable accumulation of old merchandise, or of merchandise priced higher than present costs warrant? Unfortunately, many companies are afraid to face this situation squarely because of the effect on profits and taking the really necessary mark-downs. But the question is whether this is good judgment or whether the matter had not better be squarely faced and the losses taken. The effect of such accumulations on the store's ability to supply the consumer with new wanted merchandise

in the quantities required to keep up volume is too often not considered with due seriousness.

Studying the price lines in each department and establishing the proper number and the proper percentage of stock appropriation and publicity effort to be devoted to each is a vital necessity, more so to-day than ever. A very important question for each department to solve is the exact psychological and proper moment to add lower price lines during a declining market in order not to lose volume to competitors. Also equally important is the necessity of not neglecting too much our assortments of better merchandise so that our better trade will stay with us during this period. Both too many and too few price lines should be avoided and, in a declining market, intermediate price lines become frequently necessary in order to maintain profit. Therefore, to-day, a price-line policy must be flexible.

A study of at least 75 per cent of the department-store stocks of this country would show a far larger percentage of stock appropriation to the low and the high price lines than sales warrant and, conversely, far too little stock appropriation for the best selling price lines. The same statement applies to the advertising appropriation.

Almost universally most stocks, particularly in style departments, have too many styles and too few re-order numbers. Most buyers are allowed to continually experiment instead of allowing our customers to tell us what they really want. In fact, is it not true that we pay altogether too little attention to the facts which are under our very noses and which are constantly demonstrated to us by our customers? If we really intelligently found out what our customers' preference is by actual sales and were intelligently guided by this information we would save thousands of dollars in mark-downs and increase our sales greatly.

Set up a method of constantly checking staple stocks in order to see that lost sales are held to a minimum. In our store we have staple stock lists in most departments and keep a force of comparison shoppers constantly checking them. The result of this work, if carried on continuously, will be surprising.

The fourth major way of maintaining or increasing profit in a retail store is to bend every effort to maintain volume.

We all know less about the results of the expenditure of our advertising appropriation than almost any other expenditure we make. In our store we are now keying approximately 75 per cent. of all of our advertising and we are analyzing the results by media, by days of the week, by the use of cuts or no cuts, by position in the advertisement and various other factors.

In arranging window displays, see that you get the goods at the height where the eyes of passersby will most naturally fall upon them. Go outside and try it yourself.

Every country must have two parties else how could people vote when hard times come.

Recent Mercantile News From Ohio.

Chillicothe—The M. Schachna Department Store has recently added a shoe department.

Logan — Augustus G. Steinman, senior member of the firm of Steinman & Wellman, well known retail shoe dealers here, died recently, after a two months' illness. He leaves his widow. He was 56 years of age and had been in business in Logan for a quarter of a century.

Columbus — About \$5,000 damage was done to the stock of clothing in the John H. Pumphrey Co. store at 6 East Broad street by a cloudburst here recently. Water about three feet deep stood on the roof of the four-story building occupied by the company and firemen who feared the collapse of the roof cut holes to let the water drain off. The most damage was done to the stock in the second, third and fourth floors.

Chillicothe—Charles Hermann, who has for years operated Vogue Footwear stores, recently took his son Charles Hermann, Jr., into the firm. The new firm will be known as Vogue Footwear, while the firm name is Hermann & Hermann, owners. The senior member has been in the shoe business since 1892 and the son has had many years of experience as an assistant manager both in Chillicothe and Ironton.

East Liverpool — Thacker Hobbs Sales Service, Inc., retail shoes, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing liabilities of \$4,915 and nominal assets of \$5,190.

Warren — Herman Walkoff, men's wear, 139 East Market street, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing liabilities of \$30,797 and assets of \$16,854.

East Palestine — Charles H. Silver, dry goods, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing nominal assets of \$9,001 and liabilities of \$6,956.

Leesburg — Thos. T. Slaughter, retail dry goods, furniture and shoes, lists assets of \$5,994, of which \$1,500 is real estate, \$3,500 stock in trade, and \$707 open accounts. Liabilities are \$15,813, of which \$11,252 in unsecured.

Cleveland — An involuntary petition in bankruptcy has been filed in the U. S. District Court here against Harry Friedman, doing business as Ohio Furnishings, by Attorney Herbert S. Mendelsohn, representing Liberty Textile Co., \$433; Klopfer Bros., \$60; and Campus Sweater Co., \$57. Assets are more than \$500 and liabilities are more than \$1,000.

Government operation of industry means political operation of industry, and can never mean anything else so long as government rests upon the will of a popular electorate. Dictatorship, absolutism, might achieve industrial efficiency and the elimination of politics, but representative government never can. Heaven help this Nation if any one of our major industries is ever made subject to direction by the Congress of the United States. —John Spargo.

DOMESTIC CONDITIONS.

Developments in the German crisis continued to dominate the situation during the past week, and the seven-power London conference scarcely accomplished more than was already in effect or understood by agreeing to renew the present central bank loans, to urge the maintenance of private credits and to arrange for study of Germany's credit needs with a view to converting short-term into long-term obligations.

While the foreign situation was dominant, it tended to obscure some signs of domestic business improvement. Certain of the basic activities have shown resistance to the decline, as indicated by another upturn in the weekly business index. This might possibly reflect the recent gain in sentiment which followed announcement of the debt holiday and fade away just as sentiment has sagged, but on the other hand it might mark the humble beginning of the long awaited recovery.

Just how our own affairs are to move forward in the face of economic distress abroad is rather difficult to see, however, and something more definite and practical as a form of relief for that distress is probably necessary before business can hope to get far in this country.

Commodity markets are being watched with particular attention just now because of the clue they may furnish to world conditions. A spurt of copper buying during the week, for instance, was interpreted as a favorable forecast. Price developments were somewhat mixed. The *Annalist* weekly number declined to near its recent low and the sensitive price index also dropped. Dun's list, however, reported twenty-five advances as against seventeen declines.

TO THE MOTORING PUBLIC.

We are so constantly inveighing against the practice of turning our country motor roads into billboard alleys that it is gratifying to be able to call attention to an instance of definite improvement. In California some 50,000 objectionable billboards have recently been torn down. We hope this State will continue with its crusade and even more we hope that other states will follow its example.

There is in reality no question of a rising public consciousness that short-sighted advertisers have no right to mar the scenery of the countryside at will. It finds its reflection in many state laws which attack the billboards both by taxation and zoning regulations. But the legal difficulties in the way of the enactment of the stringent measures necessary to clear the roads deprive this method of approaching the problem of its full effectiveness. The public must take the matter in its own hands by impressing upon the advertisers standards of good taste which they cannot ignore.

Nor does this go only for offenders in the field of National advertising; it is even more applicable to the proprietors of roadside gas stations, refreshment stands and tourist camps. The latter are becoming more and more addicted to plastering the approaches to their emporiums with the ugliest

possible announcements of what they can offer the motorist. Here the public can act directly and effectively. So soon as these proprietors are convinced that the appeal to the passing tourist lies in the attractiveness of the surroundings of their establishments they will tear down the eyesores for which they are now responsible in a great wave of estheticism.

DRY GOODS CONDITIONS.

Retail trade slackened during the past week and a number of circumstances are mentioned as reasons. These include the uncertainties created by the European crisis, unfavorable weather and the fact that in the recent spurt in buying consumers probably satisfied their needs for the time being. The usual midsummer promotions have either been launched or are on the way, but retail opinion is rather inclined to feel that results may not reach the ordinary proportions except in special cases.

For the first half of the month it is understood that retail sales were about 9 per cent. under their total for the corresponding period of last year. This showed a return toward the lower volume done in May. There has been some gain since the first two weeks, but not enough, it is believed, to improve the showing much. Results are reported to be still spotty, with a few stores equaling or exceeding last year's volume, while the majority of smaller concerns are suffering losses.

Apparently, the hopes entertained earlier that sales comparisons with a year ago would begin to improve with the June figures may not be altogether realized.

In the wholesale merchandise markets Fall buying has commenced, but in smaller volume than was expected. Style uncertainties have developed in the women's apparel markets because of the rather abrupt introduction of Second Empire modes. Buyers are hesitating because of this development and are holding up orders to receive more definite indications from the Paris openings.

CONSUMER GROUPS AFFECTED

Low and still lower prices for agricultural products and many raw materials fasten attention again upon the problem of how industry can hope to regain normal activity while so many consumers suffer a loss in purchasing power which curtails all markets. This disparity between certain large groups, particularly as between rural and urban consumers, is made the basis for the argument that industrial wages must be reduced so that the products of industry can be bought by those who are suffering from distress prices.

This argument makes its appeal in many quarters, and yet even a slight examination of the question at once discloses its weakness. Suppose, for instance, we reduced all manufactured products by the same amount as the price of wheat has declined in a year's time. The reduction would amount to 35 per cent. The cost of labor in all manufactured products in this country in 1929 was less than 17 per cent. We could thus have all factory hands work for nothing and still not get

prices for manufactured goods down to half of the reduction desired.

The problem of the farms and many mines is one of overproduction, which has been encouraged in many instances by artificial means. The job to be done is to reduce this overproduction. To that end, sooner or later some body of outstanding leaders will have to apply itself. The agricultural interests should have the fullest assistance from business and financial experts. The business community should prefer to take the necessary action instead of having the Government step in.

GERMAN TRADE EFFECTS.

Just what the German crisis may mean to trade here of one kind or another is a question which has taken a very subordinate place to the financial aspects of the trouble. Importers during the week were reported as not interested in price reductions which German producers might quote in order to push their sales and build up dollar exchange. Yet this attitude was ascribed to the fact that the importers have already placed orders in many lines for what they believe are sufficient supplies.

On the import side we received merchandise to the value of \$54,375,950 for the first five months of this year from Germany, while in the same period our exports ran to \$78,585,662. Germany is our third best export customer, although our shipments to Canada and the United Kingdom are more than double the value in each case of sales to the German republic. In our import trade, Germany ranks fourth so far this year, following Canada, the United Kingdom and Japan.

Financial stringency will no doubt cut down our exports to the troubled nation. At the same time, her efforts to move merchandise may create not only larger imports to us but also offer us keener competition in export markets. The latter possibility is contingent to a degree upon German ability to finance both production and export sales. Should there continue to be increased difficulty on this score, the possibilities are that Germany's export competitors might take over some of her business.

SAFETY IN THE AIR.

Airplane casualties still command an undue degree of attention and thereby discourage the proper increase of passenger traffic by air. Reliable statistics, however, prove the increasing safety of air transportation. For three years an aviation committee of the Actuarial Society of America has studied the figures and reported just what chance a passenger takes in buying a ticket for a flight on a scheduled air service. In 1928 he had one chance in 4,000 of an untimely end in an airplane accident. In 1929 the risk was reduced to one in 10,000. Last year it was only one in 17,000. The improvement is credited to the strict supervision by the Department of Commerce and to the steady betterment of protective devices and the improvement of planes and engines. These figures apply only to regular air lines, running on schedule under Governmental regulations. It would probably be impossible

to estimate the hazard of riding in the private plane or an unlicensed aircraft. Such incalculable factors as the pilot's skill, the condition of the plane and the purpose of the flight make great differences in the risk involved. The efforts of the Department of Commerce have been toward the elimination of such uncertainties from planes, pilots and air services under its jurisdiction. They have been increasingly successful and the steady and substantial reduction in the mortality rate is proof of it.

THE DISCOUNT QUESTION.

With the decision during the week of the Alger commission in the cloak industry to investigate what violations there have been of discount terms by manufacturers, the retailers have one answer to their move for more liberal terms. On the other hand, in several quarters their expressions in favor of seeking higher discounts have been accorded consideration and some approval. It was made known, for instance, that certain of the home furnishings producers might be agreeable to moving up their low discounts.

In the case of the garment industry there appear to be two good reasons why the retailers should abstain from efforts to increase the terms. One is that the present official arrangement was established at their own request. The second is that the discount is already large enough. However, they might seek for more complete enforcement of the agreement in their own ranks as well as among manufacturers.

Where present discount terms are low and manufacturers show a readiness to advance them, retailers will no doubt work toward agreeable arrangements, and official rather than private action would be preferable. Progress along this line, however, will not blind progressive executives to other and perhaps more important steps that can be taken toward cutting costs and earning profits.

TIME TO CALL A HALT.

President Hoover's sudden and almost fierce demand that his department heads cut their expenditures and budget estimates will at once revive the cry that in times like these the general Government ought to spend rather than save. There is something to be said for this theory too. On the other hand, the Government's income is markedly reduced and, unless new reductions are made in expense, a large deficit is inevitable. And this, in turn, means that the burden will be passed along to the already harassed taxpayer. To us it seems that the President is doing the sensible business thing. We hope that his demand for economy will be effective.

Life is the acceptance of responsibilities or their evasion; it is a business of meeting obligations or avoiding them. To every man the choice is continually being offered, and by the manner of his choosing you may fairly measure him.

And as soon as somebody starts something and the millions timidly fall in line, we'll hear some more about the typical American's splendid initiative.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Thirty-five years ago there had been no provision made for a fruit or vegetable market in Grand Rapids, in consequence of which growers who marketed their products in this city were compelled to utilize the down town streets for that purpose. The most important product handled at that time was peaches, because Grand Rapids was then conceded to be the most important market for quality peaches in the United States. The daily receipts and sales frequently aggregated fifty carloads. Two thousand wagon loads were frequently handled in a single day. Buyers came from Eastern and Southern markets and to some extent from Western markets also. The traffic centered around the Tradesman office. Desks and chairs in ample supply were provided by the Tradesman Company for the convenience of outside buyers who put in an appearance in large numbers from Detroit, Toledo, Cleveland, Buffalo, Rochester, Albany, New York City, Boston and Portland, Me. As the growers would not accept the checks of these buyers, no matter how well rated the houses they represented might be, in payment for fruit, the Tradesman arranged to carry \$5,000 to \$10,000 cash on hand, so as to cash the checks of its friends in trade as fast as sales were made. Most of the transactions took place between 4 and 6 a.m., so the Tradesman's bookkeeper made it a practice to open for business promptly at 4 o'clock in order that there might be no delay in rendering assistance to the buyers of fruit. Of course, transactions were confined to well rated houses. The railroads reaped a rich harvest from the tonnage and kept from fifty to one hundred refrigerator cars on hand at all times, fully iced, to meet the enormous demand. It is recorded that the Michigan Central Railway frequently started out a freight train of cars all loaded with peaches at 6 p. m., dropping off cars at Jackson, Detroit, Buffalo, Rochester, Albany, Springfield and Boston, with two or three still destined for Portland. The season lasted about five weeks, although most of the shipments were made within three weeks. The yellows, scale and other diseases peculiar to the growing of peaches later put an end to the supremacy of the peach industry in Western Michigan.

Will such a unique condition, which meant millions of dollars every year, ever return? I believe it will, because we have now such an enlarged knowledge of fruit growing and the precautions we must employ to ensure a steady crop every season that I think it is safe to undertake the resumption of peach growing on a large scale. It is noticeable that the volume of peaches produced in this vicinity is increasing yearly, giving ground for the belief that the increase will continue and gradually grow in momentum.

As an instance of what can be done to insure a crop under adverse conditions, I have only to refer to the cherry

crop this season, which is the largest ever known in Michigan. This condition has been brought about almost entirely by frequent spraying—four to five times at critical periods during the growth of the fruit. The spraying has counteracted the menace of the enemies of the cherry to such an extent that the fruit is absolutely free from contamination.

Among the large peach growers in Michigan when the fruit yielded to the machinations of its enemies, about thirty years ago, was Roland Morrill, of St. Joseph. He conceived the idea of re-establishing a peach industry on a gigantic scale in Texas, where the yellows had not appeared. A large tract of suitable land was purchased and 100,000 peach trees were planted in the belief that every tree would yield \$1 per year profit after the second year. The long and varied experience of Mr. Morrill as a fruit grower entitled this claim to public confidence. Many Grand Rapids men joined Mr. Morrill in this undertaking, including Charles W. Garfield, Robert Graham, Thomas Graham, Henry Smith and Chas. F. Rood. The undertaking certainly looked very promising, but it ended in a disastrous failure on account of the inability of the promoters to secure sufficient refrigerator cars and obtain dependable labor. The only labor available was colored men, who would work a day for \$1 and then absent themselves from the orchards until they had "eaten up their dollar" and were hungry again. Every penny invested in the undertaking was lost and large obligations owing banks were charged off to profit and loss.

I was somewhat amused one day last week to receive four letters, identical in wording, from the high salaried representatives of the cherry co-ops in Traverse City. The letters were as follows:

Traverse City, July 22—Our attention has been called to an article appearing in the Michigan Tradesman under date of July 15, 1931, which article refers to certain unsold fruit on hand by the co-ops, and closes by saying, "The reason the goods have not been sold is that both jobbers and retailers prefer to deal with the independent dealers whose goods have been kept up to certain standards for years."

This article clearly charges the co-ops with producing goods inferior to the standards maintained by independent dealers, which is untrue, and which clearly constitutes a libel upon the co-ops.

We therefore hereby make demand that you publish a retraction of the libel, and that furthermore such retraction shall be published in the same type and in the same editions of the paper as the original article, and insofar as practicable, in the same position.

You are further notified we expect that this retraction shall be immediately published and that we will be furnished evidence of the fact, and that it is given the same circulation to the same parties as was the publication containing the article.

A. J. Rogers,
Sec'y-Treas. Cherry Growers Packing Co.

The complete paragraph complained of is as follows:

The reason the goods have not been

sold is that both jobbers and retailers prefer to deal with independent dealers (packers) whose goods have been kept up to certain standards for years.

It will be noted that no reference whatever is made to the quality of canned cherries produced by either co-op or independent canners. I, therefore, wrote my Traverse City correspondents as follows:

Grand Rapids, July 23—Replying to your letter of July 22, permit me to say that you cannot read a meaning into my article on co-operative cherry packing which is not there.

Nowhere in the article in question do I make any reference whatever to the quality of canned cherries packed by your organization or by independent packers.

Because your statement is without any foundation whatever, I am obliged to decline your request for retraction.

I cannot retract what I have never written or printed. E. A. Stowe.

During the forty-eight years I have published the Tradesman I have been accused of uttering libels sixteen times. In no case has the complainant been able to sustain his claim by resort to the courts. There are two defenses in libel suits. One is that the alleged libel is not a libel. The other is that the original statement is true and was published in good faith and for justifiable ends. In all of the court proceedings I have been compelled to defend, either judge or jury has handed down an opinion or verdict of "no cause of action", which naturally leads me to the conclusion that I have never written or published a libel in my life. Certainly a man who has met sixteen ordeals of this character and emerged triumphant in every case ought to be a pretty good judge of what is libel and what is not. The first defense in a libel case is to establish the truth of the statement. This I have been able to do in every case, but I have gone further than that—I have established the truth of the statement in my own mind and to my own satisfaction before I printed it. Such carefulness on my part has saved me much trouble and expense, but so long as amateur lawyers advise their clients wrongly for the sake of the fee involved, I suppose I will be the prey of shyster lawyers and credulous clients as long as I live. I use the word "shyster" advisedly, because I do not believe any lawyer of high standing would take a libel suit against the Tradesman. Not long ago a man from the Upper Peninsula approached a leading lawyer of Grand Rapids with the idea of seeking legal redress for a statement previously made in the Tradesman. The attorney looked over the matter and said to his prospective client: "I do not care to take your case. Mr. Stowe has enjoyed a reputation for carefulness of statement for nearly fifty years. I doubt if you have a grievance, but if you think you have, go to him like a gentleman and present your side of the case. He will meet you more than half way. If he cannot convince you that he was justified in making the statement you complain of, he will accord you a correction which will meet your approval. It would be a travesty on the law to subject such a man to any expense when he has been so particular

all his life to deal fairly and generously with all concerned."

The call for leadership, great and small, appears to be as urgent as ever before in the world's history. Glenn Frank, President of the University of Wisconsin, recently made some remarks along that line which are worthy of reading a dozen times over:

We know how to make things. We do not know how to manage a civilization—yet. If the books were closed now, we should go down in history as a people strangled by its own success. The famine from which we are suffering is a famine of leadership. We cling with a desperate devotion to obsolete political loyalties and traditional economical dogmas. We shall not get permanent immunity from the sort of depression through which we are now passing until the leadership of America and industry devises workable ways of shifting a larger share of the national income into the pockets of the consuming millions and markedly increasing the margin of leisure for these millions. If the business and industrial leadership of America sets out to create prosperous consumers as well as consumable goods, this leadership will discover that it has rendered an historic social ministry and has made solid the now shaky foundation of our industrial system.

We must emancipate ourselves from the magic of dead words. Individualism. If a rugged individualism results in ragged individuals, it may be time to reconsider our concept of individualism. Here is something, a superb virtue in simpler pioneer days, which has become a vice, at least a delusion, in this complicated, technical, interdependent age. Competition is a concept that must be rethought and recast. If the business and industrial system of the United States cannot or will not bring as integrated planning to national development as an Italy or a Russia can bring, then in time capitalism will take its place with the dead systems of history.

As one instance of the manner in which cherry growers are plundered by irresponsible soldiers of fortune, I take pleasure in reproducing the following reference to the Ludington situation from the Shelby Herald:

As was stated in these columns last week the Wolverine Packing Co., with a canning plant at Ludington and headquarters in Chicago, presents a disconcerting problem to those growers who signed a ten-year contract in 1927.

This ten-year contract covered about 500 tons of cherries annually, mostly grown in the Shelby sector. The cherries were handled through the Shelby-New Era Co-operative Association, from whose warehouse they were hauled to Ludington for canning. The contract has yet six years to run.

The principal owners of the corporation, it is understood, are the Pellar brothers, of Chicago, prosperous and well-to-do pie bakers of that city, but with no personal obligation in this Michigan corporation.

Fred Pellar, who has been in charge of business contracts for the concern, was in this vicinity a few weeks ago, and gave every assurance to the growers under contract and to the local agency—now succeeded by the Great Lakes Fruit Industries, Inc.—that his company would go ahead with the deal.

Suddenly, however, communication with the concern was interrupted and now seems to be entirely lost. In this dilemma much of the fruit is being taken over by the Great Lakes Co. and canned in some of its canning units.

Steps are being taken to determine the exact legal status of the concern

with the contract growers and to determine if any damage can be fixed and recovered.

The deal has never been a satisfactory one to the growers. It has cost them many thousands of dollars. So unsatisfactory was it that several of the more extensive growers escaped its onerous provisions by rapid action in court. The lesser growers continued in the deal and now feel themselves entitled to the terms of the contract by which, heretofore, they have been losers every year as compared with prices paid by canning plants in the territory.

Whether the cherry growers deal with fly-by-night exploiters, like the Pellars, or co-ops who take in their fruit, can it and then find themselves unable to dispose of it—for reasons best known to themselves—they get the worst of the deal. There appears to be but two ways for the grower to play even—sell his crop outright to the regular canner or ship his fruit in cases to the city markets, which are usually hungry for the kind of cherries Western Michigan can produce in large quantities under ideal conditions.

The canning of cherries is one of the most difficult processes in the entire canning industry. In the first place they require as little heat as possible to preserve them. As soon as the fruit is in the can it needs to be removed to a cool cellar or underground apartment where cold water can be sprayed over the cans at frequent intervals. Unless this is done the heat retained in the cans causes the fruit to get soft and mushy and the beautiful cherry color disappears. These defects do not impair the quality of the fruit to any appreciable extent, but they interfere with the sale of the goods because they impair its appearance. I happen to know of one cherry cannery where the fruit is piled up on the ground floor of the cannery as soon as it is canned. This means that the fruit will lose 25 per cent. of its value inside of a month. It is not surprising that such a result should ensue, because the processor is a vegetable canner who has never had any previous experience in preserving cherries.

The Marshall Field organization is continuing its policy of attempting to destroy the furniture exposition established by Grand Rapids manufacturers and building owners and cherished and nourished by hotels and business men generally. Fortunately, we have a way of showing our disapproval of such a clandestine and insidious attack on one of the city's most valuable assets by walking past the Field establishment when we are in Chicago on shopping expeditions. It is a poor rule which will not work both ways. What is sauce for the goose is sauce for the gander. The ladies of the household can be especially helpful in this matter. Great as the Field house has been in many respects, it has always assumed an arrogance toward sellers and competitors which is anything but broad and generous.

What sort of a man would you have your boy become? Twigs are now being bent toward permanent direction.

The boy has ideals and ambitions, and for him you have these also. If he is set about being captain of his own ship, these are his vital years before the mast. You do not know all that he is thinking, nor is he completely submissive to your thinking. It is a critical time for the boy and you. He is willing to leave the family's tuition, and it seems best to his parents that he go. Where shall he go? Private schools have like educational policies, sincerely aiming toward common objectives. Perhaps you have never thought out a development program for the hope of your house, the future master of your business. You want him right but have not perfected a schedule of training. What sort of a school for Jack? Here is a scheme defined in an advertisement by the headmaster of a New England preparatory school. It is a simple program constituting criteria which a father might like to have formulated for him. Says the headmaster:

"This school for college entrance is the school where latent abilities are discovered and past failures turned into success. The school where the individual is treated as such and is presented with the opportunity of exercising the full measure of his natural gifts. The school which features only the best phases of the tutorial type of instruction, with the boy able to stand firmly on his own feet after leaving it. The school which is superior in its attention to the individual and in all phases of its social, athletic and disciplinary life is comparable with the highest accepted standards."

Because I am inclined to the opinion that my life-long friend, Perry F. Powers, has the right angle in the Federal bond situation, I take pleasure in reproducing his letter setting me aright, as follows:

Cadillac, July 25—Your letter of yesterday is at hand and I thank you for writing me. I wrote to Mr. Nowack and asked him to send you a copy of his paper, with the statement marked made by the Attorney General, as to the present value of many of the bonds issued by the Federal Bond and Mortgage Company. I so wrote to Mr. Nowack because of this closing sentence in a paragraph on page 10 of the Tradesman of July 15: "If people who have purchased bonds of the crooked crowd ever realize 10 cents on a dollar on their purchase, they may consider themselves exceedingly fortunate."

Now I fully agree with you, my friend, as to crookedness of the Federal Bond and Mortgage Co. and I greatly hope that punishment to fit their crimes may be speedily meted out to them.

But without wish or thought in that direction I fear the statement above quoted will injure more than a few who have already been cruelly wronged.

The truth is, my friend, that many issues of these bonds are worth their full face value and within recent days payments on interest account on bonds never defaulted have been received in Cadillac.

Many letters have come to this city from Detroit and some from Grand Rapids offering from 18 to 68 cents on the dollar for bond issues the letters would name. None of the bonds so sought have an estimated value of less than 75 cents on the dollar. Forty cents on the dollar is the lowest estimate as to the value of any of the

ordinarily defaulted issues, but there are several issues that have been so handled as to apparently leave them with little or no value.

In view of this status of the bonds, which by the way have been wholly removed from possession or control of the Federal Bond and Mortgage Co., would it not appear true, Mr. Stowe, that the statement in the Tradesman of July 15 would be helpful to the buzzard-like bond traders and hurtful to the already unfortunate bond owners?

Perry F. Powers.

Barron's weekly publication states that the Simmons Co. has grown tired of the furniture field and proposes to abandon the idea of ever operating the Berkey & Gay plant in this city and the Huntley plant in North Carolina. This will be welcome news, if true, which will be hailed with joy by Grand Rapids people who have nothing but contempt for the boss furniture factory wrecker of the age.

E. A. Stowe.

Canner Says Fruit Fly Well Under Control.

Gleason Rollins, manager of the Roach & Co. industries of Hart told a Courier representative on Wednesday that the dreadful fruit fly seemed under control this year in nearly all the commercial orchards.

Spraying at the time advised by the county agricultural agent, the local cannery and the State College resulted in very little appearance of the fly where sprays were thorough.

The only cases where serious damage was done was on orchards that were not sprayed or in orchards adjacent to a non-sprayed orchard.

When spraying is done a week too late the effort was a total loss and the fruit fly is abundant.

At the request of the Hart village council, Mr. Rollins, as an authority on the subject, attended the regular meeting Tuesday. At the conference it was decided to have a resolution passed for future adoption that would condemn cherry trees in the village of Hart which were not sprayed and were acting as breeding nests for the fruit fly. It is likely that such a resolution will be presented at the next regular meeting.

Mr. Rollins expresses himself as being greatly pleased at the quality of this year's pack and should the market become stabilized and rise to a normal level, he thinks the growers will eventually receive a good price for their fruit, although, as explained in last week's Courier, the company pays the grower only one per cent. per pound on delivery.

Many of the growers have reason to think another cent will be paid in a short time, although the balance will not be definitely determined for several months.—Hart Courier.

A large grocery chain is reported by Sales Management to be opening up three experimental stores in a Northern city carrying complete lines of groceries at a dime or less.

A lawyer is a learned man who rescues your possessions from an enemy—and keeps them for the trouble.

He who laughs last always laughs alone.

ECONOMIC POISONS.

How Chemicals Are Employed To Destroy Pests.

Chemicals used for combating injurious insects, worms, rats, mice and ground squirrels, bacterial and fungous diseases of plants and harmful weeds have been given the general designation "economic poisons." These include a wide variety of products of mineral and plant origin, many of which, for example, compounds of arsenic, sulphur, copper and mercury, are effective both as insecticides and fungicides and in many cases also as bactericides, rodenticides and herbicides. For this reason the economic poisons will be discussed according to a chemical classification rather than according to their application against the different classes of pests.

Arsenic is the principal active ingredient of the most important and widely used commercial insecticides. Crude arsenious oxide, known in the trade as white arsenic, is a by-product of the copper smelter. When oxidized to arsenic acid and combined with litharge, arsenic forms arsenate of lead, of which about 30,000,000 pounds are manufactured annually for spraying or dusting apple trees, peach trees, and many other kinds of trees and plants to protect them against destructive caterpillars. When combined with lime, arsenic acid forms calcium arsenate. Probably 30,000,000 pounds of this are consumed every year, largely in fighting the cotton boll weevil.

Paris green is a compound of copper, arsenic and acetic acid. In addition to being useful against potato beetles and other garden insects, it is largely used for poisoning the larvae of the malaria mosquito. For this purpose a dust containing Paris green is applied to the surface of a swamp from an airplane. From arsenic and pyrolusite, manganese arsenate is prepared. Arsenic acid and magnesium form magnesium arsenate, which has been recommended for the control of the Mexican bean beetle.

Boiling zinc oxide with white arsenic produces zinc arsenite, a white powder which may be used as a substitute for Paris green. In the form of aqueous solutions in soda ash or lye, white arsenic finds extensive application as a weed killer, especially along railroad rights of way. Poisoned baits made by mixing white arsenic with bran and flavoring with banana oil have been used in the Western United States and Canada for destroying millions of grasshoppers. White arsenic is an ingredient of proprietary rat poisons and has been proposed for preserving telegraph poles. Altogether, more than 25,000,000 pounds of white arsenic are consumed annually in this country as an economic poison.

Copper is one of the most important of the agricultural chemicals. Copper sulphate and lime are used to prepare bordeaux mixture, a very valuable fungicide for use on potatoes, grapes, apple trees and many other plants. Copper is an important constituent of Paris green, and in the Northwest smut of wheat is controlled by mixing copper carbonate with the seed.

Sulphur functions both as an insecticide and as a fungicide. Boiled in water with lime, sulphur forms lime sulphur solution. This is used during the Winter for spraying fruit trees for the control of the San Jose and other scale insects, and during the Summer it is employed for preventing fungous diseases attacking apples and peaches. Finely powdered sulphur is valuable for dusting strawberry plants and many other plants. The cotton leaf hopper has been controlled by dusting sulphur from an airplane upon infested fields of cotton. A colloidal sulphur which mixes readily with water is now obtained from gas works. This has proved to be a valuable fungicide for application to peach trees, rose bushes and other delicate vegetation. Sulphur and copper are the two chief weapons that the orchardist, the truck grower and the nurseryman have to fight the fungous enemies of plants.

Certain poisonous gases, or liquids or solids that evolve gases are valuable in combating destructive insects and rodents.

Hydrocyanic acid gas, the most generally used of the fumigants is employed for destroying the scale and other insect pests on citrus trees in California. The tree is covered with a portable tent and the necessary quantity of liquid hydrocyanic acid sprayed into the tent. The extent of this practice is indicated by the fact that in Southern California in 1927 about 65,000 acres, or nearly 6,000,000 trees were fumigated at a total cost of \$2,100,000. Calcium cyanide, a powder which liberates hydrocyanic acid on contact with moist air, is useful in greenhouses, and for combating gophers in golf greens. Cyanide fumigation is extensively employed by the United States Public Health Service for ridding ships of rats and insects, and hydrocyanic acid is the principal fumigant used in destroying roaches and bedbugs in apartment houses.

Carbon disulphide, a vile smelling liquid used in manufacturing artificial silk, has been widely used in destroying weevils in wheat and corn in storage in bins, but the flammable nature of this material renders its use unsafe.

A mixture of ethylene oxide and carbon dioxide, lately developed by the United States Department of Agriculture, is free from fire hazard, is not as toxic to man as is hydrocyanic acid, and has been successfully used for the destruction of weevils in more than 3,000,000 bushels of wheat. It leaves no odor or toxic residue and is the ideal fumigant for foodstuffs.

Ethylene dichloride, with a small portion of carbon tetrachloride added to make it nonburnable, is used to kill clothes moths in clothing, carpets and upholstered furniture. It is proving successful in household fumigation and is now widely employed by warehousemen for the fumigation of furs. Thus treatment enables furs to be stored safely in ordinary storage, thus doing away with expensive cold storage. The insecticidal virtues of ethylene dichloride were also discovered and developed by the United States Department of Agriculture.

Fluorine in the form of certain flu-

orides and fluorsilicates has long been used as a roach poison and more recently for mothproofing woolen goods. Recent work indicates that fluorine may prove an effective substitute for arsenic in the control of the codling moth and other insects. As fluorine is a by-product of the phosphate fertilizer industry an inexhaustible supply is at hand.

Petroleum oils, emulsified in water with soap, are among the most important insecticides used in this country. It has been estimated that 5,000,000 gallons of oil are consumed in this way.

The economic importance of chemicals used for combating agricultural pests is indicated by the fact that injurious insects in the United States cause a loss which has been estimated by economic entomologists at not less than \$2,000,000,000 annually. Plant diseases are responsible for a loss of another billion dollars and rats and other animal and plant organisms swell the total by several millions. It is safe to say that without the liberal use of certain chemicals for combating pests the commercial production of our most important crops would not be possible.

The functions of the Insecticide Division of the Bureau of Chemistry and Soils are to study the physical and chemical properties of known insecticides and fungicides, to devise better and cheaper methods of manufacturing these materials, and to synthesize and develop new compounds which will be even more effective in controlling insect and fungous pests.

R. C. Roark.

A Business Man's Philosophy.

"A wealthy man," says Merle Thorpe, "was approached for a subscription to a civic fund.

"I'll give you a check," he replied, 'but honestly I think I could do more for the community with the money. I could make it provide steady work for fifty men.'"

This thought deserves attention.

Do we really need more charity or do we need more men who are competent to direct the energies of others into productive channels? Which town is better off, one which organizes a new uplift movement every three months, or one which opens a new factory? Of course, the question is unfair. We need both philanthropy and business, but I object to the common assumption that the man who attends closely to his business and thereby increases the opportunity for employment of more men is not as good a citizen as one who spends most of his time at public work.

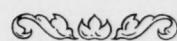
A community is fortunate if it has a hundred men, each competent to organize 500 other men into an efficient producing unit. Such a community will enjoy exceptional prosperity. Fifty thousand of its citizens will be able to support in decent comfort not only themselves, but a hundred thousand others.

That is good philanthropy. It is better than hot soup or apples for the unemployed. William Feather.

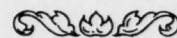
If you expect to be crowded to the front, you will have to do your own crowding. Other people will be more likely to try to crowd in ahead of you.

Quaker Milk

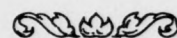
Recognized as a Quality Product Sold by Independent dealers only.



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LEE & CADY

FINANCIAL

Monthly Review of Business Conditions in Michigan.

Michigan business is holding up well compared with a year ago. As of July 15, employment in Detroit, the center of the automobile industry, had declined only about 9 per cent. from the June 15 level, whereas a year ago, the decrease was about 50 per cent. during the same period. This company's index of industrial activity which attempts to allow for the usual seasonal changes and for long time growth stood at 63.4 per cent. of normal in June, and has probably shown little change from that level so far in July. June automobile production in the United States and Canada totalled 254,760 cars and trucks, compared with 327,853 in May and 349,596 in June, 1930, according to the National Automobile Chamber of Commerce. July output is currently estimated at something like 200,000 units.

The recent economic crisis in Germany has been the controlling factor in domestic finance during the past two weeks. The nations taking the most active part in the current discussions on international finance are those which were most active in prosecuting the war, and are those in which the capitalistic system of production still exists. Present difficulties seem to converge on the matter of war debts and reparation payments, a situation which has been aggravated during the past decade by the existence of tariff barriers hindering the free movement of goods. In fact, a real solution to the present mal-distribution of gold and excessively low commodity prices might be found in a revision of tariffs, rather than by means of debt moratoriums and further loans. This country, now a creditor nation, cannot hope indefinitely to maintain a favorable balance of trade. Our success in this direction to date has resulted in part from granting huge foreign credits, in part from receiving an undue part of the world's gold.

Business in this country is experiencing mid-summer dullness. The more important barometers of business such as steel mill activity, railroad carloadings, electric power consumption and bank debits are at or near the lowest levels for the year. Department store sales as reported by the Federal Reserve Board, adjusted for number of business days and usual seasonal changes showed a further decline from 97 (1923-1925-100) in May to 96 in June.

Indications at present point to a rather moderate crop production, but with marked differences in conditions in the various areas. The winter wheat crop is largely harvested and the Crop Reporting Board of the U. S. Department of Agriculture estimates total production at 712,611,000 bushels, compared with 612,268,000 bushels last year. The spring wheat crop, however, is estimated at 156,402,000 bushels compared with 251,162,000 bushels in 1930. The corn crop, based upon conditions on July 1, is estimated at 2,967,953,000 bushels which compares with the abnormally small crop, \$2,-

093,552,000 bushels in 1930, and an average of 2,761,000,000 bushels in the previous five years.

Commodity prices have again declined, after showing some strength for a period of three weeks. Fisher's index (1926-100) now stands at 69.8 per cent., compared with 70.4 a week ago and 83.4 a year ago. The redeeming feature in this situation is a possible further reduction in living costs. The index number of the cost of living for June, 1931, as computed by the Bureau of Labor Statistics shows a decline of 6.5 per cent., as compared with December, 1930, and is 9.8 per cent. below what it was a year ago. Among the groups included in this index, food prices showed the sharpest declines in the first half of 1931, but clothing costs, rents, fuel and light charges also decreased materially.

Money conditions continue at the extremely low levels of last month. Domestic bond prices, especially those of low grade issues, have improved somewhat in the last month. Many foreign issues, however, have recently declined to new low levels.

On the basis of this company's monthly questionnaire returned by bankers and other business leaders in nearly all sections of the State, the following statements seem warranted: In Southeastern Michigan, employment is still below last year, but in at least two cities, Port Huron and Saginaw, it is increasing. Retail trade shows little change from last year, but is expected to improve in four of the eleven cities from which reports were received, namely, Jackson, Lapeer, Midland and Port Huron. Building is depressed in this area, five of the eleven reports indicating a substantial decline from July, 1930 levels. The condition of crops in this section of the State is in no case reported below normal. In some areas, a short hay crop is expected; corn and wheat are excellent. Money conditions are easy, but there is very little demand for loanable funds.

Despite somewhat lower prices, the fine fruit crops in Southwestern Michigan color the reports from this part of the State with a note of optimism. Other crops also are good. Manufacturing activity and employment have declined, but the demand for berry pickers and orchard workers has absorbed a large number of the unemployed. At Grand Rapids and Mt. Pleasant, the total value of building operations in progress is above that of a year ago.

Retail trade in Northern Michigan and the Upper Peninsula continues to increase, partly as a result of tourist and resort demand, but also because the very good crops have stimulated purchases by local residents. At Manistee and Traverse City, excellent cherry crops are being harvested and in the vicinity of Gaylord and Alpena, good potato crop prospects are reported. The bright spot of the Upper Peninsula continues to be Sault Ste. Marie, where several millions of dollars are being expended by the Government in improving the locks.

Ralph E. Badger, Vice-President,
Carl F. Behrens, Economist,
Union Guardian Trust Co.

Economy Program Changes Management Status.

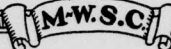
The chain stores to-day are vitally interested in new and improved methods of distribution. Expansion as a means of increasing profits holds less attraction than prior to 1929, and more attention is now being directed to internal economies and better selling methods.

Prominent in such endeavors is the Kroger Grocery Co., the second largest chain system in the country. It has successfully introduced meat and grocery departments in the Chicago and Cincinnati stores of Sears, Roebuck & Co., and expects to include other Sears, Roebuck stores in the Middle West. As another step, it has opened large downtown food stores in

Cincinnati and St. Louis and is planning similar units in other territories.

Such innovations could have far-reaching effects. Whatever their effect upon Kroger's profits, they give evidence of an aggressive and foresighted management, keeping more than abreast of the times.

The present management took charge early in 1930, when the business depression had begun to take severe toll of Kroger's profits. A rigid economy program was adopted, which



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led to the closing of many unprofitable stores. During the first six months of this year Kroger operated an average of 5,065 stores, compared with 5,411 stores in the same period of 1930. A further step toward economy was the decentralization of management, by which branch offices were opened to conduct the stores in the different states virtually as separate chains.

Despite these drastic changes in organization and policy, 1930 earnings slumped to \$1.15 a share from \$3.38 in the boom year 1929. However, the decline must be attributed in part to unusual chargeoffs made by the new management.

The improvement which has been shown during the first half of this year warrants confidence in the policies of the new management. For the first twenty-four weeks of 1931 earnings of \$1.25 a share were greater than results for the full year 1930. Dollar sales declined only 3.39 per cent. below the first half of 1930, in the face of a decline of 16.92 per cent. in the average retail food price index of the United States Department of Labor.

At present merchandising stocks generally are faced with a relatively more favorable outlook than at this time last year. Inventory values are more stable and the likelihood of a recurrence of a drouth of last year's severity is considered small.

The company's affairs are clearly on the mend, and with the management adopting scientific measures in the interest of better merchandising, the common stock has attracted greater investment interest.

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High Taxes Blamed in Part For Slack Business.

Rising costs of governments in the face of diminishing revenues present a problem that promises to give legislators something to think about before the winter is over. Taxpayers, compelled to economize in their household operations, naturally feel that their national and local governments should begin to curtail expenditures.

It is much easier under our system of government to raise than to lower taxes. That is why Federal expenditures chargeable to ordinary receipts amount now to almost \$4,000,000,000 a year, compared with about \$760,000,000 in 1915. Wage rises for civil service employes may be slow, but reductions are almost unknown.

The fact that taxes have not joined the downward course pursued in recent years by wages of labor and capital as well as by commodity prices has been the cause of grumblings of discontent among property owners in city and country alike.

The slow recovery in the building industry has been mentioned as one of the reasons for the failure of general business to recover more rapidly, and curtailment of new construction may be due in part to high taxes.

Capitalists hesitate to invest funds in real estate that is unable to earn an attractive return, and under present conditions the tax burden is keenly felt. The fact that wages count so heavily in construction costs, of course, is a more important factor in retarding new construction. If costs are to

be reduced, new projects will be delayed as long as possible to take advantage of lower wage scales.

Military operations have contributed tremendously to the high costs of Federal Government operations, while highway construction and education have become the principal factors in rising costs of local governments, according to the New York Trust Company.

"A more even distribution of taxes would alleviate the burden to some extent," says the bank's Index in discussing the mounting burden of taxation, "but taxes, after all, are the effect and their cause.

"If conditions are to be remedied they must be attacked at their source. In other words, it will be essential for governmental bodies to circumscribe their own activities, budget their expenditures with greater care, and, in short, stop squandering money which, in the last analysis, they hold and distribute in trust for the public they represent." William Russell White.

[Copyrighted, 1931]

Trading.

Too many traders take the position that they must hold on to the stocks in which they are already committed in order to maintain their position. This conclusion is based on the theory that they wish to stay with the stock, fearing that if they dispose of their holdings it might not be possible to get back into the stock at their price.

Many leading writers on the subject, however, hold that this is the wrong attitude to take and that traders should not be afraid to sell out when the situation looks dangerous or, in their own judgment, they believe the stock will either go lower or higher, depending upon which side of the market they have their position.

Accordingly, traders should not be afraid to sell out and step aside until a technical correction of a condition which might tend to depress prices has taken place.

When a tip is received by traders, it should be given careful consideration and if they are convinced that the stock justifies this tip and that they would have as much confidence in the stock if the trend of prices turned the opposite way, a commitment can usually be made.

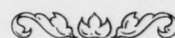
Many speculators keep an accurate set of books and charge themselves with a fair return on speculative capital. They also make mind trades, or, as they are sometimes called, "paper trades" in order to establish confidence in their analysis of a particular stock. A good rule to follow is not to become too sod on one stock and act on one's snap conclusion.

It is estimated that about 50 per cent. of the actual purchases or sales on the New York Stock Exchange are made on margin. If a trader is operating on a margin account basis it should be protected from the standpoint of cash and stop loss orders. Leading writers sometimes advise the sale of a part of the holdings in the margin account if a move in the market has reduced the equity in the account below the minimum required by a broker. The danger of this action is that the sale might be made near the

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low of that particular stage of the market. However, it is also reasonable to conclude that if the trader was wrong in his first estimation of the trend of the market, the probability of his being wrong the second time is equally great.

Jay H. Petter.

Some Reasons Why I Buy From Smith.

Anyone with a little money can open a grocery store. From experience with a lot of grocers, I've even come to the conclusion that it isn't even necessary to have much ambition.

On the other hand, it's quite a different matter to make a store truly successful—and it's still "something else again" to give even a successful store those added touches in the way of personality and service which result in the housewife going there almost as a matter of course in addition to telling her friends about the place with the sole idea of passing a good thing along.

The big things count, of course, I'll admit there's a lot in selecting the right location, arranging the store, advertising and all that. But, in this day of modern merchandising, the customer takes such things for granted. To me, and I am no exception to countless women who deal with countless grocery stores every day in the year, little things—those which are found less seldom than efficient-looking stores—count almost as much.

One reason I like to buy at the Smith store is that those in it always make me feel as though I am their one big customer. Of course, I know I'm not—but you'd never suspect it when I walk into the store. This grocer certainly has learned the knack of pleasing people and making them want to come back. What is more, he has the equally important knack of surrounding himself with others who can acquire similar ability under his leadership.

To walk into the store is to be hailed immediately with: "Good morning, Mrs. Penrose," even though the one who greets me may be engaged with another customer at the time. This has happened almost since my second visit there. Apparently, Mr. Smith and his associates make it a point to remember names. Several of my friends have mentioned this so I know I am not alone in being pleased and flattered in this respect. Such knowledge, however, does not minimize the value of the courtesy.

Another thing, everyone behind the counters in this store is always as near spotlessly clean as it is possible for them to be. What is more, everyone wears the same kind of apron, thus making a much better appearance than if each were left to follow his own choice in the matter.

This is a smaller store than the Jones establishment but, because of its compact arrangement and neat displays, almost as much stock is carried. I particularly like the fact that, in addition to being carefully arranged on the shelves, every group of items is priced with tags attached to the shelves below them. This makes buying easy and, unless I miss my guess, also makes it easier to sell.

It seems to me that there is always someone cleaning around the store. Even at the busiest times, stock never has an opportunity to become cluttered around. I've dropped in at almost every hour of the day and have yet to find the store looking as disarranged as the Jones place is as a general rule.

Telephone courtesy and real telephone service are particular assets of the Smith store. In fact, their use of the telephone was one of the reasons they landed me as a regular customer. For instance, just a few days after I had made my first purchase and opened an account, I received a call early one morning.

"Good morning, Mrs. Penrose," the voice said. "This is Mr. Smith, the grocer, speaking. I just wanted to remind you that to-day is Wednesday and we will be closed this afternoon along with the rest of the grocers. This is the beginning of our summer half-holiday and I was afraid you may have forgotten about it. In case you want anything, just let me know and I'll send it right over."

Did I want anything? I'll say I did! Company was coming that evening and he certainly was right in surmising that I had forgotten about the mid-week closing. What a fix I would have been in if he had not called!

As was the case with Jones, I buy all of my green goods from Smith. The difference is that I can rely on the latter, whereas with Jones, a telephone order was always something of a guessing game. You could place bets with yourself as to whether or not you'd get all that you ordered. Then, if you wanted to carry your gambling a little further, you could wager that something would be sent that wouldn't be satisfactory.

"I'm sorry, Mrs. Penrose," Mr. Smith would say after I had ordered via the telephone, "but I'm afraid you wouldn't like the string beans we have to-day. Why not try some beets, or perhaps some fresh peas. They are both unusually nice."

Deliveries from the Smith store are always prompt—and they are invariably complete. An attractive and scrupulously clean truck is used and the young man who drives it is both efficient and courteous. Equally important, whether the goods are delivered or carried home, each item is wrapped separately and securely. There are no damp packages or those wrapped insecurely to dump their contents to the floor without warning.

As for price—well, some items may appear to cost slightly more at Smith's than they do at the two chain stores down the street, but I buy them just the same. You see, I have confidence in Mr. Smith. I am sure I get value received and, in the long run, save just as much as I could save by buying elsewhere. On the other hand, even if it did cost me a few cents more a month to buy from Mr. Smith, I'd much prefer to do it. To me, real service, friendly smiles and an attractive store plus good merchandise are worth something. In fact, they're worth a great deal more than I could possibly save even if the chain stores sold as cheaply as they would lead you to believe they do. Harriet Penrose.

Questions and Answers of Interest To Grocers.

No. 1. Question—How should baked goods be displayed in a grocery store?

Answer—Unwrapped baked foods should be displayed under glass to keep them sanitary; cakes should, in addition, be set on fresh, pretty paper doilies so the housewife can see how they will look on her own table. Wrapped baked goods can be on open display. Neat, clear price cards should be used.

No. 2. Question—Are there special brain foods?

Answer—It used to be believed that certain foods, especially fish and other foods containing phosphorous, were especially valuable for the gray matter of the brain. This is not believed any more. Brain cells apparently use the same kinds of food materials as all other living cells do. The best way to feed the brain well is to keep the body in good health.

No. 3. Question—Does the peanut actually belong to the nut family?

Answer—The peanut is not a nut. It belongs to the same family as the common pea and bean. The term nut was applied to it on account of its flavor, which is similar to that of some true nuts.

No. 4. Question—Is it a good idea to have store uniforms?

Answer—Trim, spotless uniforms on stores salespeople make the store look more efficient, more inviting. Two attractive store uniforms are white aprons with white or tan jackets; or smocks in a pastel shade.

No. 5. Question—Is the alligator flesh fit to eat?

Answer—The flesh of alligators is white and tender, but has a musky taste. It is eaten by Indians and occasionally by some other people.

No. 6. Question—If flour is kept in a closed room with a tar paper roof and near moth balls, will it absorb the odors?

Answer—It will not only absorb the odor but if kept in such a room for any length of time will have a tarry taste.

No. 7. Question—Why is salt such a good preservative of vegetables, meat, fish and other foods?

Answer—When sprinkled on meat, fish, or vegetables, salt extracts water from them, forming a solution so strong that bacteria cannot grow therein.

No. 8. Question—If a truckdriver injures someone, is the owner liable?

Answer—If the driver was on business of his employer's, the employer can be held; if the truckdriver was on his own personal business the employer cannot be held; but if the driver took a round-about route, partly for personal reasons, but still on duty, the employer can be held.

No. 9. Question—How ripe should apples be to make sweet cider?

Answer—Only fully matured, tree-ripe, perfectly sound fruit should be used. An apple is considered cider-ripe when about midway between market ripe and dessert ripe. It should have begun to soften very slightly, but still be too firm to eat out of hand.

No. 10. Question—When fruit is eaten for a laxative, should it be eaten at meal time or by itself?

Answer—It is more laxative when eaten between meals, a half hour before breakfast or late at night.—Kentucky Grocer.

I Am a Buyer.

I am a modern woman, buyer for the world. Maybe I don't buy caterpillar engines, locomotives or sawmills, but they are bought because of me, in order that I and my children may eat and be well clothed, may ride and have comfortable homes.

I buy for my home, for my business, for the farm and my store. I invest my money. But most of all I buy for myself and the children.

I often buy things you think I don't know anything about. Sometimes I make the money and spend it, sometimes a male of the family makes it and I spend it—anyway I do spend it.

I am a grown woman with a fair amount of intelligence. I have outgrown the baby talk of advertising, which copy writers are still slinging for my benefit. I can tell as quickly as any man can whether you are talking "bushwa" and when "turkey." You can't flim flam me as you did my grandmother and my great aunt. I want real language and real facts. I want it to be true and to the point.

If you want to keep my tolerance and good humor in regard to your ever increasing amount of advertising in papers and periodicals, stop all of your "bargain" and "special sale" stuff. I know you are not giving anything away, and that if you are losing money on it there must be something wrong with it.

I am a Modern Woman, Buyer for the World.

Deaths from heart trouble have doubled in the last 30 years; also the number of people goofy about exercise.

 West Michigan's oldest and largest bank solicits your account on the basis of sound policies and many helpful services . . .

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Reducing Municipal Fire Losses.

In the 1930 survey made by the National Board of Fire Underwriters to ascertain the per capita fire losses of cities, Cincinnati occupies first place among cities of 450,000 population or more. Of these seventeen cities Cincinnati stands first and Boston last.

Yet there was a time when Cincinnati had more than its share of fires, notwithstanding its much advertised, careful German population. The story of Cincinnati's reduction of property losses by fire is really the story not only of the development of fire prevention but of fire extinguishment. Captain J. J. Conway of the Cincinnati Salvage Corps has had about as much to do with making Cincinnati's record as well as with the fire prevention movement all over the country as anyone; in fact, by some he is called the "Father of Fire Prevention."

There is one thing true and that is that you cannot prevent fires or put them out by passing resolutions or even making exhaustive reports on the conditions in any town or city. You have to just go and put the fires out as quickly and intelligently as possible when they start, and you have to go through a number of processes to prevent fires consistently in any city or town. As good as Cincinnati's record is, Captain Conway can still find many chances for improvement. For instance, in a recent month, the city's fire losses were \$47,415. Of this amount, Captain Conway states, \$22,000 of the insurance money paid was positively due to incendiarism and another \$13,000 looked very suspicious. He feels that insurance companies pay their claims too quickly in these doubtful cases and also make compromise settlements very often in order to save trouble and get the claim out of the way. One of the incendiary losses, for instance, was on a building which was insured for \$13,000 and could have been bought any time for \$4,500. There had been four different bootleggers' stills in this building, yet the owner was able to get insurance.

There are a lot of things that are needed to make any city well protected from the fire standpoint. A lot of the loss comes from water damage, from firemen shooting a 2½ inch stream of water through a window from which smoke is coming out though the room into which the water pours has no fire. That may be one or two stories below. If firemen, instead of shooting at every wisp of smoke that comes out of upper windows, would sneak in below, use a 1½ or a 1 inch hose with a shut off nozzle and turn it on only when an actual blaze is seen, hundreds of thousands of dollars in water damage would be saved. The simple fact is that fire is always underneath the smoke, and sometimes a great ways underneath it.

One would think that with state fire marshals, local fire departments, insurance adjusters and all the machinery that we have for preventing dishonest fires or running down arson crimes after the fire, we would not need anything more to secure reason-

able efficiency. In these times especially, with so many criminals of all kinds at large, there is more arson in the average city than there should be and more than it is necessary to tolerate. An "arson squad," or even a single good man in the police or detective department, is about the best way to get after the fire bugs. These men are not only trained to run down criminals but they are in close touch with the legal machinery and the courts so that they are able to secure conviction. The best way is not to be suspicious of every fire that occurs; of course there are a great many fires that actually do happen under all kinds of circumstances and it is not fair to suspect a man just because he has a fire. This attitude has been conducive of much trouble. But suspicious circumstances should be quietly investigated. Quick witted firemen are often the first to note anything that is legitimately suspicious and they should report such circumstances at once. Then a good detective a member of the arson squad, should be put on the case.

Fire bugs don't set fires in towns where they know they are likely to be apprehended. The insurance companies could do a lot by keeping back payment of settlements and refraining from quick compromises, giving the detectives a chance to investigate before the insurance money is turned over. A good building code is one of the absolute essentials if a city is to have a low fire loss. If firemen were paid, like the Chinese doctors who are paid for keeping people well, according to the fire losses that are prevented, it might help. In Cincinnati since 1916 the fire department has been decreased by 184 men and 16 companies, and from 1902 to date insurance rates have been reduced by 66 per cent. This of course is not due to any one thing, is a result of a continuous long program started back in 1902. The credit is not due to any one man, but to the organization "as a whole."

Captain Conway along about 1892 was captain at the old Gifts engine house at Sixth and Vine streets. The Board of Fire Commissioners met upstairs. The fire losses in the city were bad. The city had a salvage corps but the insurance companies were complaining of the heavy fire loss. The old superintendent of the salvage corps was let out. The insurance companies asked the fire commissioners who would be a good man to take hold. They suggested the captain of the fire company downstairs for a period of 90 days. Captain Conway has been in charge ever since.

Then there was a meeting of the Chamber of Commerce on the subject of the excessive fire loss. Captain Conway was on the committee. There was very little money for an increased fire department. It flashed on Captain Conway that something should be done to prevent fires. The committee met frequently and he made numerous reports and recommendations. There was a building code but it was worse than none. A good code was formulated, passed and enforced. A lot of new equipment was ordered for the salvage corps. A thorough system of inspection by the firemen was started,

(Continued on page 31)



THE LATCH STRING IS OUT

Yes—you are always a welcome visitor at the Federal Mutuals whether it be in person or via the postage stamp. These companies are noted for the

Friendly spirit that permeates the entire organization. Why not drop us a chatty line and find out for yourself?

FEDERAL HARDWARE & IMPLEMENT MUTUALS

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

1909

22 Years

1931

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

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

affiliated with

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

Mutual Insurance

With losses lower, with expenses lower, with no inside profits for invested capital you would expect the net cost of MUTUAL insurance to be less. It is.

The saving in cost is not made at any sacrifice in safety and strength. The Mutual plan of operation is right, Mutual insurance is better protection, Because it is better it costs less.

May sound unreasonable if you are not informed, An investigation is convincing, For the sake of yourself and your business, investigate.

Finnish Mutual Fire Insurance Company

444 Pine Str., Calumet, Mich.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that
you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

THE VACATION BUSINESS

Its Value As a Reconstructive Expedient Is Indisputable.

I think I have never before seen the city of Washington—always a favorite vacation mecca—entertaining such throngs of visitors in the middle of the summer. They are flocking to the National Capital (which is surely delighted to welcome them) by rail, by air, by steamer up the Potomac, and in countless thousands over the roads. License plates from every state in the Union catch the eye—on splendid modern cars and a few, of course, which are not so modern.

And so vacation time is here, and, like all other phases of our day-to-day lives, it has its business aspects, which I hope to discuss in a moment. But of course there are its other, deeper values, especially at this period. As President Hoover so wisely expressed it some years ago: "No other organized joy has values comparable to outdoor experience—the constructive, rejuvenating joy that comes from the return to the silence, the calm and inspiration of primitive Nature. The joyous rush of the brook, the contemplation of the eternal flow of the stream, the stretch of the forest and mountain, all reduce our egotism, sooth our troubles, and shame our unkindness."

And right now at the fag-end of a year and a half of business trials, the value of vacation as a reconstructive expedient is indisputable. Now do not think for a moment that I am recommending your borrowing \$2,000 to make a grand tour de luxe through the blue-blood resorts of the Riviera. I am assuming, of course, that you will undertake whatever your circumstances permit within the limits of reason—and solvency. In any case, as former President Coolidge has advised, in substance, it will certainly do us a lot of good to get away temporarily from problems and anxieties. In the business world, we have been through a pretty tough spell. Tension and suspense have frayed our nerves, and apprehensions made us "jumpy." Right now there is an interval—a sort of lull before the encouraging upward pull gets vigorously to going—and, too, before we are plunged into the fervor of a presidential election year.

There could hardly be a more favorable time than this present moment for excursions in the good old American sense and for individual trips—everything from tours to week-end picnics—by the best means that are at hand. They will clear our minds—revitalize us—strengthen our faith and spirits. Have you seen as much as you would like to of this great country of ours? Isn't it an excellent idea to go right now on some of those trips—big or little—that you have thought about so often?

Here is one angle of this vacation matter as a business problem. Seldom, indeed, has travel been so cheap and easy as it is now. If I have ever seen more amazing travel bargains, I cannot remember when it was. As you read some of the startling prices, it almost seems, at times, as if you could take a trip for less than it would cost you to stay at home. Transportation

agencies have been slashing prices. Hotel rates are lower. Meals cost less. The steamships are offering alluring inducements—from Roman pools to television and from night clubs to ping-pong, always combined with the bracing salt sea air. The railways are electrifying lines—declaring war on cinders—actually conditioning the air in trains—making seats more comfortable—allowing excursionists to use Pullmans—and exerting themselves in other admirable ways. The air lines are constantly introducing new factors of safety and convenience and emphasizing the distinctive element of speed. Bus lines are extending their services and, like the others, are making things even more pleasant for the traveler. And then, as another major means of vacation "tripping," there is always the family automobile, which the average American regards as indispensable. You know there's one for every 4.6 people in this country, as against an average of one car per 48 persons in the four leading European countries. So if we all wanted to get on the road at one time we could pile our whole 122 millions into our cars, without much "shoe-horning" into rumble seats and be on our way.

Few people stop to think what a vast debt mankind owes to the wheel. It was probably the first invention, crudely hewn by primitive men out of solid blocks from trees, and it has come down the ages in varying styles and types, from the lumbering wheels of the Assyrian war chariots, through the centuries of picturesque but rickety coaches, to the super-efficient spinning circles of steel or wood that whirl us ahead so rapidly to-day.

Think how nearly perfect the mechanism of the American motor car has become. It would be impossible to exaggerate the amount of labor, skill, patience and downright genius which have been devoted to the task of bringing this about—the self-sacrifice, the temporary frustration, the painful processes of trial and error, the ruthless scrapping of faulty devices, the irregular but relentless advance toward an ever-finer adjustment of mechanical means to end. The spirit that has made American industry and business great is embodied in those gleaming cars that whirl by you on vacation trips.

How many different makes of cars do you think have been offered for the approval (or disapproval) of the American public in the thirty-five years since the automobile first became a factor in our business and social life? No less than 640 separate name plates: A truly astounding number. Did you ever hear of cars called the "Mecca," or the "Marathon," or the "U. S. Long Distance?" Those were real makes, long since forgotten—and their makers were appealing wisely to that impulse to speed onward to some far off, luring goal beyond the blue horizon. Early American cars were named for beasts and birds that are noted for their fleetness, hardiness or soaring ability. There were, for instance, the "Black Crow," the "Eagle," the "Fox," the "Wolf," the "Lion." Manufacturers of early cars had the sound idea of making the names express the ideas of ease and power in performance, so we

had the "Climber," the "Meteor," and the "Glide." Mythology was represented by names such as the "Centaur" and the "Sphinx." One maker had the courage to call his car "Perfection"—while another, at the opposite extreme was freak enough to dub his the "Hazard."

It is hardly necessary to say that the overwhelming majority of these early attempts to aid vacation tripping are as extinct to-day as the famous dodo bird, but they all did their bit for the good cause. The experimentation and experience (whether it was bitter or amusing or heartening experience) which went into them did something to bring the car to its present state of excellence. Mr. Childs, the chief of our Automotive Division at the Commerce Department, has well said: "It is a long march of progress from the chain-drive, low-powered, slow motor cars with rear tonneau entrance, which plied the streets of America back in the Gay Nineties and around the turn of the century, to the silent, swift, graceful and highly efficient passenger car of 1931—but every laborer and technician who helped to manufacture those 640 different makes of automobiles which appeared in the intervening years contributed to that development."

Not all the early makes of cars went into the discard. Some—with brains and determination and adaptability behind them—survived and have flourished splendidly. Before the year 1905, 186 makes of cars had been introduced in this country—and of those only eleven are still in existence to-day. Between that year and 1910, 129 more makes made their bow, and just five of these are still with us. During the second decade of the century, car buyers were given the opportunity to inspect 167 new makes, and eleven of these are still being turned out. During ten years that ended with 1930, only seventy-seven new makes made their appearance, but eighteen of these have proved their ability to survive.

I cannot help feeling that—from the standpoint of an insight into the whys and wherefores of American business—it is interesting for the vacation tripper to recall some of the fascinating, moving human-interest stories which lie behind the speed and power and resplendent exterior of the cars which whirl along the road. Theodore McManus and Norman Beasley have made some of these stories intensely real for us in that study which they call, so graphically, "Men, Money and Motors." I think of the tall, angular man, with vivid, burning eyes, piercing voice and amazing knowledge, who never took anything for granted, who was always challenging and probing and endlessly experimenting, who wiped the laugh from the faces of those who ridiculed his ideas about electrical ignition systems and self-starters, who proceeded to develop those now-indispensable things even though he literally broke a leg doing it—and who capped that achievement by giving motorists an effective anti-knock compound. I think, also, of the experience in 1908 of two men who later became powers in the automobile industry; they were creating a model car to exhibit at the Detroit automobile

show; they worked all night in a dismal shack, cramped, exhausted, half-frozen, with a savage wind tearing through the crannies between the boards; "came the dawn" (as another of our spectacular American industries likes to say) and the men had completed their model; they had no money now, but their car was a hit at the show and they took orders for 500; a new and big American enterprise was under way. And I think, again, of that other man who started his career as a worker in a carriage factory at one dollar a day and who, when he had forged upward to become the head of an automobile company, found himself faced with depleted finances, excessive inventories and an unsatisfactory product; he combated and conquered all those difficulties and won a signal triumph. Romance and high adventure lie back of those vacation motor cars. With deep truth it has been written that "heraldry has gone—the sturdy trek behind the covered wagon is no more—business has become the last great heroism."

And that heroism and resolution have enabled the American automobile industry to turn out incomparably the greater part of the nearly thirty-six million cars which now roll along the streets and highways of the world—creating an activity whose annual product (in vehicles, parts and tires) is now valued at $3\frac{1}{2}$ billion dollars, providing employment directly or indirectly for more than four million persons. And I must not fail to stress the fact that, though the advance of the motor car has been especially spectacular, this same magnificent spirit, so typical of American business, has been displayed by all the other agencies which serve you for vacation trips—the railways, the air services, the steamship lines on lakes and rivers and across the broad oceans. The record of each has been a real epic filled with daring adventure, courage and truly dramatic achievement.

Have you ever thought how every state in the Union supplies materials for the industry which gives you your motor car? Let us take a few, at random. Are you a resident of California? Then your state furnishes to the automobile industry these things:

Copper ore, paint and varnish, petroleum, gasoline, chromium, cotton, wool, leather, mercury, asbestos, tires. If you are a Pennsylvanian, you may take pride that your state supplies a long list of essentials, from steel to plate glass and from coke to brass. From the Northwest, we find Montana sending, for the automobile industry, such things as hides and manganese, flax and zinc. The states of the South provide, among their other vital contributions, such articles as lumber, asbestos and, always, the invaluable cotton. So those cars which roll by you, as you are parked for a while, perhaps, on some charming country highway, form a veritable business procession of the United States—not only in the license plates but in the materials that make the cars.

The inter-relation of industries—the dependence of one upon the other and their sustaining mutual helpfulness—

has always seemed to me to form one of the most fascinating phases of modern business. Have you ever stopped to think that the automobile industry uses 82 per cent. of the rubber products fabricated in this country—55 per cent. of the plate glass—24 per cent. of the lead—15 per cent. of the iron and steel—the same proportion of the hardwood lumber—14 per cent. of the copper—and (a fact that is not at all surprising) 80 per cent. of all the gasoline?

I'm really not urging the vacation tripper to burden his mind with any heavy figures or profound thought about the commercial significance of the varied delight he enjoys, but the significance is there and is bound to sink in, unconsciously, to a greater or less degree. We can all feel that we are part of a titanic business organism as we roll along in the car, broadening our minds, widening our horizons, invigorating our bodies, and having a thoroughly good time. Touring, as I have said, is most pleasingly cheap to-day—and the tourist of modest means never before commanded such ease and such convenience.

That is partly due to the fact that many wonderful organizations are exerting themselves to the utmost limit to smooth the path of vacationists, to minimize their burdens and increase their happiness and freedom from perplexing cares. "Nothing for you to do but enjoy" is a promise that we often see in the travel advertisements and the pledge is generally made good. Even the air lines are right at your elbow with everything from sandwiches and tea to the smiles of a pretty hostess to keep your mind off the "bumps" in the air. Nation-wide motorists' organizations such as the "Three A's" are on the job with a great variety of aids to make automobile touring more delightful and less worrisome; they furnish road maps, directions and booklets describing the country; they will tell you about the hotels and camps and other accommodations; they will speed you on your way and come after you with skilled help if anything should happen to go wrong. Misadventures do occur occasionally, of course, among the manifold exhilarating joys of summer touring.

The business ramifications of all these activities are astonishing; their business importance is very great. The Tourist Bureau of an Eastern state (as I think I reminded you once before) declares that the tourist crop is one of the state's major industries, worth \$125,000,000 a year—and that state has less than a million population. One of the most eminent of our American students of business has figured out that the tourist business in the country as a whole is 60 per cent. greater than the total volume of our lumber products, 51 per cent. greater than the huge value of oil production—and so on down the line with other comparisons which almost bowl you over. Why, the records seem to indicate that the roadside stands alone do a business of something like 50 million every year. And the proprietors have a business organization to safeguard and promote their interests—the National Stand-Owners' Association. They estimate, a total of

about 125,000 well-organized roadside stands, exclusive, of course, of the temporary retail outlets of farmers at their gates.

If the means and media of vacationing are more excellent and easily obtainable to-day than ever before, the ends certainly justify the means. The sights and experiences—the things of rich historic interest and brilliant scenic appeal—which are sure to delight the tourist are simply legion everywhere. I can cite only a few examples, picked at random here and there, such as: The hourly up-rushing of the foaming, towering column of Old Faithful geyser in Yellowstone National Park—the incredible, gorgeous gash in the landscape that we call the Grand Canyon of the Colorado—the gleaming white columns of Mount Vernon or of Jefferson's home at Monticello, serene on their green Virginia hills—the mellow charm of the California missions and the silent splendor of the nearby giant forests—the old-world picturesqueness of the French quarter in New Orleans—the sweep of our great prairies, suggestive of infinity—the cloistered calm of famous authors' homes, in beautiful New England suburbs—the historic slope at Gettysburg up which Pickett's men charged to deathless fame, with Meade's men standing firm. We are all of us better Americans for seeing things like these and absorbing even a little portion of their meaning.

Julius Klein.

Short Route To Public Disapproval.

Mere price appeal, it is generally believed, is losing its force as evidence accumulates that the general commodity price decline has reached something like bottom. If we are to follow the usual sequence of events, the next step in recovery will be in the line of quality appeal. Already there is movement in that direction. Manufacturing associations are reminding their members of the danger of backsliding from accepted standards of merit, and recently started advertising campaigns are sounding the note of value in their announcements with increasing emphasis. It is high time for the change. In the first flush of price deflation, the public may see little but savings in the outgo for what it needs or wants. But this phase is rarely of long duration. Once the consumer becomes accustomed to getting more in quantity for his money, his mind naturally turns to the character of what he buys. Discovery that the apparently enhanced value of his dollar is in some cases a sham because of an actual corresponding decline in the substance of what it is exchanged for engenders suspicion, worst enemy of good will. Fortunately malpractice of this sort is not common. There is enough of it, however, to call for convincing proclamation of maintenance of quality standards by those who have not fallen from grace. Advertising which has given to low prices the most conspicuous place is almost certain to fall short of its purpose now if it fails to link with small cost assurance of undeteriorated workmanship and material. Cheapness in the sense of shoddy marks the short route to public disapproval.

MEN OF MARK.

Frank S. Verbeck, Hotel Correspondent Michigan Tradesman.

Los Angeles, July 25—Thanks for your kind offer to make me famous. My antecedents are mostly uninteresting.

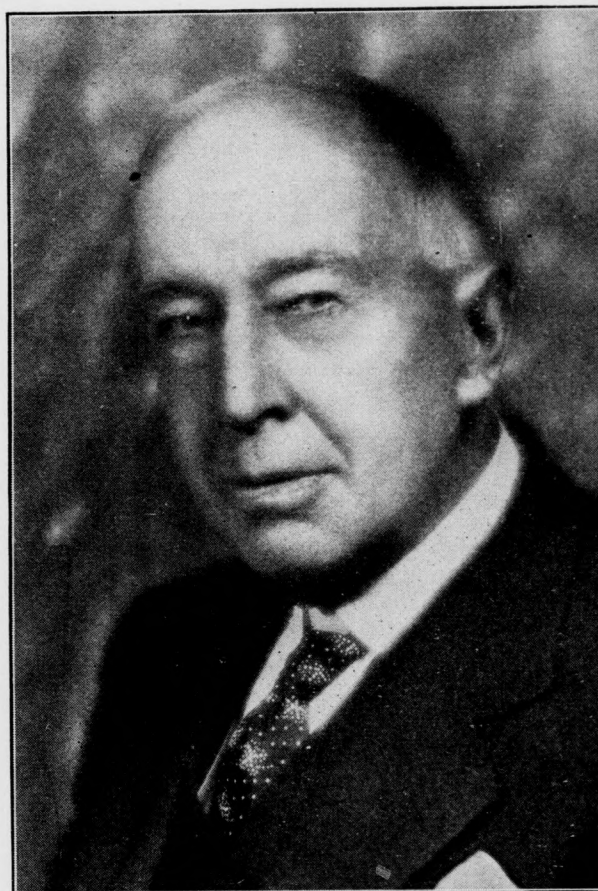
Born in Wisconsin in 1860. Ran away from farm life when I was 12 and learned the printing trade, sticking to it until I was 17, when I became owner of a newspaper and enjoyed the rather questionable record of being the youngest of the species in the Badger State.

Started on the road for Barnhart Bros & Spindler, Chicago, type founders, in 1880, continuing in their ser-

proud of except that I was justice of the peace sixteen years, which brought me the title which fits well.

My connection with the Tradesman for, I think, thirteen years, has given me much joy, and the following from that paper's *Out Around*, when I got back from Honolulu, in 1926, is something I would like used as an epitaph:

"I have known Mr. Verbeck for forty years. For about a quarter of a century he traveled for Barnhart Bros. & Spindler, type founders of Chicago. He probably knows more country printers than any man in America. For a dozen years he has devoted his energies to hotel keeping and during the past three or four years has spent much time in building up the Michi-



Frank S. Verbeck.

vice for twenty-four years, leaving there to go to Pentwater where I soon after became owner of the Verbeck Tavern, believing that if I didn't know the minutiae of hotel operation, I knew what the traveling men wanted. I played the game on that basis—successfully. Bought Cedar Springs Lodge, at Glen Lake, in 1920, conducting same until its destruction by fire in 1926.

Was Secretary of the Michigan Hotel Association for four years, during which time the membership went from 124 to 547, all paid up.

Have traveled much, as you know. Own an apartment building, and am at the head of a "going" restaurant organization here, where I settled permanently in 1927.

There is nothing in my career to be

gan Hotel Association, which is a monument to his ability as an organizer. His knowledge of hotel operation is such that he is a welcome guest at any time at any hotel which is conducted by a man who aims to improve his service and give his guests an equivalent for their money. Mr. Verbeck has accumulated a large fund of anecdotes applicable to nearly every phase of life and is certainly one of the most enjoyable companions I have ever met up with."

Don't worry about your boy. Most of the big jobs are held by men who were not valedictorians.

Maturity is that blessed state in which you can feel respectable without trying to seem tough.

DRY GOODS

Michigan Retail Dry Goods Association.
 President — Geo. E. Martin, Benton Harbor.
 First Vice-President — J. T. Milliken, Traverse City.
 Second Vice-President — George C. Pratt, Grand Rapids.
 Secretary-Treasurer — Thomas Pitkethly, Flint.
 Manager — Jason E. Hammond, Lansing.

Broad Shoulders, Slim Hips and Straight Lines Featured.

A woman fashionably clad in Fall, 1931, will, upon looking into her mirror, behold a creature quite different from the one that confronted her a year ago. Her hat, instead of straining back from her face, will dip coquettishly over one eye. Cut away on the left side, it will reveal little curls. Quite possibly an ostrich plume will tickle her cheek. She will have, in general, a wide-shouldered, slim-hipped look; and if her shoulders are not broad and her hips are no longer slim, fashion will help her get that effect, nonetheless. More of decoration will be permissible in her shoes and accessories. In color and in line her frock may display a recklessness severely denied during the age of simplicity. In short, if she lacks the saving grace of restraint she will look like something out of a musical comedy.

But if she knows fashions and knows herself she may find Fall shopping more diverting than she has in many a moon. There is something stimulating as well as amusing in the about-face turn fashion is executing.

This return to Victorian dresses and Second Empire hats raises a whole crop of new problems just about the time when everybody was getting bored with the old ones. It cannot be entirely illogical or it would not have achieved such prominence in relatively so short a time. Like all major fashion changes, it developed after the way had been paved by some vague change in the world's state of mind—a process which has occurred often, but which no one has ever satisfactorily analyzed.

In so far as this trend affects the business of day-to-day living and getting about, we doubt if there is any great cause for worry. Street clothes, tailored outfits and sports things will not go unduly romantic—and hence impracticable—on us. Sweeping skirts and feather boas will not invade the subways. It is in the more leisured and formal hours that fashions will recall earlier days of less hurried and more graceful living—fashions sufficiently modified, however, to remind us that this is, after all, 1931.

In preparing for the early Fall season, American designers and retailers this year are making a decided effort to stress quality—it's a reaction from the emphasis on price which even the most upper-crust New York shops have indulged in this Summer. One important step was taken in this direction at the recent fashion show of the Garment Retailers of America, where were displayed, in spite of continuing depression, an array of costly fabrics, precious furs and fine laces in costumes designed by leading houses.

Now for a few specific pointers about the Fall clothes already in the market—always remembering that the

Paris openings are going on right now and will undoubtedly provide a few surprises.

Sports clothes are marked by a much more daring use of color. A typical example is a jumper dress of the brightest possible green worn with a jersey blouse of the brightest possible red. Diagonal and checked monotone tweeds are increasing in importance. Pin stripes and plaids are outstanding. Pin stripes appear mostly as accents—in blouses, scarfs, collar and cuffs of monotone sports suits and dresses. Red and white pin stripes, for example, accent a sports outfit of navy blue. These are a safe bet, as reports from Paris state that many couturiers reserved multi-colored silks and wools for their openings.

The new hat mode provides the ideal sports type in the little Talbot derbies of felt. The costume just described is best completed by a navy derby with a red, white and blue feather ornament.

Coats go in for molded busts and cinched-in waistlines. The interest is mainly above the waist-line; some even button above that point. Unusual collar treatments are rampant. (The S collar, the lei collar and the doughnut collar are three you will be hearing about). Sleeves, too, have gone individual, with the dolman sleeve most conspicuous. While there are many furless coats, the majority are spectacularly furred. Hudson seal is enjoying a come-back that lifts it to the front rank of fashion. Mink, beaver and the foxes, blue, silver and red, are all excellent. Persian lamb continues as a well-liked trim. Suits, in both sports and formal versions, will be important.

Lightweight woolens dominate the daytime dress picture, with canton crepe the only silk accorded much prominence. Many of the woolen dresses are sufficiently formalized to wear for afternoon. Satin in black and dark brown will reappear in the afternoon mode.

The evening silhouette shows a tendency to straighten out, the "pencil" silhouette being sometimes achieved by a skirt with vertical pieced gores. The dull and ribbed velvets are the newest fabrics; satin, heavy sheers and some metal fabrics are favored. There is talk of silk mesh and diagonal monotone silks as promising newcomers. Beaded treatments are seen again.

Two types of evening wraps stand out—the very long and the very short. The full-length wrap of ermine still holds its place at the top of the mode. —N. Y. Times.

Jobbers To Study Store Practices.

Survey of 500 stores to determine means by which the operating results of the intermediate type of department store can be improved by closer collaboration with wholesalers will be made by the Wholesale Dry Goods Institute. The enquiry has been prompted by a study of store operating figures, as disclosed by the National Retail Dry Goods Association reports, which show a slower rate of stock turn, a higher rate of mark-down, increased administrative and buying costs and the practical disappearance

of net profits. The figures suggest that the attempt of stores to reach original sources and buy at the lowest market basis has perhaps neutralized the gains made in respect to price by increasing other costs.

Complain of Delayed Toy Orders.

Complaining that retailers have been marking time on their holiday toy orders since late in June, toy manufacturers predict that delivery difficulties will afflict the market again this year unless an increase in buying develops soon. Salesmen returning from the road report that dealers are reluctant to order at this time. In the Eastern market the sales agents charge that buyers due there around the middle of the month have put off their trips until late in August. So far less than 35 to 40 per cent. of holiday needs have been ordered, they said. Calls for ping-pong sets for Christmas sale have increased this year, it was explained, while orders for indoor miniature golf sets have declined.

Swim Suit Mills Turn To 1932 Lines.

With only a few bathing suit orders for fill-in purposes being received in the primary market, mills are now turning their attention to 1932 lines and are expected to start work on sample numbers about the first week in August. Producers are still doubtful on opening dates, but several large buyers have expressed the opinion that if goods were shown by Sept. 1 or even earlier they would be willing to operate. It is thought, however, that salesmen will be ready for the road immediately after labor day. Prices have not been discussed yet, but it is known that mills are not anxious to go below the \$11 range, which has prevailed most of the season on the lowest pure worsted ribbed number.

Rug Buyers Seek Sales Goods.

A considerable demand for off-price rugs, suitable for early Fall sales events, exists in the floor coverings trade at this time. Buyers from Boston, Chicago, Pittsburg and other large cities are in the Eastern market prepared to place orders for goods but find desirable stocks lacking. The buyers are seeking axminsters and medium-priced domestic Orientals for immediate delivery. Producers are reported anxious to do business but unable to furnish sufficient quantities of merchandise from existing stocks. Buyers are said to have depleted most

of the sales goods in the market early this month.

Expect Advance on Chinese Rugs.

Prospects of a firmer Fall market for selected merchandise in the Chinese rug field are seen by wholesale dealers. At the present time, it is explained, little merchandise of good quality is available at off prices and the dealers expect that when Fall buying starts the present average price of \$1.35 per square foot will advance up to \$1.50. Some importers feel that the better Chinese rugs and the Sarouk-type Persians will be the only two imported grades which will be in demand. They look for little business on the small-size Lillihans, Hamadans and Mosouls, which were in good demand last year.

To Change Bridge Table Styles.

A departure from the conventional patterns which have ruled in the production of bridge tables for the past several seasons is contemplated by manufacturers now preparing their Fall lines. The producers will offer their 1932 goods late in August, and plan to feature tables finished in cream, light blue and other shades, in contrast to the dull reds, greens and blacks which have predominated in the past. The new tables also will have tops of bright and contrasting colors. The style changes, it is expected, will increase the demand for products in the retail ranges of \$1.95 to \$4.95.

Feature Foreign Costume Jewelry.

Taking advantage of the currency situation in China and other parts of the Orient, importers of costume jewelry have purchased heavy stocks of jade, cornelian and sandalwood costume jewelry novelties for Fall. Jade and cornelian stones set in necklaces, pins and rings of sterling silver are being offered at prices ranging from \$3.75 upward. In addition to the pieces brought from the East, importers are also displaying jet and steel necklaces and bracelets from Europe. The latter are adaptations of styles promoted at the French Colonial Exposition.

Many merchants are paying enough for wasted light in their stores to cover the expense of 50 per cent. increase in lighting efficiency.

Education pays everybody except the educators.

A Profit-Making and Sales-Building Merchandising Program

Buy often from our salesman or visit us often. Then advertise a Fall Opening Sale featuring new merchandise. This will bring in your trade to see what you have to offer. You can then sell them the Summer merchandise that you want to clean up cheap.

Our buyers are in New York every 30 days so we can always show you the newest and latest styles at lowest prices.

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.

Merchandising Men's Shoes at a Profit

Some suggestions have already been made for guidance in assembling a selection of merchandise for an imaginary shop or department of men's shoes. Probably no two individuals would execute the many details incidental to the operations of stock keeping in exactly the same manner. The procedure set forth here will merely outline one particular method of approaching the fundamental purpose. That fundamental purpose is to supply customer wants at the highest possible rate of turnover.

Sales of each style should be maintained weekly and cumulatively. The actual transactions in each style should be recorded on a control card which is devoted only to that particular style. This control card would show an opening inventory of the style which is assigned to it and the weekly sales would be deducted from this inventory. This procedure would continue throughout the season. The weekly receipts of merchandise in each style number would be added to the inventory, so that at the end of each week figures representing the inventory of each style, the sales and receipts by the week and season to date are available.

From this record of sales by style, helpful charts can be prepared which will indicate the various trends of each style in a decidedly graphic manner. The hazards of an over-stock and the expense of a diminished turnover can be effectively minimized by using this information to anticipate the seasonal decline in sales. Likewise the possibility of lost sales can be reduced to a minimum by an accurate forecast of the peak sales period of each season, this forecast to be made sufficiently far in advance to allow the allotted time required for deliveries.

In general, men's shoes fall into two major classifications—street and sport. The sales of these two classifications run counter to each other to such an extent that one must treat each classification entirely separately if the maximum profit is to be derived from each classification. Plotting the sales of each classification on separate charts is an aid to accomplishing this end. This set of charts, as a matter of fact, should be broken down into separate lines for each price. Naturally, while these charts are first being prepared they serve only the purpose of reference, but after one season they will serve two purposes. First they will indicate the comparative sales by classification at each price so that any weak spots may be almost immediately detected. Secondly, they will provide the buyer with a guide to his total requirements.

Because of the chronic handicap of lack of rapid turnover in men's shoes it is important to prepare stocks for the abrupt seasonal changes in sales. Most street shoes are sold in greatest quantities in the early fall and during the Easter season. Sport shoes are in

greatest demand late in May until early in July. The sport shoe selling season is concentrated into such a short period of time that it is possible to attain a relatively fast turnover in this classification. However, profits are reduced, or may be even wiped out, by forced mark-downs on over-stock at the end of the normal selling season.

For purposes of discussion, the routine to be followed in maintaining lines of stock shoes will not be treated herein. This is primarily a matter for which the retailer has to depend upon the manufacturer, and the problems related thereto are concerned chiefly with the elements of production.

To do a satisfactory job of keeping stock in shoes made up to order, the advantages of working with the factories on a model stock plan outweigh the disadvantages. The basic disadvantages are that commitments must be made for a greater number of units than are needed immediately, and the manipulation of stocks is not so flexible. The advantages are that the delivery period is reduced to a minimum and while it is not possible to predict exactly the number of units that will be sold in each size of every style for a given period, the figure can be closely estimated so that lost sales are infrequent. Furthermore, assuming that the normal delivery period for make-up orders is at least three weeks, one can operate a balanced stock rather than to carry a surplus stock for one week, a normal stock for one week and an inadequate stock for the third week. In other words, by working on a model stock plan an even stock figure in proportion to sales can be maintained.

One method of operating on the model stock plan is to outline two sets of size schedules for every style. One set would represent the stock which the factory is to keep either on hand or in work at all times; the other set to represent the units to be maintained in the selling stock. After stocking this basic quantity it is necessary to fill in weekly from the factory model stock, the sizes in each style which have been sold between reorder dates. It must be realized that it is necessary to stock many more units at all times than are sold in one week. To disregard this fundamental fact would be to ignore the chronic problem involved in carrying at least one unit in each of 50 or more sizes in order to fulfill the demand for any one of the sizes. As a matter of fact, it is essential that about ten times as many units be kept on hand for a basic stock as are sold in one week. This is taking into consideration only a one week delivery period.

At regular weekly intervals an inventory of each style should be taken. This routine is simplified by taking a physical inventory in order to accurately observe the stock which is actually on hand at the moment. The physical stock of each style can be compared with the predetermined model size schedule. The difference between them each week would comprise the weekly order for each style. The factory then, upon receipt of the weekly order, would not only fill this order but on the same date would en-

ter into production a duplication of the order, so that three weeks hence the sizes drawn that week would have been replaced and be available for shipment. Naturally, the costs incidental to shipping, handling, receiving, marking and putting in stock are reduced proportionately if the greatest possible quantity of units are included in one shipment. While discrepancies will occur in carrying out this general plan, it is much less disappointing to assure a customer whose size is temporarily out of stock that he may obtain in one, or even two weeks, a pair of shoes for which he would have to wait three, four or even six weeks should they have to be made up to his order.

The rate of sale of each style determines the amount of stock to carry in each style, but distributing this quantity among the needed sizes proportionately to the expected rate of sale of each size must be worked out experimentally. It is a premise that sizes 7 to 10 in C and D widths are fast selling sizes which constitute no difficult problem. The policy of turning these sizes as rapidly as possible, however, must be adhered to in order to offset the slow turn in slow-selling sizes. The demand for widths narrower than C and wider than D, for sizes smaller than 7 and larger than 10 varies with the style, the type of clientele, and the price. A shoe built over a last with long narrow lines is not popular in short, wide sizes, nor is the last with short, wide lines in great demand in long, narrow sizes. One type fits one kind of foot; the other fits a

definitely different foot. Between these extremes are lasts with mechanical variations less pronounced. It is sound to employ conservative steps in expanding the basic size range which includes only the faster selling sizes. Caution here, unless carried to an extreme, will preclude heavy losses on end sizes for which there may be little or no demand. Extending the original size ranges can be readily executed when customer demand reveals that the existing ranges are inadequate.

It is not a good policy to apply the model stock plan to slow selling styles which must be carried in spite of the fact that there is not a great demand for them. It is much less unprofitable to lose some sales in these styles than to be committed for more than an absolute minimum quantity. One must definitely arrive at the objective of turning the fast selling styles at least twelve times a year to offset the slow turn in other styles. An annual volume of \$200,000 should provide a stock turn of at least four times.

We mention herewith some interesting figures which reveal a condition peculiar to merchandise involving both a large number of styles and an unusually large number of sizes in each style. Fifty per cent. of the sales of the business with which the writer is familiar are obtained from 25 per cent. of the styles carried; 60 per cent. of the sales in each style are obtained from 37½ per cent. of the number of sizes carried in each style. Based on one year's actual sales by size with fifty sizes as the average number of

(Continued on page 31)

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Mutual Building

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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.

Some Slants of Swiss and German Grocery Stores.

The jump from Turin in Italy to Geneva in Switzerland is but a few short miles in distance, but in time it seems like centuries for the incredible difference in the aspect of the cities and food shops—not to mention the coffee.

For while all Italy is dirty—and I mean just plain dirty, disorderly, down-at-the-heel in thousands of ordinary respects, filthy in ways of which I may tell later, provided I can think up a true word-picture which shall promise to convey a correct impression yet not do injustice to anybody—Switzerland is clean, "clean as a whistle," generally speaking, down to the last detail.

One realizes this strikingly perhaps for the reason that six months' contact with Italians and their many lovable ways tends to blunt one's senses. One therefore wakes up with a bang on crossing into a land so diametrically different as Switzerland. Food shops and market stalls. The contrast is positively amazing. For whereas in Italy such places are incredibly slovenly, in Switzerland each and every one is so scrupulously clean as to remind one of his home kitchen and pantry.

We did not keep house in Switzerland nor in Germany. We traveled through both countries in five weeks. Hence observation is from outside the counters. But our grocers when they come over next month will find plenty to study, to learn and to copy from the standpoint of plain good storekeeping. There are business aspects, too, to which they may give attention.

We had so little time in Berlin that I was able to see only two large merchants. These were Dr. Sternberg, general director of Wertheim's department store, and Dr. jur. H. Zwillenberg, one of the important men in the management of Herman Tietz, Wertheim, Tietz and Karsiad, let me say, are the three great department concerns of Germany, with houses in Berlin, Dresden, Munich and other centers. Let me also say that the Germans are strong on "doctors," whether of medicine, philosophy or plain commercial practice or what have you.

Wertheim's food department is certainly as fine as any I ever saw anywhere. It is a perfectly amazing place for this year of 1931. There is no ramification of it that is not complete from the forty or more various kinds of sausage in the sausage department to live eels and other fish swimming about in tanks in the absolutely complete fish department. I merely hint at the completeness, for that runs through bakery, vegetables, wines and every other detail.

Tietz's food department is in keeping with other features of his Berlin

store. That is to say it is more of a bargain, quick sale, slap-dash, much-for-your-money, not so high grade as Wertheim's, but it is just as busy for its clientele and just as well ordered.

Both these food departments are on upper floors. Such is common practice in the few food departments still carried by American department stores. This fact largely accounts for failure of our food departments to be self-sustaining. I suppose there is not a single one in America which, properly considered, pays its way. Its handicaps of location and department store system are too great. If the books show it making a profit, this must come through some juggling of accounts whereby part of its expense is charged to other departments, groceries being regarded as a "leader" pure and simple. With recent chain development and individual enhanced efficiency, such departments must have hard sledding now.

So I asked some questions on the supposition that similar conditions must obtain in German department stores; and I must qualify this by saying that it was hard to ask questions because my German is exceedingly limited. I can buy and sell groceries in German; but beyond that I can go only a little way. Dr. Sternberg could read English, but not speak it and also not understand me well; but we managed to work out a few points. Dr. Zwillenberg spoke no English, but was kind enough to compliment me on my German though we had an "interpreter" in a young man who could speak a trifle of English.

But my information was that all departments were directly profitable, each on its own basis. Because of my knowledge of the handicaps indicated, I expressed astonishment and asked how come. I also asked whether those departments could compete with neighborhood grocers, believing they could not, although I had observed they were both as busy as possible. Then came the revelation which was astonishing. It was this:

These big stores buy together. They put their individual brands on their respective goods, but they contract together with, say, a pear canner in Brunswick—which is a heavy canning center—for his entire product, and they do this all along the line.

Thus they can underbuy the small man. They eliminate competition among themselves by having what they frankly called a "gentlemen's agreement" to retail goods at the same prices, grade for grade. Thus they meet and beat the small man.

Fixed prices, named by manufacturers, are legal in Germany, even as they are in Britain. Such agreements are also legal, else these men would not have spoken so frankly to me. So here we have the most interesting study ready for our grocers. Facts such as these, showing how trade practices in these older countries tend toward better service to the consumer with profit to manufacturer and distributor, if properly substantiated in full detail, will go farther in any argument for the establishment of similar trade rights in America than all the sentimental, half-baked twaddle that ever yet was hurled at our lawgivers.

If what these men said was true—and I am not accusing them of any intent to deceive—if such mutual purchasing and price agreements are compatible with prices to consumers which beat small man competition so that his business is a neighborhood, personal thing only—speaking generally—then all question of public policy, being opposed to such practices, falls to the ground. For the aim of all lawgivers is the greatest good to the greatest number, provided they play fair and are honest.

This question deserves the best possible study and careful examination. The men who go over this summer speak German as natives. It will be easy for them to get to the bottom of all this. They can study it from all

angles. They can discover what the average rate of stock turn is in such stores in contrast with that of the small man. I understand it runs ten times, with meat turning twice weekly and vegetables about the same, but this is inadequately established.

If this study could be carried through to its logical conclusion—and there is no reason why it could not be so carried—this alone would pay for the entire grocers European excursion.

Paul Findlay.

A police captain complains that sitting on the driver's lap causes wrecks. Especially when a bee does it.

Nothing else increases the value of affection like being alienated.

PUTNAM'S RITE 'N SITE 19c PACKAGES

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

We have an attractive offer for a display.

PUTNAM FACTORY

NATIONAL CANDY CO., INC.
GRAND RAPIDS, MICHIGAN

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The brand
you know



Hart Brand
vegetables
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business for
thousands of
Michigan retailers . . .

W. R. ROACH & CO., GRAND RAPIDS, MICHIGAN

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Women Like Suggestions in Meat Buying.

Know your regular customers by name. Greet pleasantly all who come in. There are few so bad tempered that a cheery greeting will not put them in a more gracious frame of mind, and it is much easier to sell one who is good natured.

The salesman should make every effort to supply the customer with the kind and quality of meat which she wants. I do not need to tell a group of men in the meat business that the average buyer of meat knows little or nothing about how to judge quality, nor do I need to tell you that it would be to your advantage if she knew more. Because she does not know quality, she does not appreciate why prices are not uniform for the same cut. She does not understand that you must charge more for a porterhouse steak from a prime or choice carcass, than your competitor charges for a similar cut from an inferior grade. It is strange that such a condition exists in regard to meat buying, because apparently it does not extend to other types of merchandise. The average buyer does not hesitate long in deciding between two pieces of dress goods; she knows whether tomatoes are under ripe or over ripe; she would think you justified in charging more for a crisp solid head of lettuce than for one which is wilted and rusty. But when it comes to buying meat, it is all more or less guesswork, and she relies almost entirely upon you to supply her with the quality of meat which she finds satisfactory.

I heard a woman say the other day, "If the man I buy meat from were to go out of business, I'd have to turn vegetarian."

This gives you some idea how highly your customers regard your judgment and how much they rely upon you to select their meat for them. It is decidedly to your advantage to do everything in your power to gain your customers' confidence. The best way in the world to do this is to always sell the meat for what it is and suitable for the use to which the customer will put it. This presupposes a knowledge of meat cookery, however slight on the part of the salesman. A very successful retail meat dealer once told me that he attributed much of his success in the meat business to five years he had spent as a professional cook. Another who was younger in the game always regretted that he had been unable to tell an inexperienced housewife how much water she should put on the soup bone he had just sold her.

This may seem rather trivial but if one is able to suggest attractive uses for different cuts of meat, he will find many customers who will welcome his ideas. There is, of course, the customer whose mind is made up when she enters your shop, but even she will be glad of a suggestion for a sub-

stitute if you are out of the cut she wanted. Your idea should be for a meat dish that will be comparable in price, and in method of cooking to the one she wanted. The substitute should be such that it will fit into the menu as planned.

It is decidedly disconcerting to have to reorganize the whole scheme for one's dinner because of inability to get the desired cut of meat. Suppose your customer asks for a flank steak. She wants it to use in making mock duck. It is quite possible not to have one. If you were to suggest that a cut of round could be used for this purpose just as well, or that two pork tenderloins split and stuffed, make a delicious mock duck, your customer would be grateful. She would at once grasp the idea that either of these meat dishes would combine perfectly well with the vegetables that she had planned to serve with the stuffed flank steak; the same time and preparation would be required, and her problem solved by your ready suggestion. To be sure you will always meet with the customer who will not accept a substitute. I do believe, however, that most housewives are glad of suggestions.

To the undecided customer, the salesman who has ready suggestions to offer is a friend in need. Your suggestions must be suited to the general tastes of the customer, the time of day, etc. Many housewives are undecided about what to buy because their knowledge is limited to so few cuts.

Let me tell you a true story to illustrate my point. A young man of my acquaintance met a young lady friend who had recently been married. He asked her how she liked cooking. "Oh fine," she said, "but our meat bills are going to put us in the poor house."

"How is that?" asked her friend.

"My meat costs a dollar or more for every dinner."

"I suppose," said the young man jokingly, "You have your father and mother over one night and your husband's family the next night."

"Indeed I don't."

"Well, do tell me what you have."

"One night this week I had pork tenderloin, another night, sweetbreads, last night porterhouse steak, and tonight lamb chops."

"And what do you plan to have next week?" asked the young man.

"Why I am going to start all over again because those are all I know."

She only knew a few, a very few of the choice cuts, and not one of the lower priced, less-demanded cuts, and who was getting the blame for her large meat bills? Did she blame her own lack of knowledge? Not at all. She blamed you for the prices you charged, and, of course, she had no knowledge of why such prices are justified. So far as she knew, there were no cuts that were lower in price than those she was purchasing. You would be surprised to know how many housewives who do not know about lower priced cuts feel that the meat man is making so much on the rib and loin cuts that he has no interest at all in disposing of the rest of the carcass. Here is a real chance for the dealer to educate his public. It is asking too much to expect a customer

to ask for a cut of which she was never heard. Bring other of the less demanded cuts to her attention. If you can show her that she can have variety in her menus and save in her meat bills by buying these cuts, she is going to follow your advice.

The National Live Stock and Meat Board, which is working in your interest, as you know, is doing everything in its power to help you out in this matter of educating the meat buyer. Our home economics lectures and demonstrations are directed to-

ward teaching the housewife how to know and prepare all cuts, so that she will get the most satisfaction of the meat dishes which she puts on the family table. Our cutting demonstrations before housewives help to show her the possibilities of meat cuts with which she is not familiar. All printed material published by the Board is for the purpose of giving the meat consumer a better understanding of meat—its food value, its place in the well-balanced diet, and how to properly prepare it. Inez Searles Willson.

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Manufacturers of SET UP and FOLDING PAPER BOXES
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Distributors Fresh Fruits and Vegetables
Cranberries, Grapefruit, "Yellow Kid" Bananas, Oranges,
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Rusk Bakers Since 1882

Leading Grocers always have a supply of

POSTMA'S RUSK

as they are in Demand in all Seasons

Fresh Daily

POSTMA BISCUIT CO.

GRAND RAPIDS, MICHIGAN

EGGS - EGGS - EGGS

WE BUY — WE STORE — WE SELL

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

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

KENT STORAGE COMPANY

GRAND RAPIDS

HARDWARE

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

Stunts That Help Advertise the Hardware Store.

Success in the hardware business is very largely dependent on the satisfaction you give your customer. If you sell the right kind of goods at fair prices and give the right sort of service, that is one of the prime essentials of a growing business.

But, given these essentials, there are many advertising stunts that will help to attract the public. Advertising stunts alone are not enough to build permanent business; but advertising stunts plus satisfaction will produce big results for you.

Some of these stunts are very simple and inexpensive. A paint dealer some years ago supplemented his regular and systematic newspaper advertising with a little idea of his own, which he describes as follows:

"In working out this scheme, I bought 1,000 small paper pill boxes. On these boxes were placed gummed labels with an advertisement of our store.

"In each box we placed fifteen gourd seed—five dishrag, five vegetable and five dipper. When a customer came in from the country, we'd ask him if he had a boy. If he said he had, we would tell the father to take those gourd seeds home to his boy and assist him in planting them in some good, rich soil. We explained to him, at the same time, the different kinds of seed and mentioned what a nice thing it would be to have the gourd dippers we used to use many years ago. We asked him to tell the boy to bring us one of each kind of these gourds when they matured, so we could meet the boy in person.

"The fathers without exception were proud to get the seeds. Some of them doubtless had never seen these gourds grow. They became a curiosity to the family; and as they began to grow and to put on gourds, neighbor children would come in to see them. Naturally, these were told that seeds came from our store, and that the boy grower was to show us some of the gourds when they got big.

"Those gourds grew in the minds of the people all spring, summer and fall. Everybody, it seemed, talked about them. When the boys came in, we talked with them, got names and addresses and birthday dates—and had a dandy mailing list to use in advertising birthday and Christmas gift lines. The stunt cost a little for pill boxes, labels and seeds. The latter can be procured in quantity from any reputable dealer. But the stunt did a lot to advertise our store."

Another dealer adopted the policy of holding weekly sales of certain articles. In this connection he sent out letters to twenty-five customers selected from his books. Each customer was asked to name any article he or she would like to have included in the special sale to be held the coming week; with the assurance that the articles mentioned in the ten replies first received would be

included in the special sale. Each customer was to select only one article. With the letter was enclosed a list of timely articles, although it was stipulated that selections need not be confined to this. Each week letters were sent out to a new list of customers; and the sales were made a continuous feature of the business.

Contests involving the boys and girls of your community are pretty sure to attract a lot of attention and to interest a great many people in your store.

One dealer offered five Jumbo Wagons to school children in his city. The wagons were prizes in a contest—the prizes going to the five children who composed the largest number of words from the letters in the words "Jumbo Wagon." It was stipulated that no letter was to be used oftener than it appeared in the name itself. More than 100 boys and girls took part in the contest; the winner of the first prize turning in nearly 400 words.

The idea was, of course, to advertise directly a new express wagon the store was featuring; and, indirectly, to advertise the store itself.

The stunt is one readily adaptable to other products. More than one dealer has staged an exciting contest for the juveniles—prizes to the ones composing the largest number of words from the letters in the firm name.

Another excellent way of advertising a new product is to offer prizes for the best short juvenile essays regarding it. A contest of this sort will bring the youngsters to the store. They will see the article, and ask questions about it. Quite often they will bring their parents. There are few better ways to introduce a new article to the public of your town than this.

In all such contests, it is a sound idea to have one or more individuals of standing in the community—teachers, editors, writers or ministers—act as final judges of the entries. To lessen the labors of the judges, a further wise stipulation is that the essays should be brief—not longer, say, than 250 or 300 words.

Snap shot souvenirs can often be used to good advantage in advertising the store. If some event of general interest takes place in the community, get one or more good snapshots of it; and have copies made. Picture post card size is a good one. Advertise that on a certain day you will give one of these souvenir cards free to every purchaser (of a stated amount).

Where there is a local baseball or soft ball league and keen excitement in the league standing, photographs of the teams make excellent souvenirs, and will be sure to interest the individual rooters for the various teams.

The cost of the prints should not be very heavy. Much depends, of course, on the selection of popular subjects and events—you have to link up your souvenir with something in which your public is keenly interested. Photo postcards of ordinary subjects are so common that they would not be apt to prove an attraction.

As a variant to ordinary show cards in the store windows it is often a good stunt to use bulletins fastened to the plate glass. Some dealers have bul-

letin boards set up in the store. The tendency is strong in the average individual to stop and read any announcement presented in this way. Large circular gummed stickers in bright colors can be used to advantage in attaching these bulletins; the colored sticks help to attract attention.

Dealers' advertising helps should be systematically and efficiently used. A great deal of expensive advertising material is furnished to dealers by manufacturers and others. Some dealers pile this printed matter on the counter. Some add a show card saying "Take One." Other dealers stick it under the counter and forget, as often as not, to hand it out to customers.

Material of this sort is useless unless it gets into the hands of the right prospects. There should be, not merely distribution, but intelligent distribution.

If you have printed matter advertising some new line, the most obvious method of distribution is to hand out a piece to each customer. But don't be satisfied to merely hand it out. Call the customer's attention to the new line, ask him to read the literature, offer to show him the article; and find out, if possible, if he is interested.

Many dealers send out monthly "reminders"—usually mimeographed or printed circulars—to a selected mailing list. These circulars deal with timely lines. It is a simple matter to enclose with each "monthly reminder" some piece of advertising material, if possible selected intelligently with a view to the recipient's interest in the matter. Thus, you don't send printed matter advertising a cream separator to a city man; or that advertising an electric washing machine to a farmer who is hopelessly distant from any source of electric current. Make your distribution intelligent.

It is a good plan when you receive printed matter advertising some new line to compile a mailing list of people likely to be interested in that line. Send some of the printed matter to

these. If you have time, add a personal note, even if it is only a few words, inviting attention to the booklet or pamphlet you are sending. Such a personal message materially increases the prospect of the customer reading the printed matter.

Another good stunt is to enclose some piece of advertising matter with every parcel you do up. The customer who has bought from you once is inevitably disposed to buy again. The printed matter you send with the goods may help to bring him back; and on the other hand the fact that he is pleased with your business methods may predispose him to favor the article you are advertising.

The dealers' help advertising furnished by manufacturers is a tangible sales force for you; and the best possible use should be made of it. Signs, pen-nants, etc., can be used for counter and store interior decoration and worked into your window displays.

Incidentally, every piece of advertising matter sent out from the store should bear your firm name. This is important. Quite often these dealers' helps have the firm name printed on them, where they are intended for general distribution; but if not, a few minutes work by a junior with a clear, clean rubber stamp will remedy the deficiency.

Victor Lauriston.

Pottery Producers Reduce Prices.

Price reductions ranging from 10 to 15 per cent. are quoted by pottery manufacturers who opened their Fall lines of household bric-a-brac in New York this week. The cuts make better grade pottery pieces available to retail at from 75 cents up. Although the new lines will not be completed until early in August, sales agents say the new prices would apply to the entire lines. Combinations of steel blue and light green are featured for Fall shades. The new shapes include adaptations of the leaf motif for centerpieces, flower vases and similar items.

Michigan Hardware Co.

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

Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE

Manufacturers and Distributors of
SHEET METAL ROOFING AND FURNACE SUPPLIES,
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.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 17.—We have received the schedules in the matter of F. D. Lake & Co., Bankrupt No. 4545. The bankrupt company is a resident of Grand Rapids. The list of creditors of said bankrupt company is as follows:

City of Grand Rapids	\$399.00
Cardine P. Lake, Grand Rapids	436.65
F. D. Lake, Grand Rapids	26.59
M. C. Lake, GGrand Rapids	10.31
Construction Mach. Co., Waterloo	2,244.00
Herald Pub. Co., Grand Rapids	212.50
General Excavator Co., Marion	126.04
Mich. Retail Hardware Association, Marine City	10.00
Schram, Incorp., West Chester	61.71
Martin Autoelectric Service, G. R.	6.28
Foster Stevens & Co., Grand Rap.	21.74
Detroit Jewish Chronicle, Detroit	10.00
Gleye Hardware Co., Grand Rap.	.55
Michigan Roads & Airports, Lansing	70.84
Spade Tire Co., Grand Rapids	8.84
Abram Cement Tool Co., Detroit	6.00
Golden & Boter Transfer Co., G.R.	62.48
Electric Service Station, Grand R.	19.54
G. R. Chronicle, Grand Rapids	176.00
G. R. Labor News, Grand Rapids	14.00
Tele. Direc. Adv. Co., Detroit	12.00
Alden & Judson, Grand Rapids	8.04
Associated Truck Lines, Grand R.	16.98
W. H. Anderson Tool & Supply Co., Detroit	15.00
Buhl Sons Co., Detroit	72.00
Adam Brand, Grand Rapids	29.60
John Westing, Grand Rapids	220.27
Keystone Driller Co., Beaver Falls	440.11
Albert H. Prange, Grand Rapids	4.00
Mentzer Read Co., Grand Rapids	1,097.10
Mich. Bell Tele. Co., Grand Rapids	32.62
Heemstra Paint Shop, Grand Rapids	42.50
St. Adalberts Annual Report, G. R.	5.00
Albert Misket Fuel Co., Grand R.	2.20
John Vanderzant, Grand Rapids	120.00
Lyon Construction Co., Grand Rap.	500.00
Construction Mach. Co., Waterloo	1,200.83
Sterling Wheelbarrow Co., Milwau.	79.92
Hais Mfg. Co., New York City	51.13
Keystone Driller Co., Waukegan	1,200.00
Owen Bucket Co., Cleveland	405.88
A. Leschen & Sons Rope Co., St. Louis	102.64
G. R. National Bank, Grand Rap.	730.00
F. D. Lake, Grand Rapids	2,273.21
Frank Reynberg, Grand Rapids	1,000.00
Cleland & Snyder, Grand Rapids	75.00

In the matter of Maria Lund Royce, Bankrupt No. 4557. The first meeting of creditors has been called for Aug. 5.

In the matter of F. D. Lake Co., Bankrupt No. 4545. The first meeting of creditors has been called for Aug. 5.

In the matter of J. Glen Miller, Bankrupt No. 4551. The first meeting of creditors has been called for Aug. 11.

In the matter of Jefferson-Oldsmobile Co., Bankrupt No. 4567. The first meeting of creditors has been called for Aug. 4.

In the matter of Spencer George Billings, Bankrupt No. 4562. The first meeting of creditors has been called for Aug. 4.

In the matter of McQuarrie Motor Sales, Bankrupt No. 4568. The first meeting of creditors has been called for Aug. 4.

In the matter of Blanchard M. Sumner, Bankrupt No. 4540. The first meeting of creditors has been called for Aug. 3.

In the matter of Oscar H. Lindberg, Bankrupt No. 4552. The first meeting of creditors has been called for Aug. 3.

In the matter of William T. Briley, Bankrupt No. 4563. The first meeting of creditors has been called for Aug. 3.

In the matter of John Cooper, Bankrupt No. 4548. The first meeting of creditors has been called for Aug. 3.

In the matter of Lambert Swanson, Bankrupt No. 4522. The first meeting of creditors has been called for Aug. 3.

In the matter of William G. Kenney, Bankrupt No. 4559. The first meeting of creditors has been called for Aug. 3.

In the matter of Walter Sluder, Bankrupt No. 4541. The first meeting of creditors has been called for Aug. 3.

In the matter of Clara P. Earl, doing business as La Mode Millinery, Bankrupt No. 4512. The first meeting was held June 18. The bankrupt and attorney for the bankrupt were present. Creditors were represented by attorneys Belcher & Hamlin. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. Bart M. Hartgerink, of Manistee, was elected trustee, and his bond placed at \$200. The first meeting then adjourned without date.

In the matter of Robert H. Goings, Bankrupt No. 4495. The first meeting of creditors was held June 18. The bankrupt was present in person and represented by attorneys Knappen, Uhl & Bryant. Claims were filed but not considered. No creditors were present or represented. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee, and his bond placed at \$100. The trustee was directed to report whether or not there were assets. The first meeting then adjourned without date.

July 21. We have received the schedules, reference and adjudication in the matter of Carl Myers, Bankrupt No. 4578. The bankrupt is a resident of Grand Rapids, and his occupation is that of a switch-board operator. The schedule shows assets of \$250, with liabilities of \$794.70. The court has written for funds

and upon receipt of same the first meeting of creditors will be called.

July 21. We have received the schedules, reference and adjudication in the matter of John Hibbard, Bankrupt No. 4577. The bankrupt is a resident of Muskegon, R. F. D. No. 2, and his occupation is that of a laborer. The schedule shows assets of \$45, with liabilities of \$1,103.50. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

July 22. We have received the schedules, reference and adjudication in the matter of Otto M. Holst, Bankrupt No. 4575. The bankrupt is a resident of Grand Rapids, and his occupation is that of a grocer. The schedule shows assets of \$971.83, with liabilities of \$1,421.12. The list of creditors of said bankrupt is as follows:

City Treasurer, Grand Rapids	\$ 12.65
F. F. Wood Motor Co., Grand Rap.	462.00
Chas. A. Coye, Inc., Grand Rapids	15.00
Colgate-Palmolive-Peet Co., Chicago	21.96
Consumers Ice Co., Grand Rapids	26.53
F. L. Curtis, Grand Rapids	60.00
D. L. Cavera & Co., Grand Rapids	48.52
C. De Meester, Grand Rapids	.72
Francis H. Leggett & Co., Detroit	316.22
Lee & Cady, Grand Rapids	74.15
Mich. Candy Co., Grand Rapids	5.30
Oakdale Fuel & Mat. Co., Grand R.	31.50
W. F. McLaughlin & Co., Chicago	20.51
C. W. Mills Paper Co., Grand Rap.	34.98
Harry Meyer, Grand Rapids	7.35
Native Growers, Grand Rapids	17.45
Postma Biscuit Co., Grand Rapids	3.23
Rademaker-Dooze Grocer Co., G.R.	27.50
Steele Bros. Co., Inc., Grand Rap.	5.00
Swift & Co., Grand Rapids	21.00
Schust Co., Saginaw	4.35
Van Driele & Co., Grand Rapids	10.50
W. P. Wagner, Grand Rapids	8.00
Williams & Marcroft, Inc., Grd R.	13.24
Mich. Bell Tele. Co., Grand Rapids	14.50
Consumers Power Co., Grand R.	16.93
Farmers' Co-operative Creamery Association, Conklin	4.14
Folger's, Grand Rapids	13.00
Hecht Produce Co., Grand Rapids	17.00
Jennings Mfg. Co., Grand Rapids	2.50
Robert A. Johnston Co., Milwaukee	5.24
Hekman Biscuit Co., Grand Rapids	40.90
H. J. Heinz Co., Grand Rapids	11.05
Telder Coffee Co., Grand Rapids	3.00
G. A. Lindemulder Wholesale Grocery, Grand Rapids	8.50
Preferred Automobile Insurance Co., Grand Rapids	27.00
Smith's Flavoring Extract Co., G.R.	6.40
Van's Plumbing & Hardware Co., Grand Rapids	3.25

July 22. We have received the schedules, reference and adjudication in the matter of Ralph Cooper, individually, and under the name of Texaco Service Station, Bankrupt No. 4579. The bankrupt is a resident of Dowagiac, and his occupation is that of an oil station attendant. The schedule shows assets of \$7,303.45, with liabilities of \$3,796.59. The list of creditors of said bankrupt is as follows:

Cass Oil Co., Cassopolis	\$1,000.00
Pirestone Tire & Rub. Co., Detroit	313.66
Quality Tire Co., Kalamazoo	34.00
General Tire & Rubber Co., Akron	260.84
E. D. Kimball Co., Chicago	182.93
J. F. Carpenter Calender Co., Charlotte	19.29
Howard Cranfill Co., South Bend	4.89
Ralph M. Ralston, Inc., Kalamazoo	14.49
Four County Co-operative Ass'n., Marcellus	36.58
John F. Cross, Three Rivers	5.80
Phillipson Clothing Co., Dowagiac	13.95
Howes Oil Co., Dowagiac	10.00
L. W. Holley & Sons, Des Moines	4.50
Michigan Gas & Elec. Co., Marcellus	13.52
Marcellus Lumber Co., Marcellus	9.00
Peck Milling & Coal Co., Cassopolis	4.15
Tri-County Tele. Co., Marcellus	4.63
Earl F. Skinner & Sons, Kalamazoo	4.35
S. Stern & Co., Marcellus	29.00
F. A. Rohrer, Three Rivers	26.49
Supermaid Cookware Corp.	28.47
Ilgrade Oil Co., Buchanan	142.00
W. K. Lane, Marcellus	15.40
Henderson Grocery, Marcellus	5.00
O. S. Chubbuck, Marcellus	5.00
Will Beebs, Marcellus	27.00
Asa K. Hayden, Cassopolis	13.65
Wilmer Hoadley, Dowagiac	500.00
State Bank of Marcellus, Marcellus	153.00
First National Bank, Cassopolis	160.00
W. B. Hayden & Sons Co., Cassopolis	580.00
First National Bank, Cassopolis	45.00
Cass Oil Co., Cassopolis	130.00

July 22. We have received the schedules, reference and adjudication in the matter of Burr Oak Manufacturing Co., Bankrupt No. 4580. The resident of the bankrupt company is at Burr Oak. The schedule shows assets of \$36,971.88, with liabilities of \$39,655.11. The list of creditors of said bankrupt is as follows:

A. J. Dunham, Burr Oak	\$105.96
Mable Fisher, Burr Oak	3.24
R. C. Himebaugh, Burr Oak	140.00
Richard Himebaugh, Burr Oak	20.40
Ethel Mellinger, Burr Oak	72.00
Elwood Millman, Burr Oak	5.40
Harold Mills, Burr Oak	8.00
Claude Packard, Burr Oak	14.20
Cliff Sours, Burr Oak	19.82
Clarence Stevens, Burr Oak	11.86
Grant Washburn, Burr Oak	8.40
Peoples Trust & Savings Bank, Chicago	19,500.00
Union Trust Co., Chicago	2,400.00
Acme Steel Co., Chicago	422.82

H. G. Adair Ptg. Co., Chicago	675.10
American Steel & Wire Co.	113.79
Benton Harbor Screw Co., Ben. H.	487.31
Bond Supply Co., Kalamazoo	75.00
Boyer Lumber Co., Burr Oak	386.22
Central Steel & Wire Co., Chicago	5.67
Consolidated Paper Co., Fort Wayne	38.25
Crown-Rheostat & Supply Co.	237.58
Dallas Brass & Copper Co.	58.58
Day-Brite Reflector Co., St. Louis	618.29
R. G. Dunn & Co., Chicago	87.50
Flint Foundry Co., Marshall	175.70
Gale Manufacturing Co., Albion	739.00
Gifford Specialty Co., Toledo	95.00
Greek Star, Chicago	120.00
Griffin Manufacturing Co., Erie	394.21
C. H. Hanson Co., Chicago	186.98
F. C. Jonas, Chicago	150.00
Kuckhefer Container Co., Three R.	183.57
Lloyd Thomas & Co., Chicago	350.00
Mich. Mutual Liability Co., Detroit	536.81
Mich. Seamless Tube Co., St. Lyon	549.05
J. C. Miller & Co., Grand Rapids	83.46
Mid-States Steel & Wire Co., Carw-	
fordsville	76.52
Moulds Brass Fdy. Co., Benton H.	73.94
Northern Eng. Co., Chicago	33.11
Ottawa River Paper Co., Toledo	100.00
Paramount Eng. Corp., Chicago	101.17
Peoria Malleable Co., Peoria	226.60
John A. Reiblings Co., Chicago	107.06
Sales Letter Incorporated, Chicago	28.80
Service Steel Co., Detroit	55.10
S. B. Supply Co., South Bend	64.60
Steel Sales Corporation, Chicago	165.74
C. A. Stinson, Chicago	291.45
John C. Ward Co., Chicago	12.25
Westinghouse Elec. Sup. Co., Chi.	81.07
Zapon Co., Stanford	416.45
Davis Bros. Drug Co., Denver	15.12
S. H. Kress & Co., New York City	10.62
Marshall Field & Co., Chicago	16.01
Montgomery Ward & Co., Chicago	4.06
Nobil Shoe Co., Akron	4.41
E. D. Coffin	1.04
Standarrt Bros. Hardware Corp.	46.42
H. W. Brown, Buffalo	5,708.00
S. H. Feigley, Rock Falls	2,000.00
Central Steel & Wire Co., Chicago	103.55

In the matter of John H. Hoffman, Bankrupt No. 4490, the trustee has filed his first report and account, and an order has been made for the payment of current expenses of administration.

In the matter of Cavanagh Auto Body Co., a corporation, Bankrupt No. 4180, the trustee has heretofore filed his final report and account, and the adjourned final meeting of creditors was held July 20. The bankrupt corporation was not present or represented. There were no others present. The trustee's final report and account was approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration, all preferred and secured claims in full and a first and final dividend to general creditors of 9.6 per cent. No objections were made to the discharge of the bankrupt. The final meeting, as adjourned, then adjourned without date, and the case will be closed and returned to the district court, in due course.

July 23. We have received the schedules, reference and adjudication in the matter of Carl H. Olson, Bankrupt No. 4581. The bankrupt is a resident of Grand Rapids, and his occupation is that of a railroad fireman. The schedule shows assets of \$1,026.80, with liabilities of \$1,061.96. The court has written for funds and upon receipt of same the first meeting of creditors will be held.

In the matter of Samuel Driesen, trading as Swiss American Watch Co., Bankrupt No. 4247, the final meeting of creditors was held July 10. The bankrupt was not present, but represented by S. H. Himelstein, attorney. 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 and preferred claims, as far as the funds on hand will permit. There were no dividends. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Imported Crockery in Demand.

Better price imported kitchen crockery is finding a ready market among buyers in the Eastern market to fill Fall requirements, according to information. Although buyers expected to confine their operations to low-end imported ware, they are reported neglecting such goods in favor of pieces made to retail at from \$1.75 to \$5. Novelty goods carrying style appeal are favored. English and Ger-

Jennings' Pure Extracts

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

Jennings Flavoring Extract Co.
Grand Rapids, Mich.

man made products decorated in red and white or blue and white are selling best.

Sand Lime Brick

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

Brick is Everlasting

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Grand Rapids and Western Michigan

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Licensed and Bonded

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Grand Rapids, Mich.

I. Van Westenbrugge

Grand Rapids - Muskegon

We have been
appointed exclusive
service distributors on



KRAFT Mayonnaise

KRAFT Malted Milk

Weekly service in
Central Western Michigan

HOTEL DEPARTMENT

Notes and Observations of Interest To Hotel Men.

Los Angeles, July 25—"All you can eat for 50 cents." Here was a sign in a neat restaurant on Broadway, this city. Not that I was particularly interested in the quantity of food which would or could be dispensed for this sum, but I was curious to find out just how traffic of this kind could be handled so that there could be no imposition or dishonesty in the transaction. The place was wholesome, the proprietor wholesome and chatty, and the patrons measured to the average guest in a popular cafeteria near by.

"It's an experiment," the manager said, "and we don't know how long we can keep it up, but we let patrons choose what they wish to eat, and if they clean it all up the price is 50 cents. But if they order, or pick out an excessive amount of food and leave half of it on their plates we make them pay a la carte prices. This plan is intended to help the average man, not to encourage waste."

"We have had some cases where two persons try to crowd in on the 50 cent meal, but I keep a lookout. One comes in and says he—or she—already has had luncheon or dinner and has just come in to chat with a friend while the latter eats. Then when the dinner is served, the 'visitor' eats a goody portion. But there are few of these and they probably never come back for we exact full price for each order. I have been rather pleasantly surprised, though, at the fairness of most patrons. If they order less than they find they want and then wish more they are perfectly free to re-order, with no additional cost. But we simply will not stand for waste, and that does them no good and is ruinous. We watch the returns to the kitchen and act only to discourage the practice."

One of the classiest restaurants in Los Angeles makes a charge of \$1.75 for dinner. There is no regular bill of fare, but waiters bring in the food in bulk and you are privileged to order anything you want at the one price, and when I say "everything" I actually mean that there are a dozen courses from which you can make your selections. But while you are expected to fill up to your heart's content, you must not leave the food on your plate.

Most of us remember, whether we were selling food or not, that in the good old days of the American plan hotel, guests were privileged to order everything on the menu, in fact were allowed the "run of the kitchen" when it came to the distribution of food. There was a tendency to order with great prodigality, even among the class who would naturally practice frugality at home. They would toy with the different dishes, which meant an absolute waste of them all, a loss for the hotel man and a source of no great amount of satisfaction to themselves. The change to the European plan of operation, naturally brought restrictions on the meal latitude. For a long time you, at a certain price, had a "choice" of one item under one classification, or "course," and at that the portions in many instances were none too large for the stomach's demands. But times have changed somewhat and the words "choice of" seldom appear any more. But the public has become educated to the fact that even if the purveyor allows them more latitude that extravagance or waste will not be encouraged and at many places, as I have stated, a charge is made for waste, which is reasonable.

The many interesting problems and details of bringing to California busses from Pontiac and other Michigan cities in battalions are of frequent occurrence. Thirty-three busses in one convoy came in over the 3,000 mile trip the other day, to be placed in ser-

vice here. This unique parade which stretched out on the highway nearly a mile and a half, was generated the same as an army. The caravan kept steadily at the long, hard cross country journey from 6 in the morning until nightfall, stopping overnight in small towns where arrangements had previously been made for 3,000 gallons of gas and the necessary water. Drivers slept in their busses, which were fitted with mattresses and blankets, and morning and evening temporarily "rented" a restaurant to feed the large crowd of drivers and mechanics connected with the expedition. Noon meals were served by the side of the road from a coach especially arranged as a commissary. I am told that the most of the busses operated in Southern California are of Michigan construction.

Howard V. Heldenbrand, of Hotel Heldenbrand, Pontiac, whose ideas on hotel operation are always very good and many of them decidedly original, is conducting a column in the Hotel World under the title of "On the Inn Side," which interests me greatly. When I was visiting in Michigan last summer this interesting individual added much to the joy of my existence, by many attentions which I most assuredly appreciated, renewing an earlier acquaintance and proving to me that a prediction I made at the time and which I now reiterate to the effect that he will be heard of and from in the hotel world, before he adds many years to his career. He is most assuredly a chip of the "Hildy" block.

Plans have been completed for the construction of a new hotel at Ann Arbor—the Wayside Inn—to be built by local financing and to be operated under a thirty year lease by the Pick Hotel Corporation, of Chicago, which is operating 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 off the lobby on the first floor. Plans for the top floor include a ball room and more dining rooms.

The new Douglas Lake Hotel, at Douglas Lake, near Cheboygan, has been opened for business by J. A. Bryant, after extensive rehabilitation. An orchestra from Daytonia Beach will be one of the attractions offered the guests this season. Mr. Bryant will specialize particularly on banquets.

W. M. Shortness has been appointed manager of the Dixie, formerly Murray Hill Hotel, Sault Ste. Marie, operated by the Arthur L. Roberts-Degelman Hotel Company.

Samuel Koningsberg, formerly of Sturgis, has purchased Hotel Odessa, at Lake Odessa, from Rolf Berry, and has taken possession. The new owner announces a program which contemplates many improvements in the property.

Quite a number of Michigan hoteliers have been "way down in Bosting" during the past week, in attendance at the annual convention of the American Hotel Association, and according to the published itinerary were certainly treated to salt water in all its phases.

An astute hotel man who takes with a grain of salt some of the general and vaguely phrased expressions which the orators use when they are expatiating on the glory of things altogether, has resolved for himself a formula which has helped him to avoid false steps while pursuing his program. For

HOTEL DETROITER

ROOMS 750 BATHS
FREE GARAGE
UNDER KNOTT MANAGEMENT

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



DETROIT



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

NEW

Decorating
and
Management

FAMOUS

Rates from \$2

HOTEL TULLER
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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.

New Hotel Elliott
STURGIS, MICH.

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

HOTEL KERNS

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

WM. G. KERNS, Proprietor

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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

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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, ex-
cellent 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 pub-
lic and are in full apprecia-
tion 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

FOUR FLAGS HOTEL

In the Picturesque St. Joseph
Valley. Seventy-eight rooms. Con-
ducted on the high standard es-
tablished and always maintained by
Charles Renner, landlord.

instance he realizes when the tide of tourists brings a lot of people to his town, it is not specially for the reason that they want to stop at his hotel, or, in fact, at any particular place. If, however, there are those in the party who have stopped with him before and gone away with a favorable impression, then he has the advantage for the time being, but this advantage makes it all the more necessary that he follow it up with additional reasons why they should continue to patronize him. While he fully realizes that people stop with him because they like his hotel better than some other, he must at the same time be very sure to not be cock sure that he can hold them indefinitely. The price of "liberty" seems to hold the same old market value when measured in terms of "vigilance."

A writer in a hotel journal says that the drug store came into the field in the eating game because the hotel man didn't think the sandwich trade was of sufficient importance to even go to the trouble of supplying a tasty article. Consequently the enterprising drug-gist saw the point and nailed the opportunity. There are still a few of the so-called "legitimate" caterers who mix up a decoction of veal scraps, chicken skins and mayonnaise which they foist on the public as chicken sandwiches, without the application of even the "butter brush" and wonder while they mostly go back to the kitchen undisturbed and unsullied. While some of the drug store offerings may be somewhat abbreviated, they run truer to the public requirements. Some of the best paying catering establishments in Los Angeles specialize on sandwiches, salads, superior beverages and dainty desserts. Those who are not doing so well are the ones who advertise regular meals. The public demand is for good coffee (an item very frequently slighted in the making) and good sandwiches and salads. The salad idea may be nearing a "sufficiency," but it is still a going proposition, especially in hot weather and every medical authority is plugging for it.

Here is one that was offered at the Breakfast Club, last week, purporting to have been sent by a Glendale man to his banker. It was offered by a banker who ordinarily is considered reliable:

"It is impossible for me to make a further payment on my note. My present financial condition is due to the effect of Federal laws, by-laws, mother-in-laws, and outlaws who have been foisted upon the unsuspecting public. Through these various laws I have been held up, held down, walked on, sat on, flattened, squeezed until I do not know where I am, when I am and what I am.

"These laws compel me to pay a merchants' tax, capital stock tax, income tax, real estate tax, personal property tax, gas tax, water tax, cigar tax, light tax, street tax, school tax, syntax and carpet tax.

"The Government has so regulated my business that I do not know who owns it. I am suspected, disrespected, examined and re-examined until all I know is that I am supplicated for money for every known need, desire or hope of the human race, and because I refuse to go fall and go out and beg, borrow or steal money to give away I am cursed and discussed, boycotted, talked to, talked about, lied to, lied about, held up, held down and robbed until I am practically ruined; and the only reason I am hanging on is to see what in Hades is coming next."

Frank McCassey, manager of the Library Park Hotel, Detroit, began at that hostelry as night clerk in 1903. Some record I should say. I doubt if there is another one like it in the Wolverine State. If so it has not been brought to my knowledge.

Betty Fox did a flag pole stunt of 142 hours on top of the Post Tavern, Battle Creek, last week. Another record I do not believe has ever been approached. Also, I trust, vindicates all that Carl Montgomery ever claimed about operating the most unusual hotel in the world.

And now comes a hotel paper with a prize offer of a new automobile to be given to the most colossal hotel character in the country, and suggesting some Chicago operator as the possible successful candidate. He loses, for I hereby nominate the young fellow who makes his home at Hotel Occidental, Muskegon. Only I hope, if he wins out that they don't try to work off an Austin car on him. Ed Swett, sleeping his life away in an 8½ foot bed at night and touring in an Austin daytimes would sure be incongruity, to say the least.

At a recent meeting of Detroit chefs and cooks a strong voice of protest was raised against the mid-meal cigarette habit. The kitcheners seem to have no objection to the man or woman touching off a fag with the coffee, but they kick when the smoker lights up with the soup and dispenses an artificial flavor to their offerings. There are some addicts who think they must have a torch with every course and these experts claim that the habit dulls the efficiency of the palate. There are also a lot of patrons who resent being compelled to absorb their meals in a smoke house. Out here the city council passed an ordinance legalizing smoking in the better class movie houses. But the populace arose en masse, called on the mayor, who promptly exercises his vetoing prerogative. Decidedly dangerous I should say, beside being a nuisance.

In a recent issue of the Saturday Evening Post, one writer sounds an interesting note with reference to the future prosperity of the country, especially making the claim that unless all signs fail, there is nothing but prosperity ahead of us. All of which seems a reasonably safe bet. But one of his observations which is especially interesting to me and to the hotel operator particularly, is the tendency on the part of many wholesale houses to reduce their traveling forces. This is no doubt true, which has been observable for some time. There are, however, many reasons for the falling off of the commercial trade, which are not due altogether to reduction in sales forces. As in many other fields the automobile is responsible to a large degree for the decreased transient business. The traveler no longer waits for the departure of any particular train, but as soon as his canvass of one town is completed, he hies himself to the next. He now has an abbreviated territory, spends more time at home with his family, and accomplishes just as much.

The commercial hotel, conveniently located, is not by any means doomed, but it must arrange its schedule to take care of a different class of patrons even more numerous than the salesmen, who have nothing to do but travel and spend money, leaving it usually where they find the lamps trimmed and burning. And I believe this type are on the increase.

"The Government seeks to establish a fire prevention policy in connection with various parks and forest reserves throughout the country. The time to stop a fire of this character is just before it starts. By heading off the chances for a blaze the fire hazard drops to nothing. The Government has a wonderful organization and equipment with which to cope with fires after they get started, but it is a matter of education to prevent their being started, and that is the thing which counts. It is one thing to "reach for a lucky," but yet another to be

sure that it is extinguished after it has served its purpose, and this applies everywhere, in Michigan's beautiful semi-private forests, as well as in the Government's holdings. The same energy and care displayed as in putting out blazes after they are started, would not only prevent unmeasurable damage, but would preserve all these attractive features for posterity, and they sure ought to be entitled to a "break."

The convention guest is undoubtedly a good thing to have at your hotel occasionally, but far more valuable is the fellow who comes along several times each year and leaves a few dollars in your collection plate. You may crowd him out at convention time, but he is usually gritty enough to come back for more punishment, especially if you give him the glad hand as if you really meant it. There are a few people who decry hospitality, but if you will take time to make a survey you will find the men who really made their mark and a stake in the hotel game, were such as appeared genuinely glad every time you visited their hotel, and then followed it up by showing you they were sincere in their manifestations.

Senator McKellar suggests a consolidation of the Nation's border patrol into an independent service that would be available for all purposes. It would not only collect and protect the customs duties, but would cope with narcotic smugglers, rum runners, inadmissible aliens, international criminals and all other assailants of peace and law. For that reason the army and navy could be pressed into service economically.

Frank S. Verbeck.

Rogers Silverware Redemption Bureau Condemned.

The Rogers Silverware Redemption Bureau of New York City, which has sold many thousands of its illegal premium tickets to merchants by misrepresentation, has finally been cited by the Federal Trade Commission on the charge of false and misleading advertising.

This concern is charged by the Trade Commission with claiming that the silverware used as premiums is a well known brand put out at a loss by William A. Rogers, Ltd., as an advertising medium.

The name "Rogers" as applied to silverware has been juggled around so much that it is almost impossible to tell what is "genuine" Rogers silverware.

For a time, the International Silver Co., of Meriden, Connecticut, which is the successor of the William Rogers Manufacturing Co., claimed that it never allowed its products to be used by premium concerns if it could prevent it. One of the directors of the company wrote to the Merchants Journal thus:

"We do business only with merchants. We do not do business with coupons and will not knowingly permit merchandise bearing our standard trade marks to be sold by so-called redemption bureaus."

But in March of this year, William B. Griffin, manager of the William Rogers Manufacturing Co., wrote to the Merchants Journal on an International Silver Co. letterhead, and said that a certain premium redemption concern in Philadelphia, was authorized to offer guaranteed William Rogers Manufacturing Co.'s "AA" brand silver plate as premiums.

So it appears that the International Silver Co. has changed its attitude, and is putting out a special "AA" brand of silver for use by the premium concerns.

But the Federal Trade Commission says that the Rogers Silverware Redemption Bureau, Inc., is faking when it claims that its silverware is put out at a loss by William A. Rogers, Ltd., as an advertising medium.

And then, it is likely that William A. Rogers, Ltd., is an entirely different concern from the William Rogers Manufacturing Co., now owned by the International Silver Co.

How An Alma Garage Man Suggests Patronage.

Alma, July 28—I enclose herewith article from the Tradesman of July 15 which, of course, tells where a live garage man is located, but Baltimore is a long ways off and then again this was a paid service, as the owner put his car in garage for the night. Now right here in Alma we have a live garage man who sends two men out early every morning to wash the windshields on all cars parked around hotels and then sticks his card under the windshield wiper, and it doesn't have to be a Packard to get this service, as he washes everything from a little ford up. I claim he is a business getter.

A. W. Heldenbrand.

Philip Blumenthal, West Branch, dealer in dry goods, shoes and furnishings, writes the Tradesman, "We always enjoy your paper."

Don't think that it's what men know about the hereafter that frightens them; it's what they don't know.

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.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.
Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

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, Fennville.
Secretary—R. A. Turrell, Crosswell.
Treasurer—Clarence Jennings, Lawrence.

Skin Blemishes Peculiar To the Summer Season.

The summer brings along a few blemishes all of its own. In summer, there is more temptation to let down in diet. By this I mean in the search for light food, we go to rich food. And there are a large number of people who are of the age and of the constitution that the complexion suffers more from the food eaten in summer than from the food eaten in winter. Thus, young people get pimples from eating at odd times, eating in a hurry, eating the things which please the sight while on vacation or along the road rather than the wholesome food eaten at the home table or at a favorite winter restaurant.

There is another reason that boys and girls, but particularly the girls, notice the facial blemishes in summer. The season is one of open exposure of the skin, of low cut bathing suits, or hatless foreheads. It brings a realization that the skin is not what it ought to be. And then one must have a clear complexion, you know, or you can't make the right kind of impression at the vacation on the beach or in the mountain. Sleeveless gowns mean that blemishes of the arms which are covered in winter time are exposed. Young people present little marks or redness on the upper arms. The skin here is rough and not at all presentable. The young people are worried about it, yet in the majority of instances such a blemish is harmless and with summer air and summer sun disappears for a while at least.

Other common diseases of the skin apparently are more noticeable in summer because of our summer habits. Thus, that grab bag of dermatology which poses for eczema may at times take a new lease on life with summer. It is surprising, to say the least, for as yet we have no positive proof of the cause of this unstable condition of the skin. Scaling of the scalp and of the skin of the body may appear more evident in summer. The drying factor of repeated washing and bathing counterbalances in some instances, however, the excess perspiration which the heat engenders. The redness of the diseased skin is exaggerated by the presence of the sweat, for one thing, and we must make efforts to reduce this redness. When the nose is affected, an innocent teetotaler may be asked the name of his bootlegger. Animal parasites of the skin have a gay time in summer. People visit strange places and sanitation is not of the highest

in some communities. The seven-year itch of every day conversation, or scabies, is on the increase in summer. One visit to a relative, and every member of the family is soon itching away for dear life. Proper diagnosis and rational treatment clears this condition in less time than seven years.

We wish to paint the other side of the picture. One very common disease which affects no less than 4 per cent. of all people with skin disease is psoriasis. This strange malady of the skin, which has been known for thousands of years, is influenced by exposure to the summer sun. This is so consistent that during my tropical sojourn I saw but two people affected with psoriasis, which is so prevalent in our Northern climate.

Warts are not influenced by summer, contrary to popular ideas. They are contagious and if you manage to get one, you will get more. One variety of flat warts is most commonly found on the skin of young people. The garden variety of wart may affect anybody at any age. In old people, what may look like an ordinary wart may be the beginning of an old-age wart, or form of skin cancer.

Some curious things happen in summer which do not happen in winter in our temperate zone. For instance hair bleaching: In winter, one looks real well and bleaching, is a great success, but in summer bleached hair looks overdone after a while. The reason is that there is an opportunity for natural bleaching by the sun, as well as from the bottle of the cosmetologist or beauty specialist. The hair gets twice the dose, so to speak, and the ends of the hair begin to look very scraggly. One must be careful not to overdo hair bleaching at any time, but more especially in summer. The heat of the sun on the uncovered head also seems to make the hair suffer. When this heat is added to continued bathing, the hair and scalp seem to become excessively dry. It is a very good plan to use a good vegetable oil once in a while to prevent excessive removal of the natural oil by exposure to water and sun. Remember, I have not advised you to use oil for treatment as we physicians understand the word. I have given you a word of advice as to prevention which is a very different thing. Prevention is the requirement of the moment!

Just as the rays of the summer sun affect hair bleaching, so also does it effect hair tinting, or hair coloring, or hair restoring, or hair dyeing. The name means less than the fact. Tints which can be matched beautifully in winter do not seem to work out so well in summer. The reason is that the rays of the sun have an influence on the preliminary preparation of the hair for tinting. I could also mention that the softening for a permanent wave also requires the use of a chemical which is influenced by the effect of the summer sun on the hair.

In my experience as a dermatologist, with opportunities for observing any possible ill effect of bleaching, tinting, and permanent waving, I must testify that the number of people damaged is very insignificant when one considers

the veritable millions who take advantage of these aids to social business, or other success. The reason I mention the possibilities as I do is to give my listeners an idea of why the appearance of the hair may not be as pleasing in summer as in winter. The professional operator of a beauty shop is taught to vary her work with the seasons.

It seems natural now to speak of the chemical or so-called chemical rays of the sun and their manner of affecting the skin. Recall what I said a moment ago: The summer sun does something to the chemicals used in hair work which the winter sun in this climate does not do. You could very easily imagine that there are rays in summer sunlight which are not present in winter sunlight. These same rays are the ones which cause summer tan. The winter sun at the same locality does not contain enough of these very sunburning rays. The result is that you sunburn in summer at a Northern bathing place, but don't get a sunburn there in winter. Down in the tropics, Havana, Panama, Porto Rico, and yes, Palm Beach, the winter sun has sunburning rays, so one gets a sunburn there in December as easily as in July.

Sunburn may be considered a summer skin blemish. But I forget that sunburn has become popular. Every summer, for at least five summers on the radio, I have spoken on how to prevent sunburn, getting the suntan, which is so much desired from the natural sun, means exposure to rays which lead to minor unpleasantness in many people. The blondes suffer more than their darker sisters and brothers. The boiled lobster stage of sunburn is painful. One of the best things I have found to relieve that terrible feeling of sunburn until you get to see your physician is a mixture of vinegar and water. Take half vinegar and half water. Pat the sunburned skin with the mixture. You will thank me for this suggestion if you remember it.

"The fad or, should I say, craze for tanned skin has led to many fables being told on how to get tan without sunburn from the natural sun. One such story which was supposed to come from the fashionable winter resorts, was that rubbing the skin with olive oil before getting into the sun resulted in a tan without sunburn unpleasantness. I heard this story so often that I determined to investigate. Sorry, people, to tell you that my experience did not confirm the story.

"Yet, one must keep to the subject of summer skin blemishes. Exposure to the rays of the summer sun brings on a crop of freckles to many people. Somehow, although tan is fashionable just now, freckles are still looked down upon. Yet, it is well known that

freckle and tan are only variants of each other. The blonde, men prefer doesn't tan; she freckles. That's all. If the girl does not want to freckle, she must keep out of the direct rays of the sun, carry a parasol or wear a veil, or keep under cover somehow. Since that means virtual retirement from all summer activity, the girl prefers to cover her skin with creams guaranteed to prevent freckles. Well, my dears, no harm in their use. Any grease will act to protect the skin from the freckle-forming summer rays of the sun.

"Summer is the time for picnics, hikes, camping, and what not. And summer is the time for poison ivy. Two or three summers ago I spoke for one entire radio period on poison ivy alone. It takes just about fifteen minutes to tell you its story. Right now time is limited. All I can say is: If you don't know what poison ivy looks like so that you can recognize it, go to the public library in your neighborhood and ask the librarian to show you a picture of it. Then even if you think that you didn't pick any when you were out of doors, remember to take a bath when you get home. Use plenty of soap and plenty of water. It will keep you from getting poison ivy effects on your skin. If you know that you are susceptible to poison ivy, get your physician to give you preventative injection treatment. It may help.

"Summer is the time for activity of all kinds of vegetable growths. Plants bloom in summer. And there are a number of plants which bloom on your skin in summer. How do they get there? Well, you use some one else's bath towel, or his bathing suit or something. And a curious skin rash appears on your chest and your back. Anyway, your doctor can tell you more about it. But the lesson from a skin specialist is; use your own towel; wear your own bathing suit.

"Summertime is great! Getting away from your everyday life to bask in the summer sun on the beach, in the mountains, or in the country is one grand experience. Take advantage of the opportunity. Rest while you are away. Keep away from the places where you do the very same things as you do all the rest of the year. That is the idea of a vacation. Come back to town all set for another year of plugging; for another year of battling at school, at the office, at the factory, or at the home. Yes, you stay-at-homes, all set for another year of doing the same thing every day, scheduled life, time-table experience. Summer is your chance to break loose from time tables. Try and get some relaxation.

"Physicians are expected to sound words of warning. Mine are few.

HOEKSTRA'S ICE CREAM

Cream of Uniform Quality

An Independent Company

217 Eugene St.

Phone 30137

Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Dried Apricots
California Prunes
Oleo

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.	13 75
Royal, 5 lbs., doz.	24 50
KC, 10c size, 8 oz.	3 70
KC, 15c size, 12 oz.	5 50
KC, 20c size, full lb.	7 20
KC, 25c size, 25 oz.	9 20
KC, 50c size, 50 oz.	8 80
KC, 5 lb. size	6 85
KC, 10 lb. size	6 75

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

BLUING

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

BEANS and PEAS

100 lb. bag	
Brown Swedish Beans	9 00
Dry Lima Beans 100 lb.	8 75
Pinto Beans	9 25
Red Kidney Beans	9 75
White H'd P. Beans	4 75
Black Eye Beans	
Split Peas, Yellow	5 60
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 35

BOTTLE CAPS

Dbl. 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
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
Kaffe Hag, 12 1-lb.	
cans	6 15
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 oz.	2 00

BROOMS

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

ROLLED OATS

Purity Brand



Instant Flake, sm., 24s	1 80
Instant Flake, sm., 48s	3 60
Instant Flake, lge., 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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED FRUITS

Hart Brand	
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Apples

No. 10	5 75
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Blackberries

No. 2	3 35
Pride of Michigan	3 25

Cherries

Mich. red, No. 10	
Red, No. 10	8 50
Red, No. 2	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
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Pears

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

Plums

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

Black Raspberries

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

Red Raspberries

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

Strawberries

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

CANNED FISH

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

CANNED MEAT

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

Baked Beans

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

CANNED VEGETABLES

Hart Brand

Baked Beans

Medium, Plain or Sau.

No. 10, Sauce

Lima Beans

Little Dot, No. 2

Little Quaker, No. 1

Baby, No. 1

Pride of Mich. No. 1

Marcellus, No. 10

Red Kidney Beans

No. 10

No. 5

No. 2

No. 1

String Beans

Little Dot, No. 2

Little Dot, No. 1

Little Quaker, No. 1

Little Quaker, No. 2

Choice Whole, No. 10

Choice Whole, No. 1

Cut, No. 10

Cut, No. 2

Cut, No. 1

Pride of Mich. No. 2

Marcellus, No. 2

Marcellus, No. 10

Wax Beans

Little Dot, No. 2

Little Dot, No. 1

Little Quaker, No. 2

Little Quaker, No. 1

Choice Whole, No. 10

Choice Whole, No. 2

Choice Whole, No. 1

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

Beets

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

Carrots

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

Corn

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

Peas

Little Dot, No. 1	1 70
Little Dot, No. 2	2 50
Little Quaker, No. 10	12 00
Little Quaker, No. 2	2 35
Little Quaker, No. 1	1 60
Sifted E. June, No. 10	10 00
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	1 85
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	1 85
Pride of Mich., No. 10	8 75
Pride of Mich., No. 2	1 65
Marcel., E. June, No. 2	1 40
Marcel., E. June, No. 5	4 50
Marcel., E. Ju., No. 10	7 50
Templar E. J., No. 2	1 3 1/2
Templar E. Ju., No. 10	7 00

Pumpkin

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

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3	1 80
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Succotash

Golden Bantam, No. 2	2 60
Little Dot, No. 2	2 35
Little Quaker	2 25
Pride of Michigan	2 10
No. 10	5 80
No. 2 1/2	2 25
No. 2	1 65
Pride of Mich., No. 2 1/2	2 10
Pride of Mich., No. 2	1 40

CATSUP

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

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, 3 oz., 3 doz. 4 05
Dromedary Instant 3 50

Jiffy Punch
3 doz. Carton 2 25
Assorted flavors.

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

Lee & Cady Brands
American Eagle
Home Baker

FRUIT CANS
Mason
F. O. B. Grand Rapids
Half pint 7 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 25
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.
Holiday, 1 lb.

Wilson & Co.'s Brands
Oleo
Certified 20
Nut 12
Special Roll 14

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

Safety Matches
Quaker, 5 gro. case 4 25

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

NUTS—Whole
Almonds, Tarragona 19
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 65
Walnut, Manchurian 65

MINCE MEAT
None Such, 4 doz. 6 20
Quaker, 3 doz. case 3 00
Libby, Kegs, wet, lb. 22

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

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

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

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

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

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

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

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

PICKLES
Medium Sour
5 gallon, 400 count 4 75

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

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

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

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

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

POTASH
Babbitt's, 2 doz. 2 75

FRESH MEATS
Beef
Top Steers & Heif. 14
Good Steers & Hf. 13
Med. Steers & Heif. 12
Com. Steers & Heif. 11

Veal
Top 13
Good 11
Medium 09

Lamb
Spring Lamb 18
Good 15
Medium 12
Poor 10

Mutton
Good 10
Medium 08
Poor 10

Pork
Loin, med. 19
Butts 14
Shoulders 11
Spareribs 08
Neck bones 05
Trimmings 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 advance 1/4
50 lb. tubs advance 1/4
20 lb. pails advance 1/4
10 lb. pails advance 1/4
5 lb. pails advance 1/4
3 lb. pails advance 1/4
Compound tierces 11
Compound, tubs 11 1/4

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

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

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

Liver
Beef 16
Calf 55
Pork 08

RICE
Fancy Blue Rose 5 10
Fancy Head 07

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

SALERATUS
Arm and Hammer 3 75

SAL SODA
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.

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

White Fish
Med. Fancy, 100 lb. 12 00
Milkers, bbls. 18 50
K K K Norway 19 50
8 lb. pails 1 40
Cut Lunch 1 50
Boned, 10 lb. boxes 16

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

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

SALT
F. O. G. Grand Rapids
Colonial, 24, 2 lb. 95
Colonial, 30-1 1/2 1 20
Colonial, Iodized, 24-2 1 35
Med. No. 1 Bbls. 2 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 00
Butter Salt, 280 lb. bbl. 4 00
Block, 50 lb. 00
Baker Salt, 280 lb. bbl. 3 80
14, 10 lb., per bale 2 10
50, 3 lb., per bale 2 50
28 lb. bags, Table 40
Old Hickory, Smoked, 6-10 lb. 4 50

Pure Ground in Bulk
Allspice, Jamaica @ 33
Cloves, Zanzibar @ 53
Cassia, Canton @ 29
Cassia, 5c pkg., doz. @ 29
Ginger, Africa @ 30
Mace, Penang 1 00
Mixed, No. 1 @ 32
Mixed, 5c pkgs., doz. @ 45
Nutmegs, 70 @ 90 @ 50
Nutmegs, 105-1 10 @ 48
Pepper, Black 25

Seasoning
Chili Powder, 15c 1 35
Celery Salt, 3 oz. 95
Sage, 2 oz. 90
Onion Salt 1 35
Garlic 1 35
Ponelt, 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

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 1/4
Brillo 85
Climaline, 4 doz. 4 20
Grandma, 100, 5c 3 50
Grandma, 24 Large 3 50
Gold Dust, 100s 3 70

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

Gold Dust, 12 Large 2 80
Golden Rod, 24 4 25
La France Laun., 4 dz. 3 40
Old Dutch Clean, 4 dz. 3 40
Octagon, 96s 3 90
Rinso, 40s 3 20
Rinso, 24s 5 25
Rub No More, 100, 10 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. 3 15
Sapolio, 100, 12 oz. 6 40
Sapolio, 100, 10 oz. 4 00
Sapolio, 12 Large 2 65
Sapolio, 4 Lg. 7 20
Sunbrite 50s 2 10
Wyandot 24s 4 75
Wyandot Deterg. s. 24s 2 75

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

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

Pure Ground in Bulk
Allspice, Jamaica @ 33
Cloves, Zanzibar @ 53
Cassia, Canton @ 29
Cassia, 5c pkg., doz. @ 29
Ginger, Africa @ 30
Mace, Penang 1 00
Pepper, Black @ 27
Nutmegs @ 35
Pepper, White @ 44
Pepper, Cayenne @ 36
Paprika, Spalish @ 36

Seasoning
Chili Powder, 15c 1 35
Celery Salt, 3 oz. 95
Sage, 2 oz. 90
Onion Salt 1 35
Garlic 1 35
Ponelt, 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, .8, 1s 11 1/2
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 60
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 @ 35
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 @ 43

Oolong
Medium 39
Choice 45
Fancy 50

TWINE
Cotton, 3 ply cone 33
Cotton, 3 ply Balls 35
Wool, 6 ply 18

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

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

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

Churns
Barrel, 5 gal., each 2 40
Barrel, 10 gal., each 2 55
3 to 6 gal., per gal. 16

Pails
10 qt. Galvanized 2 60
12 qt. Galvanized 2 85
14 qt. Galvanized 3 10
12 qt. Flaring Gal. Jr. 5 00
10 qt. Tin Dairy 4 00

Traps
Mouse, Wood, 4 holes 60
Mouse, wood, 6 holes 70
Mouse, tin, 5 holes 65
Rat, wood 1 00
Rat, spring 1 00
Mouse, spring 20

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

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

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

WRAPPING PAPER
Fibre, Manila, white 05
No. 1 Fibre 06 1/4
Butchers D F 06 1/4
Kraft 06 1/4
Kraft Stripe 09 1/4

YEAST CAKE
Magic, 3 doz. 2 70
Sunlight, 3 doz. 2 70
Sunlight, 1 1/2 doz. 1 35
East Foam, 3 doz. 2 70
East Foam, 1 1/2 doz. 1 35

YEAST—COMPRESSED
Fleischmann, per doz. 30

WILL RUIN THE COUNTRY.

Co-op Foolishness Is Burning Up Millions of Dollars.

More than \$300,000,000 has been invested by the Government of the United States in an effort to stabilize the prices of wheat and cotton. The agency through which this investment has been made is the Federal Farm Board. No agency of the Government is to-day the subject of more controversy, more confusion, and at certain points more mystery, than the group of nine officials who have been in charge of this experiment.

Critics of the Farm Board's policy insist that the effort at stabilization merely wasted an enormous sum of money in a vain attempt to arrest a process which the board could not control and that the administration has now violated the major principles of its own original policy of farm relief; that the Government has been actively engaged in the business of "buying and selling" farm commodities; that to this extent individual initiative has been undermined, and that the activities of the Farm Board have encouraged farmers to plant more wheat from year to year, in the belief that the Government would rescue them from the consequences of the inevitable surplus.

In support of these conclusions critics of the Farm Board cite the fact the Department of Agriculture now estimates the production of wheat in 1931 at 5,000,000 bushels above the figure for 1930 and the further fact that July wheat sold on the Board of Trade in Chicago on July 15 at the lowest price on record since the Exchange was organized in 1848.

Difficult problems lie ahead, and it is impossible to chart the policy which the administration may pursue. The problem immediately ahead is whether the Farm Board can persuade the wheat bloc that it will do less damage to prevailing prices by selling some of its grain than by continuing to hold its surplus over the head of the market like the sword of Damocles.

A demand for the abolition of the Federal Farm Board is being made by privately financed concerns who object to the competition of the co-operatives set up and financed by Government money. Senator David A. Reed, of Pennsylvania, has asked the Federal Trade Commission to make an investigation of the Land O' Lakes Creamery Co., of Minneapolis, a co-operative financed in part by the Federal Farm Board.

"Eastern business competitors," stated Senator Reed, "particularly in the Philadelphia district, have complained that the company has used funds obtained through Government loans at low interest rates to extend its retail activities into new fields, and that it has also attempted to convey the impression that its product is superior to that of competing concerns which are privately financed."

Senator Reed stated that he had studied the alternatives of appealing to the President for corrective action or asking the Federal Trade Commission to undertake an investigation under the unfair practices act. He feels that the trade commission can very

properly take jurisdiction and states that he will bring all the facts to its attention at once.

"It is obviously unfair," he said, "to permit any concern enjoying a Governmental subsidy to extend its competitive activities into new fields now satisfactorily served by private business, and doubly unfair when such concerns use the fact that they are financed by the Government to convey the impression that their product is somehow superior to that of their competitors. If this is an example of what we may expect from the co-operatives, the sooner we end this form of paternalism, the better it will be for everybody."

Senator Reed's action was at the request of the P. E. Sharpless Co., Inc., of Philadelphia, which complained of the trade practices of the creamery corporation. The Sharpless Co. also wrote to Senator Davis of Pennsylvania, who called it to the attention of the Farm Board and received a reply from W. F. Schilling, a member of the board, defending its action. This was forwarded to the Sharpless Co. and in reply the board was sharply criticised.

The contention of Schilling was that no private distributor of agricultural products has very much to worry about if he is performing a necessary service at a cost as low as or lower than that service is being performed by the competing co-operative. The further answer of the board was that "it was inevitable that some private business would be injured."

In reply, the Sharpless Co. says that they do have something to worry about when the Farm Board provides practically unlimited capital, the very sinews of war, to competing co-operatives, who use these public funds to duplicate existing facilities, contrary to the spirit and meaning of the marketing act.

Attention is also called to the operations of co-operatives in different sections of the country. In Cleveland, it is stated, the Ohio Farmers Co-operative Milk Association is in bankruptcy after having obtained a "loan" of \$400,000 from the Farm Board, and more than \$800,000 is due its patrons and shippers with very little likelihood of their receiving payment.

It is stated that the Farmers Equity Co-operative Creamery Association of Orleans, Neb., obtained a loan from the Farm Board of \$40,000 at the annual interest rate of 1½ per cent. A plant was built at Crawford, Neb., with the proceeds of the loan at a cost of \$25,000. It is pointed out that this plant duplicates to a large degree already existing facilities in that section.

Senator Fletcher, of Florida, is quoted as showing what the Farm Board is doing in his state. "Two years have passed and the Farm Board's effectiveness has not been demonstrated," says Senator Fletcher. "Down in my state the Board provided more than \$3,000,000 to put up packing houses and canning plants, and it has only put a burden on the growers. The producers themselves are still unaided. The Government is doing just a banking, brokerage and speculative business, in opposition to established banks and produce operators."

Manner in Which Various Food Products Spoil.

Every little while the State Department of Health receives reports of instances where a fairly large number of people have suddenly become ill with severe intestinal symptoms. Investigation may show that all of those affected attended a certain banquet or dinner; again it may develop that those made ill have not eaten at any one particular place, and their places of residence may be widely separated one from the other, or, on the other hand, perhaps the cases are confined to the members of a certain household.

In all such instances, the Department delegates a member of its staff, trained for such emergencies, to investigate the circumstances surrounding the outbreak, in order to determine the source of the trouble.

The following actual instances of outbreaks of food poisoning will serve to illustrate several different types and how they might have been avoided.

Several years ago, about the middle of November, members of a congregation in a town near Albany had a chicken supper at the church, the food being cooked and served by a committee of women. No ill effects were felt by any who attended this meal. After the supper was over, what was left of the chicken was made into a salad and left loosely covered at room temperature. The weather, for the season of the year, was unusually warm.

The following evening another supper was served, the principal dish being the chicken salad. Within two to five hours after the meal nearly everyone who attended the supper and ate of the chicken salad became violently ill with headache, nausea, vomiting, sharp abdominal pain, severe prostration and diarrhea. The severity of the illness varied apparently with the amount of chicken salad eaten. Suspicion that it was this article of food was confirmed through the fact that three people who did not attend the supper but purchased some of the salad and ate it later at home were also affected. As the salad had been left uncovered in a warm place overnight it seemed likely that it was infected by mice and that the warm conditions were right for the rapid growth of the infesting germs. This is an example of one type of food poisoning often due to food infected by vermin.

On Christmas Day, 1928, several families totaling 25 persons assembled at the home of one of them for dinner. Everyone who ate of the home canned string beans that were served became violently ill with intestinal symptoms not soon after eating but from one to three days later. Five of those affected died. Such a delay in the onset of symptoms indicates a type of food poisoning called botulism caused by the bacillus botulinus, a germ which is resistant to heat and which may survive in canned goods if they are insufficiently or improperly sterilized. It occurs much more frequently in home canned than in commercially canned products.

When cases of poisoning apparently due to food are widely scattered it may be found that the persons made ill have not eaten at any one given place. In

such instances some one article of food delivered at the house may be at fault. Raw milk from cows with infested udders may cause severe outbreaks of septic sore throat. Other diseases such as diphtheria and scarlet fever have been spread by raw milk infected during the process of milking or bottling by dairy workers who were sick with these diseases or carriers of the organisms.

When eating in hotels, restaurants or other public places one can never be sure that the food is properly cooked and handled in a sanitary manner but some degree of assurance may be obtained by eating only in those places which to outward appearances are clean and where sanitary cleanliness extends to the toilet facilities provided. If no provision is made for guests to wash the hands it is safe to assume that the kitchen and dining room help are not provided with this necessary adjunct.

B. R. Rickards.

Late News From Charlevoix the Beautiful.

Charlevoix, July 25—I visited my friend the grocer, H. B. Jacobs, and he remarked that he noticed an article in the Tradesman by Judge Verbeck that I was "to infest" Michigan and he was pleased to see me starting in at Charlevoix.

Friend Martin Block had a brotherly handshake for me. F. S. Myers is still busily engaged in his well-known business at 106 Bridge street, in front of which he roasts his celebrated popcorn.

F. E. Cartier is still in the dry cleaning and pressing business opposite Slezak's shoe store.

Since Herman's death Oachs and Kirby succeed him in the Central drug store.

F. J. Fessenden is as jolly as ever and uses his slogan "Pills & Things."

M. B. Hooker & Son, who have the riding academy, are to give a horse show a little later on.

J. O. Haggard, formerly of Miami, Florida, has just bought the C. S. Dodge dry cleaning business.

I called on Earl A. Young, the promoter of Boulder Park, to which we shall refer later on.

I notice the Postal Telegraph Co. has opened a local office in the Young building.

Milton Block has opened the "Quality Food Store" in his newly erected block. He claims to have one of the best and newly equipped stores in this community.

F. G. Bellinger has a new jewelry store and watch repair shop next to Nell's cafe.

Mrs. Anna Wood, who visited California last winter, enjoyed her overland trip very much and is now back here on the job again selling ladies hats.

I met Dr. Mitchell, one of our local prominent dentists, who continues to work here during the summer and does the same in the winter at Miami, Florida.

A. M. Bellinger, jeweler, is busily engaged repairing watches, etc., in his own building on Bridge street.

L. Winternitz.

All Explained.

The minister called at the Jones' home on Sunday afternoon, and little Willie answered the bell.

"Pa ain't home," he announced. "He went over to the golf club."

The minister's brow darkened, and Willie hastened to explain: "Oh, he ain't gonna play any golf; not on Sunday. He just went over for a few highballs and a little stud poker."

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Men who pretend to be handling medicated salt for farm animals are invading the State from all angles. They make large claims as to the remedial qualities of the products they exploit. The sale of most of these products is prohibited by the State authorities, so that investments in the stuff means total losses. The worst feature of the situation is that the chaps who are offering the stuff for sale insist on receiving notes or trade acceptances in advance. Any merchant who is fool enough to fall for this sort of thing need not write this department for assistance. He is unworthy the name of merchant. The sooner he bobs up in the bankruptcy court the better for all concerned.

The Federal Trade Commission has ordered Strauss Brothers Wholesale Tailors, Inc., Chicago, to stop using the words "Tailors" or "Tailoring" in its corporate or trade names unless and until all articles of clothing sold have been cut and made exclusively to accord with the individual tailoring measurements of purchasers. All other representations made in connection with the company's sales-promotion activities, tending to create the impression that its articles of clothing are tailor-made, are also prohibited. Provision is made that when a substantial part of the articles is cut according to the purchasers' individual measurements the words "Tailors" or "Tailoring" may not be used in the corporate or trade names unless these names are immediately accompanied with other words in equally conspicuous type clearly indicating that such clothing is not cut and made exclusively to individual measurement but is in part made according to conventional or standard measurements. The company is directed also not to represent that any of its clothing is made of cloth composed entirely of wool, and of wool and silk, when, actually, this is not true. Exception is made that when the clothing is of cloth composed in part only of wool, or in part only of wool and silk, assertions shall be made "clearly and unequivocally disclosing that fact." The Commission issued its complaint against this company April 27, 1931, and the company, answering June 11, waived hearing on the charges and announced it would not contest the proceeding. Consequently, no testimony was taken.

A corporation manufacturing electric clocks and master clock equipment, signed a stipulation with the Federal Trade Commission agreeing to stop making statements in advertising to the effect that its master clocks are the only master clocks used by power companies to furnish regulated time, when such is not the fact. The corporation also agreed to stop representing in its advertisements and other printed matter that its master clocks control generator speeds, if this is not true.

Use of the word "manufacturers" in advertising in a way that would mis-

lead purchasers into erroneously believing that the advertiser owns or controls a factory wherein the products sold by it are made, will be discontinued by a firm of copartners selling and distributing drawing instruments, according to a stipulation between the company and the Federal Trade Commission. The company will also cease using in advertisements statements that its products are made of cold rolled German silver and tool steel, or of similar expressions which tend to confuse buyers into believing that its products are made of such materials, when it is not true.

Late Business News From Indiana.

South Bend—Pointing out that it was not a "going-out-of-business" sale, J. H. Gross, executor of the estate of Louis Gross, recently announced an administrator's sale of merchandise at the Gross Department Store. The stock consists of men's, women's, and children's shoes and furnishings in addition to other lines.

Mt. Vernon—The Gerber Grocery Co. has bought a slaughtering plant here and will distribute meat to the local trade.

Winfield—Mrs. Margaret Stallings' general store at New Harmony-Poseyville Road was damaged by fire to the extent of \$1,000.

Terre Haute—John C. Warren, 78, lifetime resident of this city, and active in retail business circles, died at his home here. The body was interred at Woodlawn cemetery.

Kokomo—William McClellan Brown, 64 years old, retail shoe dealer here for the last thirty-two years and prominent in civic affairs, died at his home of pneumonia after an illness of two weeks. He was born at Greencastle, Ind., and spent his early life there. He was vice-president of the local Lions Club. The survivors are two daughters and a son.

Bluffton—John F. Hartle, 69 years old, for years in the shoe business in this section, died recently at his home following a heart attack. He had been a sufferer for some time from angina pectoris. His first shoe activity was as a partner of G. D. Snyder here. Later he was in the shoe business for himself and after disposing of his store here located in Plymouth, Ind. The widow survives.

Frankfort—Charles Forrest, owner and manager of the Forrest Store here, announces a new and complete shoe department will be opened at the store immediately. The Thrift Shoe Co., for the past two years operators of a shoe department in the store, is preparing to move the stock to an out of town location. Mr. Forrest will handle a complete Endicott-Johnson line, which until two years ago was handled here by the Big Store.

Terre Haute—The Superior Court of Vigo county has ordered a receiver's sale for the benefit of creditors, and the entire stock and all assets of the Dailey Furniture Co. will be closed out directly to the public, regardless of actual cost or loss. The sale started July 10, and will continue until the entire stock is sold out to the bare walls. The stock consists of the Valentine-Seaver, Berkey & Gay and other nationally advertised lines.

William H. Cooke, receiver, announces that the entire stock of the company is on sale, together with purchases made by him. Every article purchased by him will be marked "receiver's purchase" both in the advertisement and on the article itself.

Indianapolis — Arthur G. Brown, general manager of the Marott Shoe Shop, was chosen president of the Indianapolis Merchants' Association for the coming year at the annual election recently. Brown also was recently elected treasurer of the Stores Mutual Protective Association. The organization through its board and membership keeps a strict watch on shoplifters and bad check passers in the retail district. Through co-operative efforts of the stores represented in its membership, shoplifting and other forms of theft have been reduced materially. Mr. Brown has been connected with the retail shoe business in Indianapolis for more than a quarter of a century. He was instrumental in organizing the Retail Shoe Merchants' Association, and assisted in making the rules and regulations prohibiting the return of merchandise. The Indianapolis Merchants' Association was organized in 1899 and is one of the oldest associations of retail merchants in continuous activity in the entire country, it has functioned without interruption.

Reducing Municipal Fire Losses.

(Continued from page 15)

notwithstanding that the fire chief resigned in protest. Education both of firemen and of the public was started. The newspapers were used. Literature was gotten out. To this day, if Captain Conway hears of a meeting in connection with paint up or clean up or anything in the way of good house-keeping for the city or any part of it, he is likely to have a man or two at the door passing out literature. Automatic protection, such as automatic sprinklers, was encouraged. It is probable that A. C. Speed, the founder of the state fire prevention association movement, got his inspiration from the work that was done in Cincinnati.

Any city in the country can duplicate Cincinnati's record but it cannot be done by spasmodic effort. All the different forces must be aroused. There must be some one man, resourceful, inventive and tactful, who will keep constantly thinking and at work. The insurance men can do a lot because it is up to them to keep the property from being overinsured. Before the writer is a "for sale" advertisement of a 95 acre farm fully equipped for \$1,750. This advertisement is put out by a farm agency which issues a large catalogue of nearly 100 pages of farms for sale. Yet this farm, for sale at \$1,750, has according to the advertisement, \$1,850

insurance on the building. Here is probably the reason why the farm losses have been so great since the depression in farm values. In a well organized fire program for any city or community all the different agencies must work intelligently, the fire department, the police department, the fire marshal, the chamber of commerce, and the public at large.

Merchandising Men's Shoes at a Profit

(Continued from page 19)

sizes stocked in each style, it is necessary to sell 260 units per style in order to turn every size at least once. This condition reflects the obstacles which are encountered in endeavoring to avoid an accumulation of much stock in slow selling styles and sizes. To overcome these difficulties, it is necessary to discontinue from time to time any styles which tend to diminish the rate of turnover for the total stock. The line of demarcation between a style which is barely worth having and one definitely not worth having must be decided arbitrarily.—Robert B. Coons in Boot and Shoe Recorder.

Fall Chinaware Buying Active.

The Fall buying season for popular price chinaware opened in New York this week with demand at a normal level. Orders booked so far have exceeded the volume at the opening a year ago, but the type of merchandise wanted is low-price goods for sales purposes. The call for peach-shaded dinner sets is the outstanding feature in current sales. The most popular sets are those containing fifty-three pieces and available to retail at \$8.95.

Business Wants Department

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

For Sale—Grocery stock, fixtures and building. Must sell, on account poor health. Sacrifice for quick sale. Write lock box 177, phone 151, Sparta, Mich. 440

For Sale—Stock of dry goods, furnishings, ladies' wear, and shoes. Located in Lake View, Mich. Invoice about \$6,500. Wonderful opportunity for a hustler. Brick building 50 x 20, and basement. Rent reasonable. Selling because of other business. A. J. Diehm & Son, Remus, Mich. 441

DRY GOODS STORES—Two, \$12,000 and \$5,000. Stocks cash or terms. Sell one or both. Write Morse Dep't. Store, Morenci, Mich. 442

FOR SALE—In Lansing, Mich., one of the finest ladies' ready-to-wear shops. All equipped with all the newest fixtures and new front. 100 per cent. location, good lease. Will sell with or without stock. Will sacrifice on account of sickness. Address Samuel Hirschberg, 202 So. Washington St., Lansing, Mich. 443

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. 447

For Sale—Adding machine \$39, Typewriters, \$15-\$18-\$32, Cash Register \$28. 8 South Ionia, Grand Rapids. 439

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

Fixtures or Plants of every description.

ABE DEMBINSKY

Auctioneer and Liquidator

734 So. Jefferson Ave., Saginaw, Mich.
Phone Federal 1944.

I WILL BUY YOUR STORE
OUTRIGHT FOR CASH

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

Saginaw, Michigan

Canners Warned on Labeling of Low Grade Food.

Canners of foods have been found in a few instances to be planning to place the legend required on substantial foods on the back panel of the label instead of the front where the name of the food is printed, and this is not regarded by the Federal Food and Drug Administration as a "plain and conspicuous" statement indicating low quality, according to a notice sent to the canning trade July 24 by the Administration. The Administration therefore is proposing a change in the regulations for marking substandard canned foods to cover this difficulty, it was stated. The notice to the trade follows in full text:

The Mapes amendment to the Federal Food and Drugs Act is mandatory in requiring on substandard articles a "plain and conspicuous" statement prescribed by the Secretary of Agriculture indicating that such canned food falls below the standard.

In the great majority of cases labels which have been devised for substandard articles fully meet the criterion of conspicuousness with respect to the designated legend prescribed by the Secretary under the authority of the amendment. In a few instances, however, labels have been proposed showing the name of the article, with the proper legend in connection therewith, on the back panel of the label only. In such instances the panel of the label obviously intended for display contains merely the brand name and a picture of the article.

In drawing up the regulation regarding the form of statement required on canned foods of substandard quality it was contemplated that, consistent with customary practice in the past, the main display panels of labels would continue to feature the name of the article. However, under the present wording of the regulation labels may be devised on which the substandard legend cannot be regarded as plain and conspicuous in that articles labeled as cited above may be displayed and sold without the realization on the part of the purchaser that the article is in fact substandard.

In order to fully safeguard the requirements of the amendment with respect to conspicuousness of the designated statement the Department proposes to modify the regulation on "Form of Statement Required on Canned Foods of Substandard Quality" set forth in Service and Regulatory Announcement F. D. 4 so as to read:

"Canned foods within the purview of the food and drugs act as amended July 8, 1930, which fall below the standards of quality and condition for the various classes of food products which shall be promulgated from time to time shall bear the name of the article and in immediate conjunction therewith wherever such name appears, the legend given below in the forms specified for the various sizes of containers. If a picture representing the article is used on any panel of the label on which the name of the article does not appear, the legend given below in the forms specified for the various sizes of containers shall also be used in immediate conjunction with such picture. Border and type of the

legend shall be on a strongly contrasting, uniform background. Type shall be caps of the size and kind indicated below. The border shall be solid and not less than 12 points in width."

The Food and Drug Administration will welcome any criticisms or suggestions which can be transmitted within three weeks, in connection with the contemplated change. Public notice of not less than 90 days in advance of the date on which such modified regulation shall become effective will be given.

Attention is called to the fact that a misbranding occurs under the Food and Drugs Act if the shipping case containing retail packages of a substandard article bears the name of the article without a qualification to show clearly that the article is substandard. A suitable method to indicate the true character of the article is to imprint or stencil upon the shipping case in immediate conjunction with the name of the article wherever such name appears, the substandard legend in letters equalling or exceeding in size those specified for containers of over five pounds net weight. The style may approximate that specified as closely as practicable. In lieu of the method described above the identical label used on the retail packages within the case may be affixed to the outside of the shipping case.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Schwartz Belting Co., Detroit. Valley Sweets Co., Saginaw. Brownings, Inc., Monroe. Ambassadors Theatre, Inc., Detroit. Anchor Pipe & Supply Co., Detroit. Theo. A. Schmidt Lithographing Co., Detroit.

Randolph-Perkins Co., Detroit. Grosvenor A. House, Inc., Detroit. St. Clair Building Co., Detroit. Cadillac Flushlite Door Co., Cadillac. Carl A. Bigge, Inc., Detroit. Suburban Service & Credit Co., Inc., Detroit.

American State Bank of Wyandotte. American Austin Car Co., Inc., Detroit. Guardian Fidelity Corp., Detroit. The H. L. Braham & Co., Detroit. Jennings Engineering Co., Detroit. Arctcraft Display Case Co., Inc., Detroit.

St. Regis, Corp., Detroit. Durant Motors, Inc., Lansing. Parklap, Inc., Detroit. Eaton Spring Corp., Detroit. St. Clair Shores Club, St. Clair Shores. Anderson & Gardner, Inc., Detroit. The Dautrick Co., Detroit. M. W. Jenkins' Sons' Co., Kalamazoo. Michigan Transit Mixed Concrete Co., Detroit.

Western Board & Paper Co., Kalamazoo. Leiberman Hotel Co., Coloma. Grand Rapids Awning & Tent Co., Grand Rapids.

Gibraltar Land Co., Detroit. Kemitex Products Co., Detroit. John F. Wilcox Co., Detroit. Gray & Lampel, Inc., Detroit. Premium Credit Corp., Detroit. K. B. Hubbard, Inc., Charlotte. Times Square Theater Co., Detroit. Lendzon Construction Co., Inc., Detroit.

Mechanical Sales Co., Detroit. Cavac Corporation, Ann Arbor. Martin and Hammer, Inc., Detroit. Sanilac Prospecting and Developing Co., Deckerville. Saginaw Milling Co., Saginaw. Atlas Oil Co., Detroit. Phoenix Realty Corp., Detroit. Scott & Fetzer Co., Detroit.

Gainaday Electric Co., Detroit. Ireland & Matthews Manufacturing Co., Detroit. Right Stores, Inc., Detroit. Gibraltar Homes Co., Detroit. Zulu Toy Manufacturing Co., Battle Creek. Hoover-Bond Co., of Michigan, Lansing. Cohn & Zilber, Inc., Detroit. L. W. Clime & Co., Monroe. David F. Beveridge, Inc., Hamtramck. Burt Elevator Co., Burt. Turner Elevator Co., Turner. Montrose Elevator Co., Montrose. Domestic Appliance Corp., Grand Rapids. Orchard Park Land Co., Detroit.

Egg Standards Adopted By Twenty Countries.

Eggs may be only "fresh" or "otherwise" to most consumers, but to the egg trade in twenty countries, quality of shell eggs is now more or less uniformly expressed in terms of air cells, condition of shells, yolks, whites and germs.

Egg quality standards, according to the Bureau of Agricultural Economics, Department of Agriculture, are now recognized in eighteen countries. Of seventeen foreign countries, fifteen maintain standards in connection with an export trade in eggs, and two countries—Germany and the United Kingdom—recognize standards for the domestic trade only. There is considerable uniformity in the standards.

Canadian egg standards were the first to be systematically formulated. United States standards were prepared later, and following in essential respects the Canadian standards. Foreign countries in general have considered the same quality factors in formulating egg grades, and have adopted practically the same methods of describing the various degrees of quality.

In practically all of the standards, the specifications for the air cell deal with its depth. Similarly, differences in quality, as evidenced by the condition of the yolk, are indicated in terms of visibility of the yolk. Countries which have established standards of quality for shell eggs are: United States, Canada, Denmark, Sweden, Norway, Estonia, Latvia, Lithuania, Finland, Netherlands, Belgium, Russia, Poland, Danzig, Rumania, Ireland, South African Union, England, Wales, and Germany.

When On Your Way, See Onaway.

Onaway, June 28—The big dairy picnic held at Black Lake State Park, July 22, has come and gone, and it went over big. Nine hundred autos, by actual count, drove into the park on that day. It was estimated the attendance reached over four thousand people. The day was ideal. Every event was pulled off according to schedule, except speed boat races; the water was too rough; speaking, singing, orchestras, dancing, racing, diving beauties. A lot of credit is due M. G. Koepsell, the president, and his committee for their activities and the able manner in which they performed their work. This being the third annual event and bigger and better than ever proves that the association is gaining strength rapidly and accomplishing its purpose, namely, advertising Presque Isle and Cheboygan counties, as leaders in dairy products. More will be said in a later issue along this line. Mr. Koepsell was re-elected president for another year and empowered to select his own committees.

Squire Signal.

Poultry Fattened By Injections of Water.

Unscrupulous poultry dealers have been known to feed chickens sand and gravel to increase their weight, but here's a new one. An agent of the Federal Food and Drug Administration visited a wholesale poultry house and found that dressed chickens were being given hypodermic injections—of water. A hose terminating in a hollow needle was used. Each bird received several ounces of water, which was gradually absorbed. This increased the weight and made the scrawny birds look plumper. Although Federal agents could not interfere, since the chickens were not shipped interstate, State officials later seized the profit-making hose and fined the dealers.

Dark Egg Yolks Caused By Feed or Heat.

Poultry producers find that many buyers in the large cities, especially the New York market, prefer eggs with light-colored yolks, the United States Department of Agriculture says.

Such materials, as green feed and yellow corn, produce dark yolks, but when eggs are candled it is often difficult to tell whether the dark yolk has been caused by feed or because the egg has been exposed to heat. Thus, although buyers prefer light yolks, in order to be on the safe side, dark yolks do not necessarily mean that the eggs are inferior in quality. Feeds such as white corn, wheat, buckwheat and oats result in eggs having light yolks.

Fall Hollow Ware Orders Delayed.

Delayed buying on the part of retailers of pewter and silverware lines is causing some concern in the market at this time. Most of the buyers, expected around the middle of this month to place Fall orders, failed to put in an appearance. Those who have visited the market purchased only sales goods for immediate delivery. Reports of the success of new types of copper hollow ware offered in retail stores have induced most of the pewter manufacturers to add copper to their Fall lines. In most instances the metal has been used in combination with pewter.

Pool Table Orders Encouraging.

Early demand for small pool tables for holiday sale set new records this year for both quantity and volume. At the present time the large volume buyers are interested chiefly in obtaining tables to retail at \$3.95 and \$7.95 for use as leaders in their departments. The call for tables to sell at other prices has been good, but cannot compare with the demand for the two-price ranges mentioned. Efforts to develop a year-round market for their products have been fairly successful this year, producers explained in reporting that many retailers reordered on the item throughout the Spring.

They say Russia has made a religion of communism, but maybe it just seems that way because it appeals only to the poor.

The economical woman is always trying to manufacture something new out of old bread crusts.

THE RETURN TRIP

Because business seems so depressingly at a standstill, we are inclined to forget that "bottom" has been reached. It all appears so fathomless.

Naturally, the "Return Trip" to activity will be as weary going as the journey to depression. Illness may be slowly overtaking a man for months, from which he foolishly expects to recover in a day. Human nature is like that.

The summer months have always been coastal periods. Vacations and general relaxation ascend the throne of daily living. Recreation is in the air! Nature's restful haunts beckon us teasingly. The lure of monotonous work loses its hold upon tired business men hungry for physical stimulation and mental refreshment. Thank God for summer!

Words cannot reduce hazards of businesses feverishly struggling to "survive!" Predictions lose power the moment they fall short of fact. In all walks of life, men are becoming intolerant of the street-worn phrase "Things are picking up!" Hearsay is rapidly losing its attentive audience.

"Well, what is coming of it all, anyway?" we question. "What are we going to do about it? I've tried everything." And with a weary shrug, we walk away broodingly. But brooding is just the thing strong men must dodge like a serious plague. Brooding is sick thinking, sometimes resulting in death to the business concerned. None of this! Mental analysis is what every "go-getter" needs to-day. We must honestly determine whether we are pouring ideas into our job or just re-hashed, time-worn habit. We must be sure of our adaptation to the work we're doing and know whether or not we're thinking straight, studying intelligently and coolly clearing our head after the dizzy punch Depression has dealt us.

Of course we're already for the Return Trip. Let's go!

Frank K. Glew.

Fast Selling Lines

mean rapid turnover of stock — less money invested and more profit for you. It is to your advantage to push

K C Baking Powder

Same Price
for over 40 years

25 ounces for 25c

The price is on the package and in all K C Baking Powder advertising.

Your profits are always protected.

The turnover is fast.

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