

Days Like These

I like the tangled brakes and briers,
The hazy smoke of forest fires;

The misty hills' soft robe of brown,
The ravished fields' regretful frown;

The wrinkled road's unconscious snare,
The free, unbreathed, and fragrant air.

I like the wide, unworried sky,
The resting wind's contented sigh;

The rustle of the vagrant leaves,
The whisper in the standing sheaves;

The birds' lament for summer lost,
The stinging challenge of the frost.

The sturdy life of stalwart trees
Thrills in my veins on days like these.

Ella Elizabeth Egbert.

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The New Member of the
Quaker Family.

Packed in new, beautiful, attractive packages
—steady, hard-working silent salesmen.

Quaker Spices are guaranteed to be absolutely pure—a worthy addition to the Quaker Line.

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Our salesmen will tell you about Quaker Spices—a line that will be an asset to the dealer's business.



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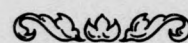
Fleischmann's YEAST

A Product Of
STANDARD BRANDS
INCORPORATED



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Correct Insurance Coverage
Engineering Service
Fire Prevention Advice
Rate Analysis
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Saving in Cost



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(Michigan's Largest Mutual Insurance Agency)

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 24, 1932

Number 2553

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

SOME TRENDS IN TRADE.

Sidelights on the General Business Situation.

Confidence always precedes by 30 to 60 days a pick up in the physical volume of production and distribution. Bad news is still to come, and it would indeed be miraculous if the commodity and security markets continued to go up without relapses, but we believe that the worst is very definitely over, and that this is the time to put on extra sales pressure in more advertising and more salesmen.

People differ on terms, but inflation (or reflation) is with us and has been brought about by such moves as the easy money policy of the Federal Reserve, the Reconstruction Finance Corporation, the Glass bill, which allows National banks to issue more currency against Government bonds, and the proposed formation of a \$50,000,000 banking corporation to advance funds for building up of raw material inventories.

It is stated on good authority that the plans call for further strengthening of commodity prices—livestock, wheat, cotton—and to make these influence other commodities upward.

The rise in common stock prices is heartening, although to most people a reaction seems inevitable, but the bond market rise is more important, and will lead to new flotations, new construction, increased employment.

The Guaranty Trust Co., of New York, has prepared an interesting survey giving the order of upturn of various business indicators in the four most recent depressions. The sequence averages as follows: One, automobiles; two, foreign trade; three, construction; four, coal; five, cotton; six, car loadings; seven, steel production; eight, pig iron.

The number of failures during the fortnight declined but the decrease of 4 per cent. was much less than is normally expected at this time. As a result Bradstreet's adjusted index rose to 171.5 per cent. of the 1928-30 average.

Steel operations continue below 20 per cent. of capacity. A "break-even" basis for the industry is supposed to be about 35 per cent. Sentiment in the trade is cheerful.

Cotton rose more than \$5 a bale on August 8 when the Government forecast was released of a 1932 production of only 11,306,000 bales. Earlier this year the crop was estimated as high as 14,000,000 bales.

Production of electricity for three consecutive weeks has improved its showing against last year.

Loans and investments of the big-city banks have increased during the past fortnight. That is an important trend to watch.

Bank closings were fewer and almost as many re-opened as were closed.

The current upswing in bonds is the fourth largest consecutive advance without a setback since 1915. The daily average upswing in the current increase is almost four times as large as in the most rapid of the previous swings.

Despite declining production and a continued lag in retail sales, a wave of optimism is sweeping over the automobile industry. Registrations of new cars in July were off about 30 per cent. from June.

A month and a half ago a large textile mill closed down for the summer. What was believed to be a three months' stock was on hand. But in three weeks the stock was almost entirely sold and the mill re-opened hurriedly and is operating on a full-time schedule.

The combined Ringling circuses made more profit in July this year than last. Reasons: a better and more expensive product and an increased advertising budget.

Wall street brokerage houses called ten thousand clerks back to work last week; the price of Stock Exchange seats has practically doubled in one month.

The president of the Iowa Pearl Button Co., Muscatine, Iowa, put his four factories on a capacity basis the first of the month and announced, "For at least sixty days we are going to forget about profit and concentrate on the benefit to the community from employment and consequent increased buying power." He added that if thousands of small factories followed suit the depression would be broken.

General Motors is making an experiment in dealer consolidation in two Michigan cities to determine whether it may be possible to replace weak dealerships with strong ones handling several G. M. cars. The plan is understood to contemplate placing Buick, Pontiac and Oldsmobile franchises in the hands of one dealer in each territory. Sponsors of the plan believe that a dealer who is making money

will provide better facilities for repairing and servicing cars.

Reports of wage and salary increases are beginning to straggle in, although the trend is toward spreading employment among a larger number of workers. This past week the Stehli Silk Mills, in Lancaster, Pa., gave their 1,200 workers a 10 per cent. pay increase, and in Akron the salaried employees of the India Tire and Rubber Co. were repaid the full amount of a 20 per cent. wage reduction imposed last January.

Bookings of the U. S. Steel Corporation showed another moderate decline in July, but scrap markets, which usually anticipate an upturn in steel production, showed advances last week.

How A. E. Brooks Celebrated His Birthday.

A. Eddy Brooks, of Grand Rapids, appropriately called the "grand old man of the North Orange and Warwick old home day re-unions," was 90 years old on Aug. 16 and in way of celebration sponsored an all-day motor trip through Southern New Hampshire and the Western part of this state. In the party were relatives, Wales Ward, of Troy, N. Y., Miss Henrietta Mallard, of Grand Rapids, Mr. and Mrs. S. A. Oppenheim and daughter, Marion, of Detroit, Mr. and Mrs. R. D. Crosby and Miss Barbara Crosby, of Orange. In the late afternoon dinner was enjoyed at the Waffle Shoppe. Mr. Brooks turned the 90 mark in as hale and hearty condition as most men turn the 70 year mark and with it goes a warm handclasp and a kindly smile for old friends and new acquaintances. The re-unions at North Orange and Warwick would scarcely seem complete unless he were there. The re-union on the 10th at North Orange was the 33d annual and Mr. Brooks has attended all of them but three.

As interested and loyal to North Orange as Mr. Brooks is, it is a surprise to many to know that he was born in Wendell. His early life was spent there, in Warwick and North Orange. The latter part of his boyhood and young manhood was spent in the Northwest section of the town, his parents occupying what was the old Smith tavern on the North Orange road to Warwick. Mr. Brooks assisted his parents on the farm for a time and also taught school for two terms in Tully. During one winter he conducted a "select school" in Parish hall, North Orange, clerked in Nathan Johnson's store and was also a bookkeeper.

In 1869 Mr. Brooks was married to Miss Julia Ward, of North Orange, who, until her death in 1928, was just as enthusiastic as her husband about returning to Massachusetts each year. In the year 1873 they moved to Grand

Rapids, where Mr. Brooks engaged with others from this section in the manufacture of candy. Several years later he severed these connections and went into business for himself.

Mr. and Mrs. Brooks had four children, two girls and two boys. The sons have for many years been associated with their father in the candy business, and now carry on the bulk of the burden, leaving him leisure for some well-earned recreation. He has spent several winters in Florida. However, he can usually be found at his pleasant home on State street in Grand Rapids, unless it is in August, the month of New England re-unions. During that period he may be found in the hill towns adjoining Orange, enjoying his association with old friends and visiting the scenes which were so dear to him as a boy.—Orange (Mass.) Enterprise.

Unknown Author Predicts Unerringly.

In the April issue of the Mid-Western Banker a graphic chart was reproduced which again appears uncannily correct in the face of brightening economic conditions.

In 1902, in Fond du Lac, Wisconsin, a building was being wrecked to make room for an industrial venture and in one of the rooms an old desk was discovered which fell apart in the destruction process. From it fell a folded paper, yellow with age which, when opened, revealed a business cycle chart "looking forward to 2000 A. D." Investigators agreed that the author, unknown, must have created this remarkable chart as early as the year 1880.

The remarkable accuracy of this personal compilation and prediction has made deep impression upon the minds of economic experts, who assume that experienced facts may have prompted his lines up to 1900, but that beyond this the author's chart lines were entirely visionary.

Since 1900 and up to the present era the peak and low points have occurred with precision. The uncanny predictions of cycle durations are startling in their realization. Vitally interesting to us all right now is the author's prediction that 1929 would be this cycle's crash year, with 1935 the year when we shall again reach the top.

This is something worthy to think about, anyway, especially in view of the fact this unknown prognosticator saw another panic slump in 1945, following in the wake of recurring inflations.

Frank K. Glew.

Four New Readers of the Tradesman.

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

Farmers & Packers Surplus Warehouse, Grand Rapids.

Richard J. Smith, Grand Rapids.

Lloyd Leddick, Sheridan.

John Iverson, Lansing.

IN CASE OF REPEAL

How Shall Liquor Sales Then Be Handled?

Grand Rapids, Aug. 22—I am very happy to note your opinion on the current prohibition question, and assure you that I appreciate an opportunity of expressing my own views on the subject, which are entirely in sympathy with yours.

I have been actively associated in the management of the Pantlind organization for nearly forty years and feel that I can speak with some authority on the liquor situation as it is applied to hotel operation. Prior to the so-called prohibition era, in which we are now living, we operated a bar and sold liquors in our public dining rooms. During all of these years that I was associated with the late J. Boyd Pantlind, neither the local authorities nor any group of citizens ever had occasion to question Mr. Pantlind or to criticize his manner of handling the bar and the sale of liquors in the hotel. The laws governing the hours of operation and the quality of liquors were strictly observed. In addition, he instituted many rulings of his own governing the amount of drinks to be served to any individual and, most assuredly, there never was a time when young men and women under age could purchase a drink of liquor in any part of the hotel. We also had a very strict rule that no liquor could be served in the dining room unless food was served with it and no person could be served more than two drinks during that meal. Thus we were able to operate our dining room in a very orderly manner and an atmosphere of refinement prevailed throughout the hotel, permitting those people who were non-drinkers to be perfectly at ease and in an environment that might otherwise have been distasteful to them. These ethics certainly have not been observed by the present day bootlegger or speakeasy.

I am opposed to the old time open saloon and bar. Briefly, I would like to see liquor handled from regularly established Government stations and sold direct to the consumer in sealed packages, much the same as it is now handled in parts of Canada. However, I believe that the public's demand for the opportunity to purchase it by the drink should also be recognized and I am in favor of permitting the sale of wines and beers in the dining rooms of the recognized hotels and first-class cafes and restaurants. The rise and phenomenal success of the present so-called speakeasy, where liquor is served by the drink with food, is evidence of this particular demand on the part of the public. The quantity of liquor served should, of course, be regulated by law, but I am positive that every first-class restaurant operator, as well as the recognized hotel operator, would institute rulings of his own to the same effect, so that their dining rooms and cafes would in no way take the place of the former saloon, but rather would be conducted in the same orderly manner and refined atmosphere in which they were operated in pre-prohibition days.

Hotel operators have been burdened with a tremendous handicap in the operation of their business and their efforts to enforce the prohibition law. The law expects the hotels to be responsible for the guest who drinks liquor within their premises, yet we have no control over the guest who buys his liquor from the bootlegger and takes it to his room. We have no authority to search his room or his baggage and seize his liquor, but must wait until he infringes other rules or until he becomes objectionable before we can take any action against him and at the same time be within the very limited protection that the laws offers us. We must employ extra men to see that this part of the business is properly looked after and enforced. Our

cost of repairs and refurnishings to rooms is several times greater now than it was during pre-prohibition days, due to the increasing tendency on the part of the public to make the hotel room a place to have drinks; and in addition, the public is rapidly deserting our dining rooms and cafes and patronizing the modern speakeasy, where they can secure liquor with their meals. This is alarmingly prevalent in the larger centers, where speakeasies operate in numbers and in close proximity to the hotels, where they draw not only the local hotel patronage, but the traveling public as well. These institutions operate entirely without taxation, serve anything which passes for liquor, and charge many times a legitimate price for it. The exacting hotel guest who demands a minimum rate room and complains about the price of food, does not hesitate to pay the bootlegger anywhere from \$8 to \$12 per quart for liquor in order that he may entertain the buyer who purchases his product.

The hotel men of the country have never voiced their protest to this situation until recently. Yet during all this period they have seen their revenue gradually decrease and taxes increase, until now nearly 70 per cent. of them are in the hands of receivers. The situation grows more intolerable every day and a little adjustment in the modification of the prohibition laws and proper legislation with regard to the hotel and restaurant situation would not only relieve this deplorable condition, but would lift this huge industry from its present chaotic financial condition and do much to place it on a sound profitable basis.

Wm. R. Duffy,
Manager Pantlind Hotel.

Saginaw, Aug. 19—Replying to your letter of Aug. 13, I beg to advise you that the stand of the hotel men on the eighteenth amendment has been pretty well defined in their publications and their action in the matter. This hotel, as one of the many receiving unjust competition through the acts of the liquor situation, does not ask that bars or saloons be re-instated or installed in this country, but are demanding that beers and wines be permitted to be sold to guests in their dining rooms or tap rooms.

Our industry, as a whole, has been very loyal to the maintenance and upholding of laws of our country. As the handling of intoxicating liquors is prohibited by our Government, the majority of us have lived up to the letter of this law. However, places only a few doors or blocks removed have violated every principle of this law, have taken our customers from our dining rooms and coffee shops, have been non-taxpayers, and the Government seems to countenance their disrespect of law, yet stand ready to padlock any of our institutions which even allow an employee to direct or insinuate to a guest where he could procure intoxicating liquors.

We feel that all citizens in business should be placed on the same level. Only high grade beers and wines should be permitted to be sold, insuring the safety of the public against poisonous or adulterated liquors; that the public bars should not be placed back in our hotels, but service bars maintained by us where these beverages can be served with foods or light lunches.

From our point of view, we feel that if the public receives this freedom, to which they have always been entitled, the cause of temperance can be fostered and further developed in our country and which cause most of us are favoring.

We trust, with your valuable publications, you will be able to assist the hotel men in their endeavor to repeal the eighteenth amendment which has been a source of great loss to us all.

Henry M. Hollister,
Manager Hotel Bancroft.

Flint, Aug. 18—The writer has talked with many persons during recent months regarding the repeal of the eighteenth amendment, to which you refer in yours of the 12th, and I am of the opinion that there is a possibility of action being taken at the next session of Congress which will permit the sale of a higher alcoholic content beer than is at present permitted. So far as repealing the act, I feel that we are a year or more away from such action.

Naturally we are all opposed to the open saloon as we know it and we, of the hotel field, believe that the hotels could handle the sale of not only beer but other alcoholic beverages in a manner which would be satisfactory to everybody, with the sale of the sealed packages by Government agencies, such as is now carried on in the Province of Quebec. No doubt a method such as this would eliminate the bootlegger, the speakeasy and the beer parlor.

You state that the restoration of the hotel bar will do much to place hotels of America on a paying basis. I am very doubtful that there are many hotel operators who would care to operate a barroom or cafe, but the majority, I am sure, would welcome the privilege of serving beverages in their dining rooms, not only for the profit of the sale, but also from a tax standpoint. We believe that the taxes collected in this manner would go a long way toward helping balance Government budgets. Undoubtedly there would be a city, state and Federal tax connected with the sale, and this tax with the saving to be expected by the elimination of the greater part of our present prohibition forces, would be tremendous.

I am also certain that with licensed handlers of alcoholic beverages local Government enforcement agencies would again perform their duties in such a way that the average citizen would again recognize the laws of his community, state and country.

I was indeed very happy to know that you favored the repeal of the present amendment and also to know that your influence would be widely broadcast, as I assume it will be through the Michigan Tradesman.

Lloyd G. Robinson,
Manager Durant Hotel.

Sturgis, Aug. 18—In answer to your request, I want to thank you for the interest you are taking in the hotel industry, which is the third largest industry in the United States. If the hotels were allowed to sell as you suggested, it surely would take a lot of them out of the red. I would suggest that a one man commission for a State be appointed to say what hotels should be allowed the privilege and he should be an honest man and hard boiled. For any infraction of the law the privilege should be revoked at once. A restaurant should not have the privilege, for you know that Greeks and Italians will not live up to the law, as a rule. The great throngs of people traveling through the country should be able to get what they want without having to go to Canada for it.

I am sorry that I wasn't able to answer your question sooner. There is no doubt that the bootleggers' business will be ruined when people who drink more or less can get good liquor at reasonable prices.

D. J. Gerow,
Proprietor Hotel Elliott.

Holland, Aug. 17—In regard to your letter asking my opinion of the repeal of the Volstead law I certainly am with the vast majority at this time favoring the repeal.

I am not in favor of the return of the saloon, but believe that the public should be able to have beverages with their meals and it seems that the better class of hotels should be the logical places to be allowed to dispense the same in their restaurants and rooms, as, unfortunately, this is being done in speakeasies, regardless of the law, and

the guests are bringing the present liquor into their rooms and spoiling furniture.

Packages of wine, beer and liquor could be sold by reputable businesses authorized by the Government, as I believe the easier it is to get the less amount will be used. Geo. Dauchy,
Landlord Warm Friend Tavern.

Albion, Aug. 18—In answer to your letter of Aug. 9 regarding the prohibition issue I am heartily in accord with your opinion that as soon as anyone can procure wine, beer or other liquors in hotels and distributing agencies, it will cease to be fashionable to have liquor on hand and the bootlegger will be out of the picture.

Equally important is the fact that thousands of people will be put back to work and millions of dollars will flow to the Government in taxes which are now being wasted which, in addition to the saving of the cost of this so-called enforcement, ought to produce a possibility for some tax relief.

Fred Beecher,
Proprietor Parker Inn.

Traverse City, Aug. 20—I have your letter of the 9th relative to my views on the eighteenth amendment.

I think I voice the sentiment of ninety-five per cent. of the hotel operators of the country in being opposed to the eighteenth amendment. I am also opposed to the old open saloon. The method now in force in Ontario seems to be quite a satisfactory and workable system, and I would welcome a change from the present violations of the eighteenth amendment. After fourteen years of unsuccessful enforcement, it is very evident that the eighteenth amendment should be repealed.

Geo. C. Anderson,
Manager Park Place Hotel.

Battle Creek, Aug. 20—It was indeed a pleasure to get your letter of Aug. 10. I am opposed to the open saloon and would be glad to see the Legislature handle the liquor situation as it is handled in Canada.

However, in my opinion it will be a long time before the Volstead law will be repealed on account of the hypocrisy of the voters. Many of them drink and vote dry.

C. H. Montgomery,
Manager Post Tavern.

St. Johns, Aug. 20—Your conclusions are absolutely correct. If some of our dry friends could only see the point as you see it, prohibition would soon be a thing of the past.

Inasmuch as no definite plan for handling the liquor business has been proposed in this discussion started by the Tradesman I assume it would be in order to express in writing through your columns an idea that might meet with the approval of many persons, especially those die hard dries.

As you will notice the enclosed plan does not provide for the return of the saloon, nor does it put the Government in the liquor business—a thing many dries object strenuously to.

On the other hand, Congress would retain control of the manufacture and distribution of light wines and beers, imposing a tax for manufacturing and selling, also a tax on each article sold.

The distribution of liquor would also be under the supervision of Congress and from these sources the Federal Government would derive millions of dollars in revenue each year.

To the states would be reserved the right to say under what conditions liquor could be sold and consumed within their borders. The states' income from this source would also run into millions each year.

While it must be admitted no plan of control will meet with everybody's approval the state should exercise full control over sales and consumption within its borders and the liquor interests made to realize from the beginning.

(Continued on page 17)

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

The general store, child of the Canadian ford plant just across the river from Detroit, has decided to close out the business, in operation for the past few years. Unlike the Detroit ford organization, which apparently was forced to discontinue selling to the general public because of the belligerent attitude of the merchants and the propaganda spread by the press of the country, the Canadian outfit made no pretense of confining their sales to the employees only. The general public was welcome and no small amount of business was thus diverted from the regular channels leading to the border cities stores. As general merchants the ford Co. are still fairly good automobile manufacturers.

W. A. Ray, member of the Detroit organization of the Toledo Scale Co., 2818 East Grand boulevard, for the eighth time has qualified as a member of the One Hundred Per Cent. Club by obtaining his eight months' sales quota in seven months. The prize is a week's vacation as a guest of the company at an island resort in Lake Erie.

Louis Brawer has opened a wholesale women's and children's underwear, lingerie and notion house at 175 Jefferson avenue, East. The business is advertised as a cash and carry establishment. Mr. Brawer has been in the retail dry goods business in this city for a number of years.

More than a thousand buyers are expected to attend the Women's and Children's Wear Market and Exposition to be held at the Hotel Statler on Sunday, Monday and Tuesday, Aug. 28, 29 and 30. At a meeting held last Saturday, President Meyer Waterstone, of the Women's Apparel Club of Michigan, sponsors of the affair, stated that more than 200 lines will be represented from all parts of the country. The entire fourteenth floor of the Statler has been reserved.

The United Neckwear Co., manufacturer, 170 West Jefferson avenue, has opened a cash and carry wholesale men's neckwear store at 19 East Jefferson.

Detroit is to have another women's wear show and market, according to announcements sent out by the local women's apparel distributors under the style of the Women's Wear Market Week, which will include dress houses and millinery firms. Louis Simon is president of the local organization and is the senior member of the firm of L. & H. Simon, 229 Gratiot avenue. According to Mr. Simon, preparations for the market week have been going on for more than two months and practically every firm has had buyers in the style centers scouring the markets for suitable merchandise.

Russeks, dealers in women's apparel, 1448 Woodward avenue, has undergone a re-organization, in which several departmental consolidations have been made. A junior dress department has been opened on the fourth floor and a sportswear section on the mezzanine floor.

Some of the lighter industries now are showing signs of a moderate revival, but the major industries are in the trough of the usual midsummer dullness, with several automobile plants closed down temporarily for vacations and inventory-taking. The outlook in the general industry is without special feature. Stocks of finished and semi-finished goods are unusually low, but a moderate improvement next month is expected, when farmers will have more money to spend. Automotive sales are mostly for replacements and are limited to a small percentage of the lower-priced lines.

A new six-cylinder "Speed Wagon" and eight-cylinder heavy-duty four-ton truck, powered by Reo-built Gold Crown engines, have been announced by the Reo Motor Car Co. The "Speed Wagon" is priced at \$1,095 and the truck at \$2,995. A complete line of Reo-built cabs and standard and special bodies is offered. Tractor-trailer combinations are included. The four-ton tractor-trailer unit has a rated gross capacity as high as 32,000 pounds, and the two-ton 20,000.

Shipments of Plymouth cars to De Soto, Dodge and Chrysler dealers throughout the United States for the first seven months of this year are 62 per cent. over those of the same period in 1931, according to H. G. Moock, general sales manager of the Plymouth Motor Corporation.

Knowledge of Merchandise Needed For Confident Selling.

It is important to know a number of things about the merchandise:

1. What is it like?
2. What is it used for?
3. What does it sell for?
4. How does it compare with other similar merchandise?
5. What are its selling points?
6. Where is it located in stock?
7. Where is the reserve stock?
8. What sizes, colors and qualities?
9. Why it is worth the money?
10. Of what materials is it constructed?
11. Are they better than other materials? Less expensive? More durable? More attractive?
12. What advantages does this merchandise possess that makes it attractive to the customer?
13. Is the construction good?
14. Is it fashionable?
15. Does it meet the customer's need? How?
16. Will it make the customer happy?
17. What are the elements of satisfaction in this merchandise?
18. If made of fabric, is it washable? Non-fading?
19. Will it wear a reasonable length of time?
20. What special Features? Any guarantee by manufacturer? Patented or exclusive features? Special points of interest?

These and other questions should be asked about the merchandise. A good spare time practice is writing down the answers to these questions on sheets of paper.

Go through boxes in spare time, study the merchandise in stock, really get acquainted with it.

There are a number of sources of information where you can learn a great deal about the merchandise you have in stock.

1. Ask the buyer or store owner about any points you are in doubt about.
2. Study advertisements in the newspaper.
3. Study your window displays and those of other stores.
4. Manufacturers' catalogues, leaflets, instruction sheets wrapped with the merchandise, directions, etc.
5. Salesmen in other stores in the same or other cities.
6. Books.
7. Trade paper articles.
8. Fashion magazines, such as Harper's Bazaar, Vogue and Vanity Fair.
9. Trade paper advertisements.
10. From people who come to buy.

Of course, when you know all about the merchandise you will not necessarily go through a parrot-like recital of the virtues of the goods. You are too smart for that. You will keep your eye on the customer. Knowledge is power. You have a great reserve power in the knowledge of your merchandise. Use this knowledge sparingly, naturally and easily, as you need it in demonstrating and selling.

Customers have much more confidence in salesmen who know the merchandise and know why the customer should buy it. The finest way

to spend time between sales is in studying stock, and studying the merchandise.

A. J. Cron.

Battle Creek Man Broadcasts Garfield Front Cover.

Battle Creek, Aug. 19—Just yesterday I made a notice on my catalogue pad to write to you complimenting your publication which, of course, is a compliment to you on the many fine bits of poetry and prose that you use in your publication.

I certainly have made good use of the cover pages where you quote many of the fine bits of literature so pertinent to life and present day experience.

To-day, on picking up this week's issue, I find that Mr. Lloyd has done exactly what I did last Sunday, so undoubtedly we were simultaneously reading Charles W. Garfield's speeches to our respective Sunday schools.

I happen to be General Superintendent of the Maple street Methodist Sunday school of Battle Creek and very often do I find the cover page poetry very fitting to the topics of the day. I pass this on to you unsolicited and true appreciation of the benefits that your paper has given me.

Chas. N. Albrecht,
Sec'y Battle Creek School of Business.

Foundations of thousands of estates, large and small, are being laid now by far-sighted investors who are buying carefully selected lists of common stocks of leading American industries.

—John Y. Robbins.

Excellence is never granted to a man but as the reward of labor.

KENT STORAGE COMPANY

Grand Rapids, Michigan



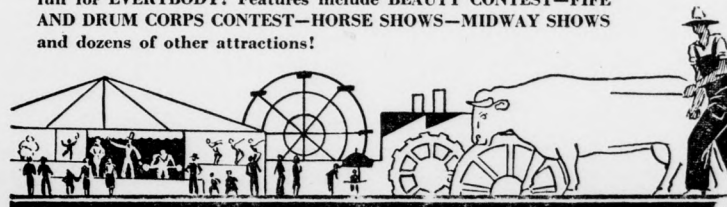
JOBBER OF
FRUITS—PRODUCE—BUTTER—EGGS
General Merchandise Warehousing
COLD STORAGE

MICHIGAN STATE FAIR and EXPOSITION DETROIT

SEPT. 4-10
7 DAYS
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Make all your plans NOW to attend the State Fair! . . . Loads of fun for EVERYBODY! Features include BEAUTY CONTEST—FIRE AND DRUM CORPS CONTEST—HORSE SHOWS—MIDWAY SHOWS and dozens of other attractions!



MOVEMENTS OF MERCHANTS.

Detroit—The R and H Shoe Co., downtown store, has been formally dissolved.

Grand Ledge—The Holaday Lumber Co. has decreased its capital stock from \$25,000 to \$12,500.

Detroit—W. Clunis, Funeral Directors, Inc., 4468 Third street, has decreased its capital stock from \$80,000 to \$15,000.

Detroit—The Cement Mills Equipment Co., 2842 West Grand boulevard, has increased its capital stock from \$6,000 to \$50,000.

Calumet—Vertin Brothers & Co., Sixth and Oak streets, department store, has decreased its capital stock \$100,000 to \$80,000.

Kalamazoo—The Katharine Beauty Shop has been opened at 415 South Burdick street by Mrs. Blanche Holt and Miss Irene Rodabaugh.

Detroit—The White Rose Bakery Co., 7621 Harper avenue, has been organized with a capital stock of \$2,000, all subscribed and paid in.

Grand Rapids—The Webster Furniture Co., 650 Dewey avenue, N. W., has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Larose-Begin Building & Decorating Co., 17844 Cardoni avenue, has been organized with a capitalization of \$1,000, all subscribed and paid in.

Detroit — The Samuel S. Kaplan Meat & Grocery Co., 349 Eastlawn avenue, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Detroit—Earl McNeil, Inc., 2423 Russell street, has been organized to deal in produce at wholesale and retail with a capital stock of \$1,000, all subscribed and paid in.

Lansing—Food Warehouse, Inc., 827 East Michigan avenue, has been organized to sell groceries, meats, etc., with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The White Star Dairy Co., Inc., 593 Kennilworth avenue, has been incorporated to deal in dairy products with a capital stock of \$2,000, all subscribed and paid in.

Detroit—The Diamond Screw Products Co., 346 East Jefferson avenue, has been incorporated with a capital stock of \$10,000, \$5,000 of which has been subscribed and paid in.

Detroit—The Detroit City Stove Co., 5075 Grand River avenue, has been incorporated to deal in stoves with a capital stock of \$40,000, \$3,000 of which has been subscribed and paid in.

Detroit—The Eastern Market Food Co., 2741 Russell street, has merged its business into a stock company under the same style with a capital stock of \$25,000, all subscribed and paid in.

Detroit—The Crown Coal Co., 6451 Georgia avenue, has been organized to deal in fuel and builders supplies with a capital stock of 500 shares at \$10 a share, \$5,000 being subscribed and paid in.

Detroit—The Detroit Foundry Co., Inc., 1521 First National Bank building, has been incorporated with a capital stock of 2,000 shares at \$25 a

share, \$1,000 being subscribed and paid in.

Detroit—The Standard Metals Co., 1554 Franklin street, has been organized to deal in old and new metals with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Battle Creek—Albert M. McCabe, of the sports department of the VanDervoort Hardware Co., Lansing, store has been appointed manager of the company's local store, opened a few weeks ago.

Detroit—The Modern Engineering Service Co., 7 East Grand street, has been organized to deal in machinery, etc., with a capital stock of \$25,000, \$1,000 of which has been subscribed and paid in.

Royal Oak — The Otto Meitzner Sporting Goods Co., 308 South Main street, has been organized to conduct a wholesale and retail business with a capital stock of \$15,000, all subscribed and paid in.

Muskegon—The Sample Furniture Co., 775 Pine street, has doubled its floor space by taking over the adjoining store near Clay avenue. Sidney Goldberg, formerly of Chicago, is manager of the store.

Detroit—The Michigan Coffee Co., 2220 West Warren avenue, has been organized to roast and sell coffee at wholesale and retail with a capital stock of 1,000 shares at \$5 a share, \$5,000 being subscribed and paid in.

Battle Creek—Charles T. McSherry, dealer in drugs at 567 East Michigan avenue, has merged the business into a stock company under the style of the McSherry Drug Co., with a capital stock of \$2,000, all subscribed and paid in.

Ishpeming—Raymond L. Sundblad, senior member of the firm of Sundblad Bros., garage and auto dealers, died in the Ishpeming hospital following an operation for the removal of his tonsils. Mr. Sundblad was 33 years of age.

Ferndale — Ray Wetmore, auto brakes, etc., 23455 Woodward avenue, has merged the business into a stock company under the style of the Wetmore Safety Service, Inc., with a capital stock of \$3,000, all subscribed and paid in.

Detroit—The Cities Process Corporation of Michigan, 820 Book building, has been organized for the erection and operation of gassification plants with a capitalization of 2,500 shares at \$20 a share, \$50,000 being subscribed and \$1,000 paid in.

Flint—The Valley Farmers Oil & Gas Co., with business offices at 709 Flint P. Smith building, has been organized with a capital stock of \$2,000 common and 4,800 shares at \$10 a share, \$2,000 of which has been subscribed and paid in.

Saugatuck—Edwin H. House, manufacturer of cider, fruit juices, etc., has merged the business into a stock company under the style of House's Cherry Cider Co., with a capital stock of \$100,000, \$51,000 of which has been subscribed and paid in.

South Lyon—The receivers for the United Lumber & Supply Co. have sold the property to Dillon & Upton,

a lumber firm of Rochester, and D. Leo Lunberg, also of Rochester. The name of the new company will be the South Lyon Lumber Co.

Lansing—Carl J. Arksey has returned from Waukegan, Ill., where he was connected with the engineering department of the Balkeitt Radio Co. and has organized the Ingham County Radio Clinic and has located at 1312 East Michigan avenue. The clinic is a service for dealers and individual radio set owners.

Ludington—Stock estimated to be worth from \$50,000 to \$60,000 was destroyed by fire Aug. 19, when the Epworth Gift Shop, Epworth Heights, burned to the ground. The stock is believed to be uninsured and was owned by Louis Nasharr, of the Belgian Lace Shop, Chicago.

Detroit—The Finsterwald Furniture Co., 219 Michigan avenue, has merged its business into a stock company under the same style with a capital stock of \$423,900 preferred, 1,415 shares class A, no par value, 2,250 shares of B, no par value and 96,880 shares of common no par value, \$1,000 being subscribed and paid in.

Weidman — This community will celebrate Weidman Day Aug. 27, according to local business men. In consideration of the hard times, plans have been laid so that Weidman business men will have no collection to pay, as in former years, and the biggest attraction for the day will be a ladies' baseball game.

Battle Creek — William J. Kirkpatrick, dealer in fuel and builders' supplies, 128 Capital avenue, S. W., has merged the business into a stock company under the style of the W. J. Kirkpatrick Coal Co., with a capitalization of 750 shares preferred at \$10 a share and 750 shares common at \$1 a share, \$8,250 subscribed and \$2,500 paid in.

Detroit—The Police Department of the city of Detroit holds a warrant for William Lieberwitz, 45 years old, a former shoe store employe, on a charge of embezzlement in the amount of \$2,000. Lieberwitz is described as five feet, three inches tall, bald headed with bald spot about the size of a silver dollar over his right ear and of dark complexion.

Muir—R. S. Sykes has purchased the grocery stock of Allen & Ludwick and will soon give the citizens of Muir an up-to-date general store. Mr. Sykes is having his store remodeled to make room for the grocery department which will be run in connection with his clothing business. Mr. Sykes has been in the clothing business for the past thirteen years since he purchased from L. M. Greenwood.

Detroit—The former Friedman Shoe store, located on the East side of Detroit, at 7768 Harper avenue, has been changed to the East Town Boot Shop, Inc., and given a Michigan charter. Company is capitalized at \$5,000, with stock issued at \$100 per share. Harry Friedman, former sole owner, has taken Jack Weinberger, a man new to the business, in as a partner. Gussie Friedman is also associated with the store now.

Detroit—George Arfa has entered the shoe business with a new store in the Northeast part of Detroit, at 9864 Gratiot avenue. He is operating under the name of Milady Boot Shop, Inc., and carries an exclusively ladies' stock. The firm has been incorporated under a Michigan charter; capitalization consists of \$2,000, with stock issued at \$2 per share. Joseph A. Simonsky is associated with Arfa in the proprietorship. Both are new to the shoe business as owners.

Big Rapids—Plans for an annual celebration, to be called the Rainbow Festival, are being developed here under direction of local business men. It is planned to hold the first festival late in July, 1933. This time was selected to avoid a conflict with the Mescosta County Fair and the Cherry Festival at Traverse City. It is planned to make the event a homecoming for all former Big Rapids residents. The celebration probably will continue for three days. It is expected that a queen will be selected each year to reign over the celebration. The event will be financed by popular subscription.

Manufacturing Matters.

Detroit—The General Televisum Corporation, 1602 Barlum Tower, has been organized to manufacture and sell electrical equipment, with a capitalization of \$5,000, all subscribed and paid in.

Detroit—The Bakery Products Co., 946 Penobscot building, has been incorporated to manufacture and deal in food products with a capital stock of \$50,000, \$1,000 of which has been subscribed and paid in.

Grand Rapids—The Furniture City Polish Co., 50 Wealthy street, S. W., has been organized to manufacture and sell polish with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Detroit—The Lead Alloy Products Co., 6620 Walton street, has been organized to manufacture lead gaskets and other metal parts with a capital stock of \$5,000 preferred and 45,000 shares at \$1 a share, \$50,000 being subscribed and \$5,370 paid in.

Orders Maintain Good Pace.

New York, Aug. 22 — Orders received to-day in the wholesale markets maintained the good pace set last week, with the mail volume said to be well distributed over both apparel and accessories. Merchandise for school-openings was sought in heavier volume, with many stores scheduled to conduct an early drive on these lines. Pressure for dress deliveries continues strong. Second lines are being prepared for showing early next month. No radical innovation from the Paris openings is expected. Both coat and dress producers are somewhat doubtful regarding the immediate prospects for the lowered waistline, the change featured by Patou.

A new electrical marker writes on any material which will conduct electricity, is said to etch even the hardest steel easily.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 4.60c. Beet granulated is all sold out.

Tea—The market in this country has practically not changed at all during the week, though there have been some fluctuations in primary markets. The demand is fair.

Coffee—The continuation of the political condition in Brazil and the closing of the ports out of which Santos coffee comes have lowered stocks of Santos in the United States and the price is advancing. This can be changed, however, any time the ports open. Rio is relatively cheaper than Santos and hasn't advanced so much. Milds are feeling a little firmer because they are substitutes for Santos and the demand is increasing. Jobbing market on roasted coffee is firmer.

Canned Fruits—The market came back a little last week in some of its softest places. Cling peaches, which had not so long ago touched new lows by selling at 90c for standard No. 2½s and \$1 for choice No. 2½, with a special trade discount, have firmed up at the bottom. Not only has the special trade discount been withdrawn, but it is doubtful now that peaches can be bought at 90c and \$1. At least, some business has been rejected at this basis. New prices on fruits have been named only in a few instances, but it is apparent that Bartlett pears, apricots and other items are being adjusted down to cling peach prices, which indicates that these prices are due to stay for some time to come.

Canned Vegetables—The major vegetables are holding well in a general way. There has been a slight easing in Southern tomatoes, but on the other hand, stringless beans continue slightly firmer, and peas are steady to higher in all markets. Corn is not doing much, but at least seems to be holding its own around the old price levels.

Canned Fish—Salmon is moving in a routine way. Pinks are steady at 85c, Coast, and reds at \$1.45. There are reports that Japanese pink salmon is being offered in this market at a price far below the domestic figure. The extent of the buying is hard to determine at this time.

Dried Fruits—New fig prices were announced yesterday by one large California packer. Calinyrness were quoted as follows: Standard, 4½c; choice, 5c; extra choice, 7c; fancy, 9c; extra fancy, 11c. Adriatics, standards, 4¼c; choice, 4¾c; extra choice, 5¼c; fancy, 6c; extra fancy, 7c, f. o. b. Fresno. Other packers have not named prices as yet, but are expected to do so in the near future. The dried fruit situation on the Coast has made some encouraging gains in the past week or more. Apricots have been very active, with fractional advances in price well maintained, and the market looks higher for the near future. Spot prunes have been moving vigorously in anticipation of the successful culmination of the prune pool. Dried apples, both in California and the Northwest, have reacted favorably to better export buying. Dried peaches, which have not done much yet, appear in line to make advances. The

raisin situation is uncertain, as nobody knows definitely yet whether there is going to be any control over the new crop. The campaign of the raisin pool appears to have failed, but efforts have been made on the Coast, sponsored, it is understood by bankers, to effect some sort of control to prevent demoralization of the raisin market by excessive competitive selling by grocers. Spot raisins are, of course easier.

Beans and Peas—Dried beans are doing better. The demand is better and prices advanced on most of the list. Dried peas tell the same story. The market is in better shape than for a long time, but nobody knows how long it will last.

Cheese—Cheese is not being offered freely and prices are firm. Demand moderate.

Nuts—The market is working into a stronger position for the fall. California almond prices have firmed up on the Coast, with growers showing a disposition lately to hold for better prices. Shelled pecans, both for prompt shipment or contract have shown a better undertone and pecans in the shell have been helped by news of the very short crop this year. The French walnut crop is reported as very small, and holders in that country as well as other continental shipping countries are showing firmer price ideas. Imported almonds are inactive, and filberts are not doing much at this time.

Olives—Although news from Spain continued bullish there was no change in spot olive prices. Advices from abroad indicated a very poor crop, some estimating that the pack will be as little as 10,000 casks as compared with a normal of 40,000 to 50,000. The quality was reported poor. With supplies generous on the dot, however, consumers were not worrying. Small needs were satisfied from hand to mouth.

Pickles—No further data is available on the new pickle production. It is still heard that dills packed this year will run far behind a year ago and that prices are due for advances. To date, however, no full price schedules have been posted on the new crop. These should be forthcoming shortly.

Sauerkraut—Reported in a firm position. Old kraut is practically cleaned up. The demand gives indications of picking up.

Rice—The market continues very firm in the South, with growers making the most of the crop damage which resulted in Texas recently, following the hurricane. Prices are steady to higher on both long and short grains for spot or new crop. There has been a noticeable improvement in export business during the past week, and domestic buying also shows some pickup.

Salt Fish—More American shore mackerel are being produced. Prices, however, are low—mackerel is cheap and ought to sell. None produced in Ireland yet, and the Norway catch is negligible. Other salt fish unchanged.

Syrup and Molasses—Sugar syrup is firm. Business is fair, but in small lots. Compound syrup is in fair demand. Molasses quiet and unchanged.

So live that you always have enough money to buy a new tire without laying your car up for a week or two.

Review of the Produce Market.

Apples—25@35c per bu. for Red Astrachans, Wealthy and Dutchess; selected fruit commands 50@75c.

Bananas—3½@4c per lb.

Butter—Butter has shown weakness since the last report, and the demand is poor. Jobbers hold plain wrapped prints at 20½c and 65 lb. tubs at 19½c for extras.

Cabbage—40c per bu.

California Fruits—Plums, \$2 per box; Bartlett Pears, \$2.25 per box.

Cantaloupes—Michigan Osage are now at their best. They are sold as follows:

11 x 11 ----- \$.75
12 x 12 ----- 1.00
14 x 14 ----- 1.25

Carrots—25c per doz. bunches.

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

Celery—Home grown 20@35c per bunch.

Cocoanuts—90c per doz. or \$3.50 per bag.

Cucumbers—No. 1 home grown hot house, 50c per doz.; No. 2, \$1 per bu.

Dried Beans—Michigan jobbers pay as follows for hand picked at shipping station:

C. H. Pea from elevator ----- \$1.75
Pea from farmer ----- 1.45
Light Red Kidney from farmer -- 1.40
Dark Red Kidney from farmer -- 1.60

Eggs—Receipts are showing heat and fine fresh eggs are steady to firm and 1c higher than a week ago. Jobbers pay 17c for 56 lb. crates and 18c for 57 and 58 lb. Jobbers sell candled eggs at 18@19c.

Grape Fruit—Florida commands \$7@7.50.

Green Corn—10c per doz. for Yellow Bantam; 12c for Evergreen.

Green Onions—20c per doz.

Green Peas—\$2 per hamper for Calif. or Wash.

Honey Dew Melons—\$2@2.50 for crates of either 9 or 12.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate -- \$2.75
Imperial Valley, 4s and 5s, crate 3.25
Home grown leaf, per bu. ----- .50

Lemons—The price is unchanged from a week ago, as follows:

Lemons—The price is unchanged from a week ago, as follows:

360 Sunkist ----- \$9.00
300 Sunkist ----- 9.00
360 Red Ball ----- 8.00
300 Red Ball ----- 8.00

Mushrooms—40c per one lb. carton.

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

126 ----- \$3.75
150 ----- 3.75
176 ----- 3.75
200 ----- 3.75
216 ----- 3.75
252 ----- 3.75
252 ----- 3.75
288 ----- 3.75
324 ----- 3.75

New Beets—30c per doz. bunches.

Onions—Home grown, 65c per bu. for medium yellow.

Parsley—40c per doz. bunches.

Peaches—Home grown are in large supply, but the prices are the lowest they have been for years. The quality is fine. Prices from jobber to retailer are about as follows:

Rochesters ----- 50c

South Havens ----- 50c

Elbertas ----- 75c@\$1.00

Other varieties ----- 40@60c

Pears—Early varieties, 75c@\$1.

Pickling Stock—Onions, 80c per box of 20 lbs.; cukes, \$2.50 per bu. or 20c per 100.

Pieplant—60c per bu. for home grown.

Plums—Prices range as follows:

Lombards ----- 65c

Blu ----- 75@90c

Potatoes—Home grown, 55c per bu. on the local market; country buyers are paying 50c per 100 lbs.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 13c

Light fowls ----- 10½c

Ducks ----- 12c

Light Broilers, 2 lbs. ----- 12c

Rock Broilers, 2½ lbs. up ---- 15@17c

Radishes—10c per doz. bunches.

Spinach—40c per bu. for home grown.

String Beans—75c@\$1 per bu.

Tomatoes—Home grown, 35c per ½ bu.; 60c per bu.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 6@9c

Good ----- 6c

Medium ----- 5c

Wax Beans—75c@\$1 per bu.

Watermelons—35@40c for Georgia.

Whortleberries—\$2.25@2.50 per 16 qt. crate.

Observations of a Retired Merchant.

It seems like old times to read the Tradesman again. I thank you for mailing me a copy. I always read the items from Onaway and I had a desire to see the town and meet your correspondent. We have driven over considerable of Michigan, but had never been to Onaway until last week. I certainly was pleased to meet Mr. Gregg. After a few minutes' talk he seemed like an old friend and he is certainly an optimist. The country needs more men like him. I cannot see much of a future for that section of Michigan. I do not understand where the town of Onaway gets its business in such a barren country. I have always lived in Berrien county, where farming is intensive. That is the reason a lot of Michigan does not look very good to me. The section of Michigan from Clare to St. Johns is the best grain farming land of any place we have visited. I never saw more large barns anywhere.

A. E. Chauncey.

Denim and Sheet Prices Raised.

An advance in denims by the leading producer and a 10 per cent. mark-up in prices on one of the leading sheet and pillowcase brands were main features of interest in the cotton goods market Monday. The Cone Export and Commission Co. raised denim prices to a basis of 9 cents for the 2.20 yard styles, deliveries to cover the remainder of the year. Taylor, Clapp, & Beall, selling agents, advanced their Mohawk sheet, pillowcase and wide sheeting line 10 per cent. and revised the Utica brands to conform with the Pequot price list, which on 81 by 99 bleached sheets was nearly \$1 per dozen higher, although discounts were different.

MUTUAL FIRE INSURANCE

How Fires Are Extinguished.

Fires are extinguished either by cooling the burning material below its ignition point or by diluting or cutting off the oxygen necessary for combustion.

Water extinguishes almost entirely by its cooling action, although under some conditions the vapor helps by shutting off the supply of air.

Soda-acid extinguishers act primarily by the cooling action of the liquid stream which is a water solution. This liquid is expelled by the pressure of the carbon dioxide gas formed by the mixing of acid and sodium bicarbonate. To a small degree the gas also aids in extinguishing the fire by diluting the oxygen. These extinguishers are best suited for fires in ordinary combustible material.

Foam blankets a burning surface and cuts off the oxygen supply. It also has some cooling effect. On liquids it forms a floating blanket and is therefore particularly suited to fires of this kind.

Carbon tetrachloride extinguishes by a combined cooling effect and vaporization into a heavy, inert gas which, when not dissipated, excludes the air from the burning material. When used on oils or gasoline, carbon tetrachloride dilutes the liquids so that the mixture of vapors given off will not burn. These extinguishers are best suited for electrical fires, for fires in small quantities of oils and grease, and for other small, confined fires.

Carbon dioxide gas displaces the oxygen in the air or dilutes it to a concentration which will not support combustion. A minor cooling effect is obtained from the carbon dioxide snow formed by rapid expansion of the gas. Because the gas itself causes no damage, these extinguishers are the best available for fires in electric switchboards and other delicate equipment. They are also good for small amounts of flammable liquids and are effective in enclosed areas. — Factory Mutual Record.

Preventing Grass Fires.

One of the main factors in industrial fire prevention is good house-keeping. Not only is cleanliness and absence of rubbish necessary on the inside of plants, but the grounds should be kept in good order. Many times fires which originate in rubbish or grass out of doors spread to buildings, with a resulting large loss.

Grass and ground fires are particularly prevalent in this season, and it is very good practice to make sure that no grass presents a fire hazard. Many plants make it a rule that no grass is allowed to grow within a certain specified distance of buildings. Grass and weeds may be killed, and the ground rendered sterile, by the application of the following solution: One gallon of a four-pound solution of sodium arsenite mixed with twenty-five gallons of water. Sprinkle the liquid on the ground.

Rubbish should not be allowed to accumulate in the yard. Often a rubbish fire some distance from the build-

ing itself ignites the building, by traveling through grass, other rubbish, or along wooden fences. In the late summer, heat usually dries everything out, so that the spread of the fire becomes very rapid.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 22—The slowing down of the tourists crossing the Straits is not helping business here. The usual overflows at the hotels are conspicuous for their absence. However, everything else considered, it could be much worse. The merchants are adapting themselves to the new conditions and are content with the amount of business each is getting. We are optimists and looking for better times. It might be that the idea is the thing. An idea was back of many of to-day's largest fortunes and greatest enterprises and yet an original idea is worth more to-day to its creator and the world than those fortunate ideas of yesteryear. Your idea may be your fortune. There is a premium on originality and ingenuity to-day. A large merchant observed at the market where he does his buying that the best selling ideas were the new ones, so draw the logical conclusion, "We need most of all new ideas." Current conditions inspired this comment from a Detroit automobile manufacturer: "We have overworked standardization. We act as if we had reached perfection when it is apparent that our products need improvement in design, in engineering and economy of manufacture and distribution." This habit or rut business gets into of thinking things good enough and of acting on this fallacious assumption that all the good ideas that have been thought of had something to do with the slowing down of business. The manufacturer thought the old methods and products were good enough. The designer was sure his first work could not be improved upon, and the merchant was satisfied with the old line until the public lost interest. There were phenomenal successes in business and industry while the depression was at its peak. Why? Because someone conceived an original idea, knew it was a double-barreled idea and had the courage to capitalize it.

Right here in the Sault we have what Robert Page Lincoln calls the wildest fishing in the world at our rapids. The "Outdoors," column of the Minneapolis Tribune recently contained an article by Mr. Lincoln, Nationally known sportsman and conversationalist, written while on a visit to our city, which surely was a thriller. With this unsolicited advertising, is it any wonder that we have great hopes for the future?

Evergreen Tavern, a large log structure centrally located between US 31 and the beach of Evergreen Shores development, at St. Ignace, has been opened to the public. The tavern contains eight large sleeping rooms with two beds in each room and private bath in connection with each room. From the tavern a wonderful view of the upper Lake Huron and the surrounding country may be had. The Tavern is constructed on the plan of the "Old Faithful" Tavern located in Yellowstone Park. The large lobby rises the entire two stories and is set off by a large stone fireplace and a balcony, upon which the upper rooms open. All woodwork is in the natural finish. Mrs. Albert Light, of Flint, who has been before the Lower Michigan public and social welfare work for a number of years, has been engaged as hostess.

Between shrinking bathing suits and shrinking wages a lot of folks in the swim these days find themselves in tight circumstances.

Fred S. Case, vice-president and cashier of the First National Bank, has accepted membership in the Michigan Bondholders Committee, a non-profit

organization, the members of which are drawn from all parts of the State, are recognized authorities on finance, familiar with the State and the bond issues which have been sold to the State and each has agreed to serve without thought of personal profit, recognizing a necessary public duty in the undertaking.

Lewis D. Kemp, who was born in the Sault April 11, 1849, died at the age of 83 years last Wednesday. Mr. Kemp was one of the oldest Sault residents. He was believed to be the oldest Mason in Chippewa county and was the last member of his generation of the Joseph Kemp family. Mr. Kemp was in business here for many years and was one of the best-known men in the county, having worked his way to success by hard work and honesty.

Hope Frederick, who for many years has been manager of the Northwestern Leather Co., has resigned his position

and will engage in business for himself. Mr. Frederick is one of the best posted leather men in the country and is one of the principal stockholders who helped make the leather company one of our leading industries.

W. E. Davidson, postmaster, was elected president of the Federal Business Men's Association at a special meeting last Tuesday.

There is such a thing as luck. The harder you work, the more of it you will have. William G. Tapert.

A new weatherproof window has a sash easily removable for washing or painting. It has no ropes, weights or boxes, resembles double-hung windows in appearance and cost.

Sit idle and you'll never become a rising star.

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.

The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

A LEGAL RESERVE MUTUAL COMPANY

23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 Houseman Bldg., Grand Rapids, 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



Lines of Interest To Grand Rapids Council.

Several years ago, the late Dr. Frank Crane, noted speaker and writer, whose daily writings were syndicated and widely published, wrote an article on the topic, "What I would do if I were a grocer." It was a very able article, because he was a very able man, and he gave the customer's viewpoint of how a grocer might increase his business and extend his good will. We will not attempt to copy it from memory, but I suppose that every customer and salesman at some time thought favorably of writing such an article himself. We expect people in business to differ with us when we offer them something which has not been sold in their place of business. Many times their objections are made to see how much faith we have in the product or to learn more about it. We enjoy such objections, but it occurs to the writer that the weakest thing a business man can say is the following, "When I get calls for it I will stock it." It is a time-worn excuse and if the man is sincere, it is evidence that he greatly overrates his position as a merchant in the community. Does he think that a customer will ask for a particular item and then wait for the merchant to order it and return to the store two or three times to enquire if it has arrived? The great majority of customers patronize a place of business because of their confidence in the merchant to select the greatest merchandise values for them and the courteous treatment they receive. Many times I have heard buyers enthuse about a product offered them and then voice the time-worn excuse stated above. If they have studied the needs of their community, they should quickly recognize the merits or lack of them in anything which is offered. The merchant who is progressive and doing business today is the one who buys that which will serve a large number of his customers better than they have previously been served and then displays it to better advantage. "The people are not so dumb," and instead of a merchant being afraid of a product because the crowds have not clamored for it, he should enthuse over the opportunity to offer something new, for those who have had to do the buying recently in retail stores have found practically nothing new from which to make their selection and certainly nothing new in selling methods. Perhaps this accounts, in a measure, for these dull days in business.

H. Fred DeGraff left last Monday morning for a three weeks' trip to Detroit, Toledo and adjacent territory. While in Detroit he has planned a meeting with A. G. Guimond, Jurisdiction Director of Team Work in Business, making plans for an aggressive campaign for this Fall and Winter. If the members of the crews engaged in Team Work desire to give Brother DeGraff a surprise party when he re-

turns, we suggest that they do it with applications for membership in the order. We do not know of anything that would be appreciated by Mr. DeGraff so much as a bunch of applications. He states that furniture dealers are exhibiting a tendency to stock a better class of furniture than a year ago, having learned that no one profits when a cheap line of merchandise is sold.

Russell Pettibone, 231 James avenue is engaged in establishing the line of the Metropolitan Refining Co., Long Island City, N. Y., and is meeting with a very satisfactory measure of success.

Horace E. Kach, residing at 434 Hall street, became a member of Council 131 in March, 1916. He has been a loyal member and always in good standing. Never had occasion to ask the order for indemnity for loss of time during the sixteen years of membership until recently, and what do you guess happened to him? A very peculiar accident, but accidents are usually peculiar. He went fishing and being lucky caught a bullhead. While removing the fish from his hook, one of the fish's horns penetrated his right hand; infection developed and he was compelled to take an involuntary vacation. This is another proof that you need the U. C. T. protection, even on a fishing trip. Brother Koch travels Michigan in the interests of the Standard Oil Co. of Indiana.

The Travelers Protective Association held their annual picnic last Sunday at Myers Lake. When this organization holds a picnic, it is a real one and this one was no exception. Great credit is due the committees who so ably directed the affairs. Walter L. Cornell was general chairman; A. A. Curtis had charge of refreshments; Peter Schregardus was in charge of sports and his decisions in all contests were highly satisfactory; Gale Fox provided and distributed the prizes; Martin Johnson marked the route to the lake with arrows so thoroughly that no one had any difficulty in finding the picnic. Pete Hendricks, well-known publicity man, handled the advertising. The Post furnished a generous supply of ice cream, peanuts, candy and lemonade.

Secretary-Treasurer Homer R. Bradfield and family are visiting his aunt, Mrs. M. A. Smith, at Livonia, N. Y. This picturesque little city is located about twenty-five miles South of Rochester. Mrs. Smith is ninety-five years of age and Brother Bradfield is her only living relative. They expect a very happy re-union and will return to Grand Rapids the latter part of this week. Official Reporter.

Men's Wear Trade Slackens.

Retail trade in men's clothing and furnishings reached a low level last week, as consumer response to the final clearance sales petered out. Despite the decline in volume, however, which is to be expected as the season closes, a greatly improved feeling is evident in retail circles and merchants are looking forward to a definite upturn in sales during the Fall. Most stores will not start to show new Fall merchandise until about Sept. 12, although a few units will offer new styles this week.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

L. Niggle, 2035 Paris avenue, Grand Rapids, called at the Tradesman office last week to say that the man who was apprehended in Muskegon some years ago for uttering bad checks was named Hagelmeier, who was then employed by the Ralston Cereal Co. Mr. Niggle has represented the same company several years, but had no connection with the bad check episode. The writer is very glad to make this correction in justice to Mr. Niggle, who recently sold 60 boxes of No Rub to grocers in Muskegon under circumstances he very much regrets. He is undertaking to effect an arrangement with the manufacturer of the washing powder to redeem the goods, because he has not made good on his promises to the merchants to make a house-to-house canvass of the city. Mr. Niggle is now out of employment, but as soon as he secures another position he insists he will make his word good to his Muskegon customers, either by redeeming the goods or by sending experienced canvassers to Muskegon to start the sale of the article.

Roy Wood, Louisville, Ky., is possibly the name of the man who swindled many Michigan people by inducing them to pay in advance for a weighing machine which he claimed was manufactured by the Cameo Novelty Co., of Pittsburg, Penn. In some towns he went under the name of T. Miller. He played a Grand Rapids man, Albert E. Lewis, 1217 Hovey street—a shabby trick by inducing him to transport himself and wife for four weeks in his automobile. They covered about 2,000 miles. The shyster bought the gas and oil used in the meantime and also paid Lewis' hotel bills, but did not pay him for the use of his automobile as agreed. At Buffalo they departed from their hotel early one morning, leaving Lewis stranded. He borrowed money through his fraternal relations which enabled him to get back to Grand Rapids. He says his passengers were very close mouthed and he has no clue to their present whereabouts. He has no idea that any of the names the crook used in his swindling transactions was his real name. The man was about 35 years of age. He claimed to have a sister living in Peoria, Ill.

A confidence game, which may be repeated, was tried on a merchant in Kansas City. Using the name of W. H. Cook, the confidence man approached the owner with a proposition

to buy the store. He stated he was buying it for his father-in-law and exacted a promise of commission from the storekeeper should the deal go through. The following day he returned with a check for one-third of the amount asked and asked for his commission. The retailer became suspicious and refused until the total amount had been paid. The salesman promised to bring him the balance the following day, but failed to return. Investigation disclosed the check given to be fraudulent.

N. L. Heeres, druggist on Pine street, and James A. Smith, paint dealer, reported to police they lost money to a man who, claiming to be the representative of a New York collection agency, obtained a number of past due accounts, made collections and failed to turn in the money. Police say he is an accredited representative of the New York concern, but as such was supposed only to solicit accounts for collection.

For Rambling Records.

Where truck drivers have to make out orders and invoices, a new type of metal-enclosed, permanent carbon copy record is likely to prove popular.

The entire equipment, aluminum alloy case and all, weighs only two and a half pounds and the employee can easily hold it in the crook of his arm while writing on it. Records are made in duplicate or triplicate, and the driver's copy tucked into a file pocket on the bottom of the instrument.

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COMMODITY ADVANCES.

Commodity price advances continue to hold up sentiment this week, although stimulation from this source and from the security markets is not yet joined by definite signs of improvement in basic industry. The textile lines are quite active and perhaps these gains will usher in a more widespread upward movement, as they have in the past.

To the upturns in commodities and securities have been added the psychological assistance of the Commodities Finance Corporation, organized last week to promote purchases of raw materials, and the conference of business leaders which will be held on Friday of this week to devise positive instead of defensive steps in overcoming the depression. Both these agencies should prove helpful toward improving sentiment.

Price data of the week showed some slackening in the recent rise, but a balance on the upward side. Dun's list of commodity prices disclosed thirty-seven advances as against twenty-two declines, which compared with forty-two and nine respectively for the previous week. The increases were found chiefly in hides and leather and textiles. Touching on the supply situation, the Census Bureau percentage of space occupied in public-merchandise warehouses at the end of June declined to 62.8 per cent., as against 63.5 per cent. at the end of May. The high point of the last three years was 77.1 in November, 1929.

Basic industry still sags. The number has fallen to a new low, due chiefly to the sharp drop in automobile output. Building construction has also slackened further, awards for the early part of this month dropping 17 per cent. under the daily average for July.

DRY GOODS CONDITIONS.

The trade volume holds up fairly well, although there is no special feature to the business. Until back-to-school merchandise and early fall lines move into greater demand there is not likely to be much greater retail activity, since the season is one of miscellaneous offerings to wind up the summer.

Current estimates indicate that sales are running about the same percentage of decline under a year ago as last month. The leading mail-order-chain system reported for the four weeks up to Aug. 13 a loss of 27.4 per cent., the largest this year. For the thirty-two weeks of 1932 sales of this organization have run 21.9 per cent. behind.

In a statement accompanying this report it is stated that the mark-down loss this year has been almost double what it was for the same period of 1931, due to the rapid decline in prices. This situation should be relieved, however, by the present upturn in values. The company in question, in fact, has instructed buyers to cover needs up to next March on products where the raw-material cost represents a large portion of the selling price.

A large wholesale house has urged its customers to anticipate their requirements, pointing to advances of from 15 to 25 per cent. in prices on

cotton, silk and wool goods since the season began. In the wholesale merchandise markets, operations have expanded, although cautiously. Price increases have driven in some orders.

SOME DEPRESSION PROBLEM.

Several striking examples of the effort being made to bulwark purchasing power were noted during the week. There was the case of the president of a steel concern in Camden, N. J., who announced he would use \$11,000 of his personal funds to give his twenty-five employees a 20 per cent. increase in pay for a year.

"It is simply a plan to stimulate officers of larger industries to do in proportion what I have done," he said. "I believe that if the plan were carried out generally in industry it would be only a short time before American business would arrive at good health."

A unique way of dealing with the problem of technological unemployment was the tax of \$8 per week assessed against the owners of new electrical pressing machines in the garment industry, the payments to go to a fund for helping those thrown out of work by the improved process.

In the men's clothing line, a movement is under way to form a group of manufacturers, retailers and union representatives to arrive at minimum standards so that there will not be the continual price pressure which finally results in lowering wages to sweatshop levels.

Of course the problem touched on by these measures goes far beyond these small efforts to remedy it. However, these little beginnings at least testify to the fact that the problem is recognized by at least some business interests.

DOUBTFUL ECONOMY.

Coincident with the revival of the idea that road salesmen may, after all, serve a highly useful purpose in the distribution scheme has come criticism of resident buying office practices in New York. Manufacturers agree that most of the leading offices are performing excellent work and offering a real service. At the same time, they are highly critical of many others whose operations often border on, if they are not actually, unscrupulous.

These manufacturers present food for thought to retailers when they ask how the clients of such offices expect to profit by having their merchandise sources selected and their merchandise frequently bought by mere boys and girls with little knowledge of the business. They point out that valuable market contacts are either disregarded or overlooked and that the stores are paying a great deal more through loss of profits in having a cheap office look after their interests here than they might be charged by an efficient organization.

Economizing by the stores has sometimes not been altogether sound. The resident office situation might be investigated thoroughly and yield some significant facts toward explaining extra heavy mark-downs. If too much dependence is placed on these offices which are found out to be rather poorly

equipped for their work, then changes are suggested.

ACCREDITED FARMERS.

Motorists who patronize roadside markets should be gratified to learn that in New Jersey at least 100 such markets are operating under the official approval of committees from county boards of agriculture. To obtain an official "approval" sign, a grower must not only offer fresh produce for sale, at least half of it coming from his own farm and the remainder from near-by farms; but he must also meet certain requirements in regard to cleanliness and grading.

During the last few years the country at large has seen roadside markets develop rapidly. Perhaps part of their popularity lies in the fact that they provide something like an objective for casual pleasure-drivers. There is also a certain satisfaction attaching to the purchase of vegetables amid rural surroundings. Unhappily, occasional hints are heard that hucksters have been posing as "dirt farmers" in order to sell produce grown far from the point of sale.

The accrediting of roadside markets, as practiced in New Jersey, should serve to establish and justify a feeling of confidence between producer and consumer which will prove profitable to both.

FAVOR TAX-EXTRA BASIS.

An "overwhelming" sentiment in favor of a change from a tax-inclusive to a tax-extra basis for the sale of women's coats is indicated in replies to questionnaires to members issued a few days ago by the Industrial Council of Cloak, Suit and Skirt Manufacturers, Inc. The comments of the coat producers indicated that they wanted the change to go into effect as soon as possible.

The taxation committee of the Council will meet this week and will decide upon a course of action. The proposed plan will be taken up with the Merchants' Ladies' Garment Association to learn that organization's attitude.

Maxwell Copelof, managing director of the wholesalers' association, said that at a group meeting of his members during the week there was a fifty-fifty division of sentiment regarding the passing on of the tax, but that some felt it might be too late to take such action for the Fall season.

MUDDLING THROUGH.

England has "muddled through" beyond all expectations in the conversion of \$10,000,000,000 worth of 5 per cent. war-loan bonds to a 3½ per cent basis. The first stage of this gigantic operation, in which a cash bonus of £1 in the hundred was paid, resulted in the conversion of 88.6 per cent. of the total. The saving to the government of from \$100,000,000 to \$150,000,000 in annual interest charges is one important phase of the matter. But even more important, if possible, is the manifestation of high patriotism, a willingness to make sacrifices for the common good. Englishmen have reason to be more than proud of their achievement.

LARGE TEXTILE ORDERS.

The most widespread buying movement in textiles, that the industry has witnessed in many months and attendant price advances in numerous styles brought a temperate degree of optimism to leaders in the trade last week. Cotton goods sales were outstanding, but the industry realized that the main activity was in gray goods and that a huge volume of finished goods remains to be sold, which movement depends to a large extent on improvement in general business conditions.

The bullish movement in cotton was reflected in higher printcloth and other coarse-yarn goods prices and in finished goods advances. Discounts on leading sheet and pillow-case lines were shortened and advances were registered in percales, denims, bedspreads, muslins, towels, art tickings, shirting fabrics and wash goods.

A marked shortage developed on 100 and 150 denier rayon yarn, with reports that the former would be advanced 10 cents per pound this week. Rises in prices of from 2½@7½ cents per yard and strong pressure for delivery featured activity in broad silks. Gray goods prices to converters continued moving up, and these advances will be reflected in finished goods prices around labor day.

In wool goods mills are quoting four weeks' delivery, with no surplus stocks available, and minor advances in worsteds are scheduled. Low-end blanket lines were advanced 30 cents each.

While confidence is expressed in the cotton goods situation, some executives are fearful that distributors may overbuy. Department and chain stores and mail-order houses are expected to come into the market for substantial quantities of goods where the price is favorable in the hope of profiting by a rising market. The purchases to date are regarded as sound, due to the fact that buying has been delayed, but it is felt that consumer response will have to be tested more thoroughly before large advance commitments are made. It is also pointed out that wholesalers did the bulk of fabric purchasing, such as in percales, and that comparatively little business was placed by cutters, showing that demand for garments has not developed strongly yet.

The strongest feature of the cotton goods trading is the gray-goods market, in which many houses are sold well ahead and stocks of several important constructions are practically non-existent. Indications are, however, that mills will not rush headlong into production, but that the cautious policy pursued during the year will be continued.

Some doubt as to the advisability of rayon yarn price advances is held in several quarters of the trade, due to the fact that mills are now entering large-scale production and that large quantities of yarn should be consumed before an advance is warranted.

If various plans for easing the credit situation are successful, allowing manufacturers entitled to credit to start production, additional large quantities of textile materials will be moved.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

If the good Lord ever gave us more beautiful Saturdays than he has this season I cannot now recall them. Last Saturday was no exception to the general rule. But for the stiff Western breeze the temperature would have been much higher than it was.

En route to Muskegon we called at the Farmers and Packers Surplus Warehouse, 260 West Leonard street, which is now in full—and apparently successful—operation. Located at the West end of Leonard street bridge, with windows on four sides, it is, I believe, the lightest and most commodious grocery store in Grand Rapids. The management plans to install a room on the East side of the main floor where the clerks in the store may rest themselves during times when business is slack and scan the trade journals which have been provided for their enjoyment and information. They are expected to read these papers carefully and bring to the attention of the managers any ideas or suggestions which—in the opinions of the clerks—could be advantageously adopted and placed into operation in the store. Two copies of the Tradesman have been arranged for to further this undertaking.

Hugh S. Dodge is now a full fledged postmaster at Comstock Park. He has purchased the equipment owned by his long-time predecessor, Dana Stowell, and installed it in the front end of his dry goods store. If I had planned the innovation I would have located the postoffice fixtures in the rear end of the store and perhaps such a change may come later. My theory is that people walking the length of the store to patronize the postoffice might see something on the shelves, counters or tables which would possibly attract their attention and result in purchases which may not take place under existing conditions. Besides such a change would greatly improve the appearance of the store, which has lost its identity as a dry goods store to a great extent.

I spent a few moments with J. H. Bennett, who has conducted the general store at Canada Corners, four miles West of Casnovia, for the past fourteen years. His predecessor, the late George E. Burley, conducted the same store twenty-eight years. The store has been in evidence under various ownerships about sixty-five years. In the lumbering days the transactions were much greater than they are at present. The present owner has a summer cottage at Sand Lake, five miles West of Grant, where he and his family spend their Sundays during the summer season.

The road from Alpine to a point about seven miles West of Casnovia passes through one of the richest sections of Kent and Muskegon counties. It is one of the most prosperous sections in Michigan. For the remainder

of the way to Muskegon—about seventeen miles—the remnants of pine forests are still in evidence and much of the soil is nearly worthless. Recalling the barren and forbidding appearance this section presented a quarter century ago, I am greatly pleased to note how large a percentage of the land has been reclaimed and converted into fertile farms. I would like to see more fruit grown on the higher land, instead of such a large percentage of grain and forage. The lower levels, which were evidently swamps at one time, are being utilized by the owners in production of strong grain and potato crops.

At Muskegon I learned that Hume & Co. had taken over the stock of D. P. Berghuis, 1418 Seventh street. The store thus vacated was immediately occupied by Albertie & Son, who conducted a grocery store at Lakeside for seven and a half years, but who removed to a location on Terrace avenue about eighteen months ago.

John W. Boonstra, who has represented an Indianapolis canned goods house for some time, has transferred himself to the Blackstone Products Co., Inc., of New York City. His territory comprises the entire state. The company manufactures aspirin and laxative preparations. He will undertake to cover both the drug and grocery trades.

I always enjoy a visit to the three Muskegons—North Muskegon, Muskegon Heights and Muskegon City—because the people therein know how to do so many things well. The disadvantages under which they struggled for many years after exhaustion of the timber, which made Muskegon famous as the greatest producer of lumber in the world, appear to have put iron in their souls, courage in their hearts and implicit faith in their own ability to meet and overcome any disappointment which confronted them. This spirit has been put to the acid test during the recent period of depression and has enabled the people who live on and around Muskegon lake to emerge from the three year ordeal in better condition than any other city of Michigan of which I have any knowledge.

The editor of the Michigan State Digest announced himself as a candidate for governor early in the primary campaign, but a survey of the field evidently convinced him he stood no chance of being nominated, because the contest was really narrowed down to a choice between Brucker and Welsh. He accordingly retired as a candidate and undertook to utilize Welsh as a stalking horse to defeat the man he very greatly dislikes—Brucker. Since that time he has evidently been led to believe that Welsh is unworthy of his support, judging by the following reference to Welsh in the last issue of his publication:

Russell J. Boyle, former head of Fenton, Davis & Boyle, one time managing editor of the Grand Rapids Herald, part of Federated Publications (Lansing State Journal, Battle Creek Enquirer-News, also operated by

Brucker appointees and supporters) has been given charge of the Welsh plan to solicit funds for the Welsh campaign, and is in active charge of the Wayne county Welsh headquarters.

The firm of Fenton, Davis & Boyle floated about fifty-five millions in real estate mortgage bonds and other securities most of which are now in default. The firm queerly passed out of existence, deserting a clientele of bondholders completely. Boyle, through his work in floating the inflated Federated Publication securities, acquired a powerful place in the voting trust of that organization, and also came into possession of much of its stock.

During the special session of the legislature the Digest supported the effort of Rept. H. Earl McNitt, of Cadillac, to investigate the Securities Commission. Boyle, from his managing editor's chair in Grand Rapids took an active effort to kill off the McNitt resolution. It finally was necessary for the editor to address the assembly, outlining Boyles' past connections and pointing to the fact that neither of the three powerful arms of Federated Publications had given any material aid or assistance to uncovering and punishing one of the foulest scandals unearthed in Michigan politics. Boyle subsequently was ousted and the Union Guardian group of Detroit now hold 52 per cent., more or less, of the Federated Publication interests. Boyle still is said to be in the voting trust of the combine and cannot be displaced until default occurs, it is reported. Meanwhile those publications continue to sing the praises of Wilber Brucker.

In the opinion the Digest George W. Welsh has violated the pledge he made. It is inconceivable that Welsh, even though he goes about the State attacking Brucker for his frightful negligence on the Securities Commission, will in the end correct the evil. How he can countenance Boyle in his camp is not exactly clear. Boyle is not the type to work for a candidate for governor in these times, with the issues so definitely drawn.

Welsh is preaching economy on the one hand. On the other he is agreeable to seeing maintained at the Hotel Statler an elegant, expensive suite occupied by Mr. Boyle, which he shares from time to time.

It is rumored that Boyle and the interests back of Boyle, whatever those interests are, have an agreement from Mr. Welsh that Mr. Boyle will, if Welsh is successful, be given the position now held by George MacKenzie on the Securities Commission.

The Digest has not asked Mr. Welsh about that. It does not feel that Mr. Welsh would be truthful in his answer if he were asked about it, for he already had Boyle in his camp when he came to the Digest asking its support. He saw fit to keep that connection quiet.

Welsh may think, and in his view, if it is true, Mr. Boyle may agree, that his unpublished alliance with Boyle has been a master political stroke.

But there are many who will not agree with that view. Among them is the Digest. Others, many thousands of others, are those who purchased the securities offered and sold by Fenton, Davis & Boyle. What will those thousands say when they step into the voting booths and see the name of George W. Welsh?

And there still are others who will pause and cross off his name when they finger the primary ballot in September.

They are the scores of hundreds of bank depositors whose savings were jeopardized and impounded because the banks in Western Michigan which entered troubled waters were fouled when those assets they presented for inspection, assets in the shape of Fenton, Davis & Boyle bonds, had shrunk to the point of vanishing.

The bank depositors and bondholders who to-day live with their blasted hopes and ambitions because of the

Fenton, Davis & Boyle wreckage are suspicious of George W. Welsh.

He has failed them. The ruin and poverty visited upon so many through the investments made in Boyle's former company will live to plague, not only Mr. Boyle, but Candidate George W. Welsh as well.

George W. Welsh has taken his place with Brucker—as an advocate of the present order of things. There can be no other conclusion with Boyle in Welsh's camp. The combination does not promise much for those who would see the State become an actual guardian of the welfare of its people. This welfare is so important that personal alliances must be cast aside. Only those who would serve the people as they deserve to be served should have the rewards and honors of office.

I have no idea Welsh ever considered the appointment of Boyle as successor to George MacKenzie, because the opposition of the many bankers Boyle wrecked through the sale of bad bonds, causing untold and uncounted losses on both stockholders and depositors, would preclude the possibility of such action on Welsh's part. He may have promised the position to Boyle, knowing that he could subsequently throw him overboard, as he has nearly every other friend he ever used to accomplish his purpose and then cast in the discard. Even the labor union leaders who did much to place him in positions of trust and responsibility now denounce him as an ingrate, because of his treachery and two facedness.

There are many things about George Welsh I do not like, but my opposition to his candidacy is based almost wholly on the dirty deal he gave the retail merchants of Grand Rapids in establishing his scrip payment system for indigent labor purported to be done for the benefit of the city and the municipal store he established and maintained to the detriment of legitimate merchandising and the poor dupes who were forced to exchange their scrip for goods supplied by the city commissary. His action in this unsavory mess is in keeping with the double crosses he has dealt out to his one time friends ever since he aspired to become a factor in the public service of the city and State. I do not think he stands a ghost of a show in the primary election, but if he should be nominated I will urge my mercantile friends with all the force I have at my command to vote for the Democratic candidate in the final election in November. I faced a similar situation when James G. Blaine was nominated by the Republicans for President. I could not consistently vote for him, because I regarded him as a dishonest man. I voted for Grover Cleveland three times and have never had occasion to regret my action, because Cleveland is rapidly taking rank as one of the greatest chief executives the United States has developed—certainly greater than any Democratic president since Thomas Jefferson. No President was more honest, personally and in his official relations, than Grover Cleveland, and no executive ever had a truer conception of his duty to the American people.

(Continued on page 23)

FINANCIAL

Use of Commercial Bank Loans For Capital Purposes.

Is it true, as is so often asserted, that "a little inflation at this time would be very helpful"? The answer obviously depends in large part upon what is meant by the term "inflation." As to the latter, there is the utmost confusion and vagueness in the mind of the average man. The reason that so many arguments on the subject begin nowhere and end nowhere, leaving each of the participants fully of his original opinion, is to be found in precisely this lack of a clear-cut definition of the term "inflation." In the average mind the word has something to do with excess in financial policies, distended bank portfolios, high or rising prices and perhaps low discount or interest rates, but it usually connotes nothing more definite than is thus suggested.

To such a mind the question as to whether we should not be better off with "a little inflation" at the present time, is equivalent to a query as to whether or not prices are not too low, the volume of outstanding bank credit too small and interest rates, so far as they actually control the volume of borrowing, too high. It would be much better to forget the word "inflation" and discuss separately each of the several subjects here included as a separate and relatively distinct topic for consideration, calling them by names about which there can be no misunderstanding.

The theory of prices and their relation to credit are subjects complex enough and sufficiently challenging to engage the mind of any man. No one whose opinion is of much worth doubts that a good many commodity prices are now lower than they are likely indefinitely to remain—unless, indeed, other prices and costs presently readjust themselves in such a way as to revolutionize the expense of producing such commodities. It is obvious that a really active state of general business, at even current price levels, could not be effected without a corresponding increase in the volume of commercial loans outstanding. Equally clear is it that at current quotations, even after the sharp increases of the last few weeks, numerous stocks and bonds whose underlying corporations now enjoy or presently will be able to restore good earnings are cheap. Nothing but confusion can, however, result from discussion of internal price readjustments among commodities and securities in terms of "inflation," or for that matter from employing that overworked term as synonymous with rising prices in general or with increasing volume of outstanding credit.

There was a time when the word "inflation" was used by careful students of credit and banking merely to denote the extension of bank loans (not made from savings but merely written upon the books of the banks) for capital purposes. "Inflation" in this sense of the term was then considered a cardinal sin in banking and is to be so regarded to day. It is because they are designed to commit this transgression against good financial management, and not through any opposition

to higher prices where they are warranted, that many of the plans for the artificial stimulation of business meet with determined opposition in clear-headed financial quarters.

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Proper Way To Read the Tape.

To properly understand the charts on the various formations, which have been discussed in recent articles, the investors should incorporate reading of the tape. In these columns some months ago various formations and signals to properly understand tape reading were mentioned. In addition to these the following methods should be watched by the investor who intends to watch the tape.

On your charts, records of the day's prices and the volume of sales are shown. When final tops or bottoms are made for a major or a minor move, it will be shown by the volume of sales and the time it takes to make the bottom or top before the move starts. A stock, to go up, must have reactions. Each succeeding bottom or top must be higher, if the stock is going to continue upward, until it reaches a level where the selling is strong and the volume of stock offered is greater and there is not enough demand to absorb it. Reaction will usually take place and the stock will then decline to a point where the demand exceeds the supply and the trend will be upward.

One leading tape reader says that the proper way to read the tape is to stay away from it and study your charts, as they are not influenced by gossip or rumors. The tape cannot tell its story in one day or a month. It begins to give you the information the first day the stock reaches the buying or selling zone but it requires time to assemble all the facts to finish the accumulation or distribution stage to give the final signals that the new move is on. If the stock moves several months in either one of these stages, it will require several months for the time between accumulation and distribution. All the stock is not sold on the first rally or even the succeeding rallies. Stock has to be purchased and the market supported until it reaches a level where the supply is greater than the demand and the outsiders are willing to sell out. It then hesitates, moves up and down over a narrow range, according to the kind of stock, until the distribution is completed. The same occurs when a stock sells down. It requires time to convince people that after a big rally it is going to be lower, as speculators will buy on the way down on ten, thirty to even fifty points reaction, believing the stock cheap because they remember when it sold at high prices. This usually results that when the move continues downward, they sell out, causing the last rapid decline of ten to thirty points.

Investors should have patience. They are usually in too big a hurry and the result is they lose money. Investors should buy or sell on actual facts and on reasonable assurance that their calculations are correct.

Jay H. Petter.

The biggest coward in the world is the man who is afraid of a new idea. —Sherman Perry.

Misuse of State Stationery To Aid A. & P.

Freeport, Aug. 22—I am enclosing an advertisement of the A. & P. stores, which was recently printed in nearly all the newspapers of Michigan showing a letter written by a person who apparently was ashamed to sign his name, but pretends to be connected with the Michigan State College. This assistant county agent forgot to state the rotten price the dear A. & P. paid the farmers for these potatoes (if they ever bought them) or to state the rotten price they forced all the other farmers in the state to sell their potatoes for. Nor did he state the number of independent merchants they forced out of business, and into bankruptcy by their cut throat competition and the number of millions of dollars the state has lost in taxes by the thousands of vacant stores. Now what I object to is allowing an assistant coun-

ty agent whose services is writing advertisements for the A. & P. and using the State stationery for this purpose and using state prestige to further this end. I think if the State College wishes to keep the respect and good will of a vast majority of the people, they would do well to call a halt on this great assistant A. & P. advertisement writer and request that he return the remainder of the State stationery at once before he explodes any more. I would be pleased to have you take this matter up with the Michigan

A. E. KUSTERER & CO.
The Oldest Investment Banking
House in Western Michigan.
403-406 Michigan Trust Bldg.
Phone 4267

Analysis of any security furnished upon request.

J. F. STERLING, Statistician

J. H. Petter & Co.
Investment Bankers
343 Michigan Trust Building
Phone 4417

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

**OLD KENT
BANK**
12 Downtown Offices
12 Community Offices



Established 1860
Incorporated 1865

**THE
ONLY NATIONAL
BANK IN
GRAND RAPIDS**

**The
Largest National Bank
in
Western Michigan**

GRAND RAPIDS NATIONAL BANK

UNIT OF
GUARDIAN DETROIT UNION GROUP

INCORPORATED

State College, that this abuse may be corrected. I have a son who is a graduate from Michigan State and I do not want to be ashamed of it, stooping to above advertisement writing. You would infer by this great assistant to agent advertisement writer and the great A. & P. Octopus were making all the farmers wealthy by giving them their cash to send direct to some foreign bank or selling them their potatoes at a rotten price. And what applies to potatoes also applies to beans, butter, honey or anything the farmer has to sell.

I thank you for any assistance you can give me in this matter.

I. E. Moore.

Corporations Wound Up.

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

Burns Gray Building Corp., Detroit.
Wise Shoes, Inc., Lansing.
Lincoln Forging Co., Detroit.
Robert Gordon Toy Co., Detroit.
Industrial Eyesight Bureau of Detroit, Detroit.
Detroit Printing Co., Detroit.
Bradley Electric, Inc., South Haven.
Sheridan Flouring Mills, Inc., Sheridan.
C. M. Knowles, Inc., Milan.
Botanical Specialties Co., Muskegon.
Commander Milling Co., Detroit.
Big Diamond Mills Co., Detroit.
Joseph Herman, Incorporated.
Andrew Jasinski Co., Inc., Battle Creek.
Eastern Equities Corp., Grand Rapids.
National Bellas Hess Co., Inc., Lansing.
Ottawa Furniture Co., Holland.
Electric Crane & Hoist Service Co., Detroit.
City Land Co., Detroit.
Fuel Oil Service Co., Hamtramck.
Spencer Petroleum Co., Detroit.
Kallsen Co., Allegan.
Grand Rapids National Co., Grand Rapids.
Lindgren Clothing Co., Niles.
Wm. A. Adam Co., Detroit.
R. G. Johnson Co., Detroit.
Park Boulevard Building Co., Detroit.
Michigan Wood Preserving Co., Detroit.

To Detect Counterfeit Silver.

The state is flooded with counterfeit halves and dollars and it behooves the dealer to keep a sharp lookout if he would avoid the collection of bum coin, says a bulletin of the California Pharmaceutical Association. Some of these coins look so much like the real thing that it is quite difficult to detect them.

But here is where your chemistry stands you in need. Make up an ounce of the following:

Silver nitrate 24 grs.
Nitric acid 30 min.
Distilled water 1 oz.

Place the bottle near your cash register. An iodine glass applicator bottle is best for the purpose. Just touch the suspected coin with a drop of this solution and the black color reaction shows you have got a bad one. And here's a suggestion for profit. We put up about 1 dozen ½ ounce bottles of this solution and sold them to all the neighboring merchants at 25c each.

Railway freight soon will be deliverable from New York to Cuban rail points in the original freight cars. Two ships, each carrying mile-long trains of loaded freight cars, are scheduled to begin New York-Havana service in October.

Indecision gets many an executive in bad.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 15.—In the matter of Harry McAllis, Bankrupt No. 4845. The sale of assets in this matter has been called for Aug. 30, at the premises formerly occupied by the bankrupt at 317 State street, St. Joseph. The assets consists of barber shop equipment, appraised at \$842.60. All interested in such sale should be present at the date and time above stated.

In the matter of Major Oil Co., Bankrupt No. 4952. The sale of assets in this matter has been called for Aug. 31 at the premises formerly occupied by the bankrupt. The assets consists of oil well equipment, appraised at \$741.03. Also the trustee's interest in and to a certain oil lease will be sold. All interested in such sale should be present at the date and time above stated.

Aug. 15. We have to-day received the schedules, reference and adjudication in the matter of Donald C. Carrick, Bankrupt No. 4980. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$200 of which the full amount is claimed as exempt, with liabilities of \$9,870.37. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein.

Aug. 15. We have to-day received the schedules, reference and adjudication in the matter of Lewis R. Power, Bankrupt No. 4981. The bankrupt is a resident of Decatur, and his occupation is that of a machinist. The schedule shows assets of \$379 of which \$164 is claimed as exempt, with liabilities of \$2,318. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein.

Aug. 15. We have to-day received the schedules, reference and adjudication in the matter of Reeves P. Comfort, Bankrupt No. 4982. The bankrupt is a resident of Kalamazoo, and his occupation is that of a police officer. The schedule shows assets of none with liabilities of \$1,195.95. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein.

Aug. 17. We have to-day received the schedules, reference and adjudication in the matter of John Haveman, Bankrupt No. 4983. The bankrupt is a resident of Grand Rapids, and his occupation is that of a salesman. The schedule shows assets of \$4,999.55 of which \$550 is claimed as exempt, with liabilities of \$10,078.70. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein.

Aug. 2. On this day first meeting of creditors in the matter of Ray Waters, individually and as the surviving copartner in the copartnership of Thomas E. Waters & Son, Bankrupt No. 4950, was held. Bankrupt present in person and by Kim Sigler, attorney. Creditors present. Claim proved and allowed. Bankrupt sworn and examined without reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$2,000. Meeting adjourned without date.

Aug. 2. On this day first meeting of creditors in the matter of Ralph Leeuw, doing business as City Storage Garage, Bankrupt No. 4942, was held. Bankrupt present in person and by Lokkekr & DenHerder, attorneys. Creditors present. Claims proved and allowed. Bankrupt sworn and examined without reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$100. Meeting adjourned without date.

Aug. 3. First meeting of creditors in the matter of Joseph R. D'Anjou, Bankrupt No. 4953, was held on this day. Bankrupt present and by attorneys Turner, Engle & Cochran. Bankrupt sworn and examined without reporter. Claims filed. Fred G. Timmer, Grand Rapids, trustee; bond \$100. Meeting adjourned without date.

A Business Man's Philosophy.

Just as this Nation did a great service to the world in proving the futility of National prohibition, so, in my opinion, is Russia serving the world in proving the futility of Communism.

Had we not had the example of Russia before us I suspect that Communism might have made some headway here and elsewhere during the depression. To-day, however, Communists get no hearing. The workers here seem to realize that badly as they have fared under capitalism they are better off than they would be under Communism. Thousands of workers have gone to Russia as employees of American companies. They have re-

turned with tales of misery and privation that have silenced the radicals.

The most notable feature of this depression has been the patience of our people. Their intelligence and understanding in this crisis are an asset that should bulk large in an appraisal of the future of this country.

William Feather.

Enjoyable Institution.

Few institutions have retained so much of their old-time glamour as has the county fair. Its attractions vary. To children it means a chance to exchange hoarded dimes for popcorn, candy and lemonade. To farmers it means an opportunity to discuss crops, politics and the weather, besides visiting the machinery exhibits and planning to buy new implements "as soon as the price of wheat picks up." To the farmers' wives it means a day of sight-seeing and visiting, as well as wondering whether the judges really tasted all the canned preserves. To politicians it means a chance to shake hands with the voters and to patch up political fences.

It makes no difference that to-day visitors to the county fairs arrive in six-cylinder cars instead of farm wagons or that they seek parking places instead of hitching posts. The county fair is just what it always has been—a colorful and enjoyable institution.

Frequent self-analysis has helped many men to succeed. There is no limit to what an ambitious man can accomplish through his own efforts.

The Living Record.

Every passion and emotion
Every act of greed, devotion
Registers on our faces
Sorrows, triumphs and disgraces.
Secret sins, high aspirations,
Happinesses, consternations
Clearly show when man reposes.
Or when privately he dozes.
Nerves and muscles in our faces
From our habits make true traces,
Secret planning, selfish scheming,
Vital sacrifice, and dreaming
Make a long and deep impression
Written in our true expression.
Back in every mind there lingers
Mem'ries when we burned our fingers,
Mem'ries of some cruel obsessions
Cauterized by fiery lessons!
Rigid faces hide no sorrow
When a "mask disguise" they borrow;
Tenderness is written clearly
When we love another dearly.
On our countenance is printed
Secret hopes and fears we've stinted;
Keeping records through the ages
Faces write the truest pages.
Frank K. Glew.

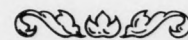
If a man could have half his wishes
he would double his troubles.—Benjamin Franklin.



Ally Your Business

with a bank that will help you, in every way, to take advantage of the opportunities which you enjoy here in Grand Rapids - - a city of diversified industries.

THE GRAND RAPIDS SAVINGS BANK has been an essential factor in the development of Grand Rapids for over 61 YEARS, and its EXPERIENCED, PERSONAL SERVICE adds much to the value of a connection here.



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel at Home"

17 Convenient Offices

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing.
First Vice-President — Theodore J. Bathke, Petoskey.
Second Vice-President — Randolph Eckert, Flint.
Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; John Lurie, Detroit; E. B. Hawley, Battle Creek; Ward Newman, Pontiac.

Get Your Prices in Line With Others.

A grocer's letter reads in part: "How can I cut my overhead to cope with present conditions? My rent, light, heat and taxes all cost the same as formerly. Telephones cost more. I have got my clerks down to about the last dollar they can live on, yet dollar sales are so curtailed that my ratio remains higher than formerly. I should be grateful for any hints you may be able to give."

That enquiry chimes so precisely with what a fine, old-line service grocer asked me recently that I shall use his business as basis for a few indications. But you will notice that I have nothing radically new to suggest. For the fact is that what we must do in hard times—real or imaginary—to cut expenses does not differ from what we must do in good times. For success in business depends mainly on that Eternal Vigilance which is the proverbially greatest element in attainment.

This enquirer is probably like the other. His thoughts are on cutting expenses. The grocer I met was also one who devoted time enough after business hours to his buying through a voluntary chain organization. Most men are good at those things when once they get to thinking of their business. Astonishingly few think constructively along the lines of increasing sales of profitable goods. Let us walk about the one store to see what we find.

We find a neat, well-kept neighborhood store. Stock is fully assorted, well displayed in fixtures sufficiently modernized. Clerks are busy. All are industrious. They even eat lunch together in the order room to save time.

The location is such that there is virtually no sidewalk traffic. Added volume must be brought in, but that has great advantage, because each dollar so brought will come first from trade already established and, second, from new people who will then become customers. So let's see what can be done.

No use such a man depending on the weekly "specials" which characterize the advertising of virtually all voluntary chain advertising, because such sales add nothing to profits in this kind of store. Rather they increase overhead. Reduction of the present range of 15 per cent. on canned coffees to 2½ per cent. on special offerings is not what this man needs in his business. He also has trade that now keeps him and his force humping all Friday and Saturday without further stimulus.

But a glance around his store shows up hundreds of items on which he can build sales increases. He has hundreds of things not to be found in cash-carry stores at all. Let him make up special offerings of such things in assorted

lots, for certain lines, or singly, according to their character.

Being in a neighborhood, his best avenue will be circulars. Let him make those up himself or let his bright son do that—a young man who has plenty of energy. Let him see a printer and arrange for the issuance weekly of such a list. He must know his goods himself—what they are—how used in definite ways for cooking, preparing or combining with other foods. He must write a short, pithy description of each item. If he does not feel competent to do this or if the son does not yet feel competent, let him ask the maker or producer for help in description. Every such producer will gladly furnish him all the data he can use and more.

Let the circular be distributed within his circle of convenient trading on Saturday with offerings effective the next week. In the lead, after the weekly chat which must be part of each issue, let him arrange certain items with special prices to induce trial or increased use; but have these offerings good for the following Monday and Tuesday only. Give up all idea of cutting in on the cash-end-of-the-week trade of the cash-carry stores. You are to build trade among a different class of people. And remember that you must stick to your limits rigidly.

Not a single price made on such items needs to be unprofitable. This man to-day is getting prices wide enough to provide for a liberal concession on special offerings, particularly where assortments or combinations are made up, and yet leave plenty of profit.

After the four or five specially priced items, list eight or ten lines and items at regular figures, but with description and suggestions for use. And every circular with a talk on the fresh produce and meat departments—no prices here, unless you want to illustrate a timely point—just talk on what kind of goods and service you give your trade. Stress also, in every circular, the hours and character of delivery and solicit the credit trade of "substantial, responsible families," so as to ward off in advance the fly-by-nights who might otherwise think you "easy."

Circulars must be regularly distributed. Then they must be placed in every order which goes out and handed to all who call. Let every man and boy know what you are doing and impose on him the obligation to be familiar with every week's offerings. Take no slipshod performance on this. Your help can make this plan a great success in short order or they can largely nullify the work. You do not want anybody about who is not interested in your own success. Every man must work eagerly with every other man to set your business on its way to greater accomplishment.

Go into this enterprise with the thought that this is a new job which must be henceforth a permanent part of your work. There is no such things as "trying advertising for a while" and making a success of it. The only way to make this go is to regard it as seriously as you do the daily opening of your store. You would not be irregu-

lar or spasmodic about that. You can not hope for success in advertising and trade promotion if you go about that spasmodically either.

I have left a vitally important factor to the last. But I stress it now because it is a prevalent and most handicapping weakness. That is: Get prices on staples, on articles handled by everybody and used as advertising specials on every hand, in line with others.

Marmalade sold everywhere at a profit for 25c, often sold for 23c, not sold by any cash store for more than 27c, you cannot hold at 35c and get away with it.

In the store I have in mind I saw a shelf filled with an item which costs 3c. It was priced three for 25c. In the immediate neighborhood it is sold

(Continued on page 13)

Many talk for the sake of talking.



"THE Carly Bird Sees the Sun First"

—SAYS UNCLE JAKE

First to profit when prosperity shines again will be those merchants who stepped ahead of competition — who attracted a better trade by using better packaging methods.

When you start to wrap up an order of meats, pickles, or butter reach for a "slap sheet" that is made especially for stores whose quality standards are high—

K V P DELICATESSEN PAPER

Proof against air and moisture, odorless and grease-resistant. Comes in rolls, wall cartons or boxes. Write for generous samples and information.

KALAMAZOO VEGETABLE
PARCHMENT CO.
KALAMAZOO - MICHIGAN

A Tasty Breakfast

**Postma's
RUSKS**
with SLICED
PEACHES
& CREAM

Stock POSTMA'S for PROFIT!
POSTMA BISCUIT COMPANY,
Grand Rapids, Michigan

THE REPEAT-ORDER STAND-BY

**Lily White
Flour**

VALLEY CITY MILLING CO.
Grand Rapids, Mich.

Rademaker-Dooge Grocer Co.

Distributors of

Anchor Red Salmon

Red Heart Med. Red Salmon

Surf Pink Salmon

Bull Dog Sardines

Red Crown Sliced Beef

The House of Quality and Service

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.

Pure Lard Has Highest Shortening Power.

A group of retailers recently asked the Institute to prepare some information on lard. We believe the following information may be helpful to dealers who wish to increase their sales of this product:

Scientific research has proved that lard is a superior shortening agent. A shortening agent is any edible fat or oil which is put into flour or meal in cookery for the purpose of making the resulting product flaky or crumbly. Experiments show that lard excels as a shortening agent.

Pure lard has the highest shortening power of any fat or oil, simple or hydrogenated. It has the widest plastic range, possesses a delicate flavor, and is second to none in digestibility.

Both science and art attest the fact that lard is to be preferred in the making of plain pastries, and that it produces the lightest and flakiest pie crust.

Relative shortening power of a fat or oil is determined by the breaking or crushing strength of the baked product. That product is shortest which crushes most easily between the teeth. Experiments with the shortometer, an instrument that tests this quality, give lard the highest recognition as a shortening agent. In one study conducted at the Research Laboratory of the Institute of American Meat Packers founded by Thomas E. Wilson at the University of Chicago, over five thousand shortometer determinations were made, and lard was found to lead all other solid shortenings in shortening power. From the evidence of the practical home maker and the scientific worker, lard can be placed at the top of the list as a shortening agent in the making of pie, the great American dessert.

Flavor is another quality for which lard is desirable. The rich, appetizing, nut-like flavor of an article made with lard or cooked in lard cannot be reproduced in any other cooking fat.

The wide plastic range of lard appeals to the housewife. This means that it is easily workable and not too hard or too soft at almost any usual temperature.

The high digestibility of lard has been definitely established by a number of impartial investigators. For example, C. F. Langworthy made a study for the United States Department of Agriculture of the digestibility of fats and oils, and proved that lard is equal in digestibility to any fat. The data show that various hydrogenated vegetable oils vary somewhat in digestibility, but in no case was any of them ever found to be superior to lard.

Lard, moreover, is probably the most economical shortening on the market to-day.

An important advantage which lard has is that it can be obtained at virtually every retail meat store in handy

cartons or in tins or pails of convenient size.

Lard can be displayed in a retail meat store very easily, and the attractive cartons in which lard is packed make a display that gets attention. Similarly, lard can be used in window displays. Dummy lard cartons can be used in connection with lard window display material, and the resulting window is one that looks as fresh after two or three days as when it is first put in.

Lard is a product of the live stock and meat industry—a wholesome and highly digestible animal fat—and one which women expect to find in retail meat stores. It is, however, not a product which competes with meat. If proprietors instruct clerks to mention lard with every meat order, it is possible that many additional sales of this product would be made. A special sale of a pound of lard with a pound of meat might be used as a method to gain new lard customers. Once the housewife has lard in her kitchen and uses it, the way is open for her to become a constant user of this cooking agent.

Some dealers have increased their sales of lard by the use of samples made with this product. Arrangements can be made with some baker nearby to prepare cookies or some other bakery product with lard. These samples can be placed in a convenient spot in the store, with signs advising consumers of the merits of lard. If the attention of customers is directed to these samples, and if every clerk can tell each customer some of the points about lard, the way is open for a successful lard sale.

At this season of the year when fresh fruits are so plentiful, awards for the best pies made with lard may help a dealer to increase his sales of this commodity. For example, a dealer may offer certain awards each month for the best pies which are submitted to him, the only stipulation being that lard be used in the preparation of the pies. Many housewives are proud of their ability to bake pies, and the awards very probably will create considerable interest in localities where stores which sponsor such an award are located.

John Meatdealer.

Get Your Prices in Line With Others.

(Continued from page 12)

at six for 25c. At six for 25c it pays 28 per cent. Being not subject to spoilage or shrinkage, 28 per cent. is plenty for it in any store. Yet this grocer who feels the pinch of conditions was keeping it—surely he was not selling it to speak of—on a basis of 64 per cent. Margins mean nothing until sales are made and if your prices are so high that you do not sell, all the margin on earth will leave you profitless.

So be careful to have prices on such things in line. They need not be bottom, but if you get 27c for an item sold elsewhere for 25c, you get 7.4 per cent. more—and that is plenty to cover a lot of expense. Besides, such excess prices spread the impression that you are too high priced for ordinary folks—and there are lots of such folks about always in any community. Visit your cash neighbors and follow their

prices up as well as down—that will help. But basically, the right thing in hard times is what is right in good times.

Paul Findlay.

Many American business firms fail to pay full postage to foreign countries, the Department of Commerce tells us. As a result, foreign correspondents are put to the annoyance of paying double postage due, and some resentment is caused. Not everybody realizes that the list of countries to which letters may be sent at local rates per ounce has dwindled to about a score—chiefly Latin-American nations and Spain. The rate to Canada was raised to three cents some time ago.

Beech-Nut

COFFEE • PEANUT BUTTER
CATSUP • BUTTER WAFERS
TOMATO JUICE
TOMATO JUICE COCKTAIL
and other foods

of exceptionally fine flavor


BEECH-NUT PACKING CO., CANAJOHARIE, N.Y.

Freedom is humanity's destiny.

Store, Offices & Restaurant Equipment

G.R. STORE FIXTURE CO.
7 Ionia Ave., N. W. Phone 86027

FRIGIDAIRE
ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS



WITH FAMOUS COLD CONTROL AND HYDRATOR

All Models on Display at Showroom

F. C. MATTHEWS & CO.
18 E. Fulton St. Phone 93249

They fill a hundred table needs



Superiority
such as only Hekman
Bakers can impart

HEKMAN'S



Wolverine
Soda
Crackers

Hekman Biscuit Co.
Grand Rapids, Mich.

The Supreme Achievement in Cracker Baking

HARDWARE

Michigan Retail Hardware Association.
President—Chas. H. Sutton, Howell.
Secretary—Harold W. Bervig.
Treasurer—William Moore, Detroit.

Suggestions For the Hardware Dealer in September.

September gives the hardware dealer more scope for business building energies than do the hot mid-summer. He has to help him the fall purchasing movement, which may develop rapidly. And while buying this year may be reluctant, there may at any time come the call to cater to needs that have been growing cumulatively through the past two years and more.

If you are planning a fall fair advertising exhibit get to work on it early in September—presuming, as is the case in most communities, that the fall fair is held that month, or next. In this, as in other matters, it pays to look ahead and plan ahead. Most of such advertising exhibits will feature ranges and heaters. It is important to plan your exhibit carefully; to have on hand plenty of advertising matter for distribution; to have good salesmen in charge of your booth; and to have a well defined scheme for securing and listing any stove or other prospects you may encounter while the display is in progress.

If you have room, a line of paints and paint specialties can be featured. Washing machines can also be shown, and many similar lines.

With the start of the fall trade in September, the time is opportune for demonstrations in the hardware store. Demonstrations help business; and many hardware lines can be successfully demonstrated. Ranges, vacuum cleaners, paints and paint specialties, washing machines, electrical goods and similar lines can all be sold as a result of showing the customer what the article will do for him.

A special demonstration room is a good stunt. For this purpose a room in the back of the store, or on the second floor will be quite satisfactory. Install your demonstration department in the hands of a capable salesman-demonstrator—one of your own staff can be trained for the purpose—set the goods to work, see that the surroundings are attractive, and keep the door open with plenty of signs pointing the way.

By the end of August, strictly summer lines should be pretty well cleared out. As a rule, odds and ends of stock are better sold at reduced prices than carried over to another season. In the war years, some dealers made money by carrying over odds and ends of stock. But those years were the exceptions that proved the rule. By September, in any event, the dealer should be concentrating his efforts on new, seasonable lines.

With summer lines cleared out, the problem of featuring fall goods will be simplified. The stove department can be enlarged by adding the space formerly occupied by refrigerators, lawn mowers and other bulky lines. The stove department is, of course, the big feature in fall business; and ranges and heaters should be given the best possible display on the floor.

In many communities, the fall is moving time. People are getting set-

tled in new homes for Thanksgiving and Christmas. Moving time is always a good time to feature stoves. It also means an active demand for household utensils, kitchen goods, paints, etc. Some demand may also be worked up for builders hardware.

Some outside canvassing will usually be found desirable in the builders' hardware department. In one small city store, the junior partner handles this work personally. He makes it his business to find out just what building is going on. As soon as a new structure is started, or even before that, he finds out the names of owner and contractor, and interviews both. In a great many cases, sales of tar paper, roofing and builders' hardware are closed at once.

Outside salesmanship pays better in the case of builders' hardware than with almost any other line. It paves the way for future business in other lines as well. In any event, it is always sound policy to establish and maintain contacts with contractors and builders, even where no effort is made to canvass them.

Furnaces and hot water and steam heating systems, also justify outside canvassing. Indeed, in these lines you cannot get the maximum of results without some work of this sort. Such installations run up into money, and efforts to secure these orders tie in logically with your canvass for builders' hardware.

In most communities the older residences represent an opportunity, usually neglected, to develop trade in builders' hardware. In almost every house will be found one or more defective locks, broken window catches, broken panes, and similar little openings for repair jobs for which the hardware store can supply the materials. The canvass might with advantage be extended to reach these prospects; and if sales cannot be made immediately, it may be worth while to keep a list of the names, addresses and items, to be followed up later.

The fall paint campaign is an important item in the hardware dealer's program. Here, again, there will be strong sales resistance, and a tendency on the part of most prospects to postpone buying. A condition of this sort is of course discouraging. But remember this. If John Smith doesn't paint his house this fall, next spring it will need paint even more; next fall the need will be still further enhanced; and your present campaign of paint education will, if followed up from season to season, ultimately get you the business.

The great thing in paint selling is to keep at it. Take the long view of it and work not only for immediate sales but for cumulative results. Whatever else you do, aim to build a solid reputation for the brand of paint you handle and to inculcate in every prospect a clear idea of the importance of painting regularly. The men who achieve big things in a business way are the men who work not merely for the present, but for the future; and who, no matter how gloomy present prospects may seem, go on working for the future with undiminished faith.

The sporting goods department is also an important factor in September,

and seasonable lines should be given plenty of prominence.

While launching his fall campaign, and pushing the sale of stoves, paints and other seasonable lines, the dealer should be looking forward to Thanksgiving and Christmas and planning for his holiday trade. Preparatory work in this respect is important; and a great deal of such work can be done in the next few weeks which will make your holiday trade bigger and more profitable than it might otherwise be.

Victor Lauriston.

Diplomacy.

A consumer of illuminating gas discovered that by blowing into the meter he could cause the mechanism to operate backward, and consistently he practiced the method to reduce the

record of gas consumed. The reader of the meter knew that trickery was being practiced, but for a long time he failed to ascertain the method used. However, at last the trick was discovered, and the company instructed the reader of the meter to convey the knowledge to the cheater in diplomatic manner.

Accordingly the meter reader on his next round examined the instrument and then began a prolonged figuring with pencil and pad. The consumer stood by and asked for his bill. Back came the answer: "As near as I can figure it, Mister, the company owes you \$4.68 cash this month." Diplomacy won the day, for ever after the meter of this particular consumer gave an accurate record.

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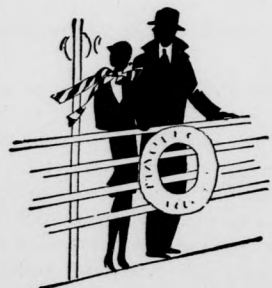
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Retail Hardware Mutual Fire Ins. Co.
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Hardware Dealers Mutual Fire Ins. Co.
Stevens Point, Wisconsin
Minnesota Implement Mutual Fire Ins. Co.
Owatonna, Minnesota

DRY GOODS

Michigan Retail Dry Goods Association.
 President—Geo. C. Pratt, Grand Rapids.
 First Vice-President—Thomas P. Pitkethly, Flint.
 Second Vice-President—Paul L. Proud, Ann Arbor.
 Secretary-Treasurer—Clare R. Sperry, Port Huron.
 Manager—Jason E. Hammond, Lansing.

Sheet, Towel and Spread Prices Up.

Shortening of discounts in additional lines of leading branded sheets and pillow cases, a general advance in towel prices and further rises in bed-spread quotations are features of the primary dry goods market this week. Discounts on Pequot and Lady Pepperell sheets and pillowcases, the latter effective Monday, were shortened 5 per cent. Quotations on towels, ranging up to \$1.25 per dozen, were advanced 10 per cent. by most leading producers and those above that level were marked up 5 per cent. Bliss, Fabian raised its Mount Vernon bed-spread lines 25c each and two rayon and one cotton numbers, in the cheaper brackets, 5c each. Reports of a 10c per pound price advance in 100 denier rayon yarns to be announced later in the week are being circulated.

Hose Group To Study Sales Terms.

A study of order forms now in use by the hosiery and underwear industries, for the purpose of suggesting standard conditions of sale to be printed on such forms, will be undertaken by the National Association of Hosiery and Underwear Manufacturers, Earl Constantine, managing director, announced last week. If generally adopted by the industry standard conditions of sale will make impossible many of the misunderstandings and difficulties which arise at the present time, following the placing of an order. They will also serve as a protection to the industry, inasmuch as buyers operating under such conditions cannot claim that some other mill is offering better or easier conditions of sale, he added.

To Test Group Buying of Old Paper.

The Waste Paper Institute, a division of the National Association of Waste Material Dealers, Inc., will undertake to test the legality of centralized buying of waste paper, as practiced by board mills, either through co-operation with the Federal Trade Commission or through a formal complaint filed with the Department of Justice. At the present time the Federal Trade Commission is making an investigation of the subject, based on a complaint against the Western group of board mills, and if such mills are not guided by the views of the commission, the institute said, charges will be pressed to determine the legality of the scheme, "which undeniably results in a control of prices."

Small Statuary Again Popular.

A revival in the demand for small ornamental statuary and for novelty book ends has taken place in New York during the last two weeks. Manufacturers specializing in the production of small bronze or composition statuary have received a large number of orders for products retailing in the \$2 to \$5 ranges. The reproduction of popular book end and statuary models

for sale in chain stores at prices as low as 25 cents, manufacturers said, killed the popularity of these novelties two years ago. The present vogue is attributed to the general demand for better goods. Figures of animals are in demand in both grotesque and natural shapes.

Rug Buying Shows Improvement.

Floor coverings buyers began placing fair-sized orders on Fall merchandise in the wholesale market last week. Buying early in the week was restricted, due to uncertainty as to the price action to be followed by mills producing better grade washed rugs. Convinced that a price war on such goods is unlikely, the stores have started filling early Fall requirements on all types of rugs. Further buying by retailers will depend, buyers say, upon the consumer reaction during the sales events now in progress. If volume improves in the coming ten days the stores are expected to place generous re-orders for regular Fall merchandise.

Try New Outlet For Copper Ware.

Introduction of a wide range of chromium plated copper hollow ware has been started by manufacturers who hope to establish the goods as competitive with sterling, silver plate and pewter products. The new line, priced in popular ranges from \$1 to \$12, will be introduced through housewares rather than silver departments in large retail stores. Manufacturers feel that sales resistance to the chromium plated copper is too well established in branches where competing hollow ware is handled. The chromium plated ware is being pushed as a desirable gift item with which housewares departments can build volume.

Other Mills Raise Blanket Prices.

Three other blanket mills have followed the lead of the Peerless and Chatham companies in advancing quotations on their 66 by 80 all-wool numbers from \$2.35 to \$2.65. Leaksville Blankets, Inc., the Carolina Cotton and Woolen Mills and the Seymour Woolen Mills were the producers raising prices. Orders for such styles are reported to have been very heavy last week. The action is regarded as a heartening one in the trade and, following the assurances of the large mills that prices will remain unchanged on regular high-priced styles, is expected to eliminate the recent uncertainty.

Seek Off-Goods in Dinner Ware.

Buyers shopping the dinner ware market in New York this week are concentrating on sales rather than regular Fall merchandise. The tactics followed by the stores in featuring sales goods for Fall are causing considerable worry to producers, who expected a call for new merchandise this month. With store appropriations for Fall reduced by one-half to three-quarters, buyers are trying to obtain as much merchandise as possible with the sums available. In many cases they are buying fifty-three piece dinner sets, which will be retailed around \$6.95, a drop of approximately \$2 from previous average prices.

Ribbed Underwear Prices Raised.

Advances of 25 cents a dozen on sub-standard ribbed heavyweight underwear were put into effect last week by additional important Southern mills, with indications that several of the largest producers would follow suit this week. The new levels bring the ten pound union suit to \$4 per dozen and the twelve pound style to \$4.25. Indications are that the regular standard lines will not be changed in price immediately and that mills will move cautiously, not desiring to do anything to halt the flow of goods. Business has picked up sharply during the current week and several mills are falling behind in filling orders.

Seek Standard Folds in Shirts.

A movement to establish standard measurements of folds in men's shirts was started last week at a meeting held by the National Retail Dry Goods Association. The gathering, called at the request of the National Association of Shirt Manufacturers, favored the establishment of two measurements for the "long" fold and two for the "short." A wide variety of folds are commonly employed by shirt manufacturers now, leading to difficulties with packing, display and shelving arrangements and resulting in added costs. The views of retailers with respect to the standard measurements will be determined by the retail body.

Novel Jewelry Shows Pick-Up.

The pick-up in orders for novel jewelry has become pronounced, with twice as many buyers reported in the market as was the case two years ago. Merchandise for immediate selling is stressed, reports generally telling of low retail stocks of this merchandise. While the high neckline has been a factor affecting necklaces, these items are moving in volume. Clips, bracelets, and earrings are also active. Silver effects have risen in favor and in one quarter are said to be on a par with gold finishes, being worn with both the favored browns and red shades in apparel.

Toy Orders Show Good Gain.

An appreciable gain has been noted in the placing of toy orders for both early Fall and holiday delivery. Trade factors feel that the end of delayed buying is now beginning and predictions of shortages in a number of wanted items for late delivery were made. Numerous orders are reported for varied forms of bagatelle boards to retail from \$1 to \$3. Carved horses of solid wood feature new developments in milk, pie, lumber and coal wagons to be ridden by the child. These retail from \$3 to \$6. A wax-mold set, with electric heating elements, has been introduced to retail from \$2.

Golden Belt Advances Hose Price.

The Golden Belt Manufacturing Co., largest producers of hosiery in the South, has advanced their No. 146, 42-gauge 4-thread number 25 cents per dozen to \$4.25 per dozen. In the letter which the company is sending out to its customers it states that "if the silk market continues at its present price, or a higher level, we are certain that it will be necessary to advance

prices on all of our numbers in the very near future." The company is accepting only detail orders for delivery to Sept. 15 at the present quotations.

Chatham Raises Blanket Prices.

The Chatham Manufacturing Co. announces price advances on its Mount Vernon and Westover blanket numbers, the increase raising quotations on both lines from \$2.35 to \$2.65 for the 66x80 sizes. The Mount Vernon wool blanket is a reversible style with silk border and the Westover a solid color type with silk edge. Similar price advances have been announced on Peerless blankets by the Mill Associates, Inc. The latter company quotes its all-wool blankets in the 66x80 sizes, weighing 3½ pounds, at \$2.65, an increase of 30 cents from the previous price.

Swagger Suits Selling Easily.

The week has seen active re-ordering of swagger suits and ensembles. The business has been welcome as an "in-between" proposition to both producers and retailers, but the general average of the prices on these garments has been low, going below \$10 in some cases. Consumer interest in the merchandise is so lively that many individual stores have sold anywhere from 500 to more than 1,000 of the garments within a brief selling time. Indications are that the garments will find a ready market well through September.

Some Glassware in Demand.

Some varieties of glass products are in fairly good movement and activity in table glass ware factories has tended to increase. The average level of production and shipments, however, continues below the corresponding period of 1931. Additional pressed and blown glassware factories are resuming operations on a part-time schedule. Glass tableware manufacturers have little doubt but that demand will pick up after Sept. 1. The flat glass trade is looking hungrily for business.

Lamp Orders Gain At Show.

Buying activity at the lamp trade show in progress at New York increased considerably in volume. Interest in the show is keen, with registrations running 25 per cent. ahead of the January totals. The caution exhibited in purchasing is attributed to the fact that buyers this year are experimenting with higher price merchandise and for that reason are taking only small quantities on initial orders.

The Webster's, James.

"Don't you think," airily suggested the new partner, "that you ought to brush up a bit on your correspondence? Use big words; they lend dignity to your letters."

"Perhaps you're right," admitted the other, calmly studying the end of his cigar, "but, while eschewing mediocrity of expression through platitudinous phraseology, it behooves one to beware of ponderosity, and to be mindful that pedantry, being indicative of an inherent megalomania, frustrates its own aim and results merely in obnubilation."

HOTEL DEPARTMENT

Posting of Rates in Hotel Rooms.

Los Angeles, Aug. 20—The question of posting rates in hotel rooms bobs up once more. It has been discussed time and again at hotel meetings, and has been the subject of legislation in some states, where such laws have uniformly been declared unconstitutional by the courts, but for some reason or other has never received the sanction of any particular hotel organization. Personally I have never been able to discover any valid objection to the posting of rates, and have repeatedly taken the stand that if the hotels would make the concession asked by certain commercial organizations I believed it would be a good piece of diplomacy, for it would give a guest a certain added degree of confidence in the particular hotel which did so. He naturally would incline to the idea that there was no favoritism, and that all patrons were paying the same price for similar accommodations, and hence that nothing was to be gained by shopping around. If one is a business man, or has been successful in business, he has not, as a rule, been inclined to make his investments without knowing just what he is buying and just what it is costing him. It is a habit which does not necessarily imply that he is stingy, but just wants to know. That's all. And he is entitled to know. Posting the room rate practically eliminates any chance for argument with the clerk or cashier. Such controversies are always bad for the hotel, the guest being embarrassed and usually angry no matter how the affair is settled, even if a concession has been made to appease him. Some hotels—I think Hotel Pantlind is an example—provide the guest with a card showing his room rate, which I consider a very clever and satisfactory idea, but often, in the rush hour, there is a delay in the issuance of such cards, and the guest has no positive knowledge if his request for a certain priced room was understood by the booking clerk, and frequently this is cause for a misunderstanding. The only objection I have ever heard advanced against the adoption of the rate posting plan is that at convention time, it is desirable to advance the room rate, without notice to the guest. Maybe this is so. But considered from almost any angle I have heard discussed, the hotel man who advances his rates and turns his permanent guests away, just because he has a three-day convention in sight, is only deceiving himself. And this is a custom which in a very short time will be in the discard. The advanced rate will usually not pay for the increased wear and tear in hotel furnishings, and the permanent guest is usually a desirable asset.

There are, and have been for some time, certain objections advanced to the system of hotel inspection by public authorities. They had it in Michigan when I was operating it there and while I never interposed any objection to submitting to the acid test, I must confess that these inspections were superficial and were a long ways from carrying out the intent of the state laws on the subject. In fact I always felt that the state was squandering a lot of money, or, at least, was not accomplishing what was contemplated by such legislation. But there are in this good old world of ours a lot of people who think they could operate almost any kind of business much more satisfactorily than those who are filling the jobs. That's the reason they always have so much time to think they could do those things. Maybe Michigan has a place for a few of such. However, since the induction of the "wayside" inn into the game it has been felt, even by the hotel operators themselves, that for

sanitary reasons at least, an inspection by parties with vested authority is desirable. Each resort hotel is supposed to be checked for adequate and safe water supply, sanitary toilet facilities, with proper check on the disposal of garbage, etc. Also a careful investigation into the food sources, especially those for milk supply. These are very wise provisions and nobody could have any legitimate objections to such procedure. The matter of cleanliness in hotels has been a subject of state regulation for a number of years, though as I before stated, in many cases such inspection has been largely of a perfunctory character. It doesn't matter so much if the sheets are a few inches short of the prescribed length, but it is an affair of great moment if the blankets and quilts are unclean. If such service is kept out of politics and the appointment of inspectors made from the ranks of such as have a practical knowledge of hotel requirements, it ought to be worth while. Otherwise it will mean nothing.

Here is a news flash from Stillwater, Minnesota, coincidental in a way in my young life: "A strange funeral procession made its way down Stillwater streets early to-day. Headed by a band playing a funeral dirge, Stillwater citizens escorted from the car barns to the city limits the last street car to operate in the city. The car was draped in crepe. Business men who said the city was losing an old friend that served them well for thirty-three years arranged the ceremony. The cars maintained service between Stillwater and St. Paul, which service was discontinued because of insufficient business. Busses will be operated instead. Thirty years ago, in 1899, the writer was a passenger on the very first trolley car to operate between the two cities.

Hotel Vincent, Benton Harbor, is now passing through the financial melting pot, it having been taken over by the holders of the first mortgage bonds. The Vincent, one of the most attractive hotels in Southern Michigan, was one of the projects which the late E. M. Statler warned against many years ago. There was never a field for the proposition, and even with ordinary business conditions, it was bound to have a hard struggle to exist, to say nothing about being a dividend payer. I am unadvised as to just how the property will be handled, but presume it will continue to operate sans dividends.

The Muskegon Chronicle has this eminently fair and honest criticism of certain political propaganda which is being indulged in these days. I congratulate them on their astuteness:

"President Hoover will be well advised if he lets word go out to his campaign organization that there is to be no claiming credit for himself or his party in the signs of renewal of business activity. Indiscreet utterances of some of his party leaders indicate there might be a tendency to do something that foolish. Thinking citizens know that the President no more had the power to restore prosperity than he did to prevent its departure nearly three years ago. Hence, there is no more logic in claiming the credit for him than there was in blaming him for that catastrophe. The same goes both ways for his party."

They are telling this story on Carew Martindale, manager of Hotel Downey, Lansing, who says he has had one bill presented which he refuses to pay. And the gent who presented it, well-known in Lansing affairs, has been panned for his alleged penury, Pecksniffian proclivities, and inhumanity. During the spell of heat around July 2, Mr. Martindale had business with W. Bill Walton, North Lansing's dusty miller and owner of the night and day Walton flouring mills on the

North Lansing mill race. Bill claims to have the coolest place in town and his office is located above the river where the sea breezes blow and the smell of salt and other stuff in Grand River ride in on the breezes. In addition to Bill's natural resources, he has offices full of electric fans. While the sweating farmers are mowing grain for Bill's mill Mr. Walton snoozes with his feet on his desk, the electric fans humming merrily and the river breezes gently fanning the bran and middlings. Anyway Mr. Martindale made the mistake on a recent visit there, of remarking how much cooler it was than at his hotel, and Bill, who had enjoyed the comforts of Hotel Downey on a cash basis, encouraged him to stay, following the visit up with an invoice: "To four hours' cooling, four dollars," which Mr. Martindale is hesitating about paying.

Port Sheldon, site of the first big hotel in the Grand Haven sector, had a homecoming the other day. The hotel referred to was erected in 1834 at a cost of \$300,000 with the intention of making it the Spa of the West. It proved a financial failure.

One Michigan hotel, the Olds, at Lansing, reports doing a good tourist business, when for the last week end it entertained 256 guests from sixteen states and Canada. The report on summer business elsewhere has not been so flattering.

My friend, Dr. W. D. Moore, was telling me this one about a neighbor of his down at San Pedro, who has turned his swarm of gratuitous guests to account in a substantial way. Instead of being swamped out of house and home—and eaten out—by them, he finds them veritable assets. He urges them to see him any week end, and then has provided for them a lot of cheap guest houses, all by themselves. The guests accept the invitation, go out and load up with groceries, and when the week end is over, the genial host goes around and gathers up enough leftovers to supply the family larder for the balance of the week.

Caterers who are making the grand struggle of their lives in trying to establish eating stations will appreciate this little sally emanating from the Los Angeles breakfast club at a recent meeting: "We had been eating lunch at a new filling station. Yesterday we went over and found the door locked and this placard staring us in the face: 'Opened by mistake.'" Not so bad.

The American Hotel Association, with the backing of nearly every state organization, is making a determined and grand fight for at least a modification of the eighteenth amendment and the Volstead regulations. And I cannot blame them, though when the crusade started I will grant that I was opposed to such action as I was among many others who had not been placed in a position where such legislation proved irksome. But it has been demonstrated to my satisfaction that hotels in larger cities have suffered grievously through diversion of their resources from semi-legitimate sales of liquors at law-regulated hotel bars and the sneaking inroads of bootleggers who infested hotel lobbies

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RATES—\$1.50 up without bath.
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That is why LEADERS of Business
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**PANTLIND
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"An entire city block of Hospitality"
GRAND RAPIDS, MICH.
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**MORTON
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Grand Rapids' Newest
Hotel
400 Rooms — 400 Baths
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Rates Reasonable—Service Superb
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CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon — Michigan

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

HOTEL ROWE
Grand Rapids, Michigan.
ERNEST W. NEIR, Receiver.

everywhere. If one will refer to the original financial prospectus of Hotel Pantlind, they will find one item of \$65,000 estimated profit from the bar. No one will criticize the conduct of the operators of the bar at this establishment during its brief period of operation. It was decently run and its patrons were certainly individuals of character and respectability. There are many who will testify to the debasing results of the change from law-regulated traffic and the disgraceful operations of the bootleggers who could not be controlled. Only two years ago when in Detroit, a prominent hotel man, in one evening, conducted me to seven different speak-easies within a single block of his hotel where in pre-prohibition days there had been but two places serving liquor—the hotel bar and a high grade cafe. It is apparent to me that the tide is running strong in the direction of sanity in the public's attitude toward prohibition. On every hand there is much to convince the observer that such a claim is true. While there is more or less of politics in the declarations of the two major political parties, it is quite evident that the National law makers are in a fair way to be "smoked out" of their lairs. And they ought to be. I could name several hypocrites from Michigan who are publicly known to use liquor copiously in private life, who are holding their positions through the suffrage of those who honestly think they are being honestly and conscientiously represented in the National capitol. Hence I take off my hat to the faithful few in the hotel ranks who are trying to pull off a square deal in the show-down in the coming general election by differentiating in the choice of their representatives. Not only is the country and the youth of the Nation being polluted by the class of scavengers who are distributing poison, but the municipalities are suffering from the lack of taxes which might be collected if such traffic was properly controlled. I care not who sells the liquor, but I would certainly prefer to see the business in the hands of responsible individuals, than conducted by a lot of ghouls who place profits above life itself.

The commissioner of public safety for the state of Michigan has placed the facilities of his police force at the disposal of the Michigan Hotel Association for the speedy apprehension of skippers and bad check artists. Hotel operators throughout the State are urged to communicate at once with the nearest post of the state police when a guest skips his bill or presents a bad check, giving as much data as possible about the offender. This information will be broadcast throughout the entire state and every possible effort made to apprehend the perpetrator. I am glad to know that the hotel man, at least, is in a fair way to get some return for the vast amounts paid out every year for police protection and law enforcement.

E. F. Lezotte, who formerly owned and operated two Detroit hotels, has taken a lease of Hotel Frontenac, a 100 room institution which was operated for years by our good friend W. J. Lietzen, and has placed Frank Frick, who has been associated with the hotel in various positions behind the desk, with Charles Bryan, also well known, as his assistant. Walter Lietzen, who was compelled to give up the operation on account of failing eyesight is now living in Milwaukee.

Earle R. Milner, is still gleaning hotels in Detroit. He has recently added the Atsar hotel to his chain, making, I believe five hotels in that city which he controls. Its name will be changed to the Clifton.

It is announced that H. Fuller Stevens, a former assistant manager

at Hotel Book-Cadillac, Detroit, will shortly become manager of Hotel Van-Cleve, at Dayton, Ohio,—one of the Hitz New Yorker group.

I notice that Hotel Monterey, Janesville, Wisconsin, formerly operated by Joseph Oberlin, formerly of Hotel Whiting, Traverse City, has changed hands, but the disposition of my friend Oberlin has not been announced.

George Crocker, whom we of Michigan all think very well of, who left Hotel Oids, Lansing, to assume the proprietorship of Hotel Berkshire, Reading, Pennsylvania, is making himself popular in the Keystone city. George would just do this very thing and his good wife would boost him at every turn.

And that man Ward James, who used to "bunk" me at Hotel Tuller, Detroit, is cleaning up everything at golf, in Chicago, in addition to successfully managing the brace of Hotels Windermere.

George S. Chubb, 81, for thirty-three years owner of the Chubb Hotel, at Ann Arbor, a popular rendezvous for students and which also gave employment to those who were working their way through college, passed on the other day.

Ernie Neir, who was finally made permanent receiver of Hotel Rowe, at Grand Rapids, will be in a position to handle the affairs of that institution, with every detail of which he is familiar, was well chosen. I notice the Metropolitan Life Insurance Co. is seeking foreclosure on an overdue mortgage they have on the property, but under existing conditions I should say they would serve their own interests best by granting a moratorium after the Brewer plan and letting time heal their wounds.

One California railroad received \$10 from a man whose conscience tortured him because he snitched a couple of years from the age of a child when he was paying its fares. If this malady gets to be catching the railroads may be able to operate their trains on this one source of income, for a lot of the angel children I have seen traveling on half fare tickets would be benefitted in appearance by a shave.

Frank S. Verbeck.

IN CASE OF REPEAL.

(Continued from page 2)

ning that the slip shod and slovenly methods of the former saloon days will not be tolerated. On the other hand, those dries who would obstruct if possible the proper enforcement of the new liquor regulations should be promptly squelched and relegated to the rear or out of sight.

A. C. Martin,
Landlord Steele Hotel.

Saugatuck, Aug. 22—In reply to your enquiry regarding the handling of the liquor traffic, I believe the well managed hotel could dispense liquor in sealed packages very successfully and profitably, but I would not favor the open bar. The hotels are surely in need of something to stimulate the profits.

Chas. N. Nedebaugh,
Managing Owner Hotel Butler.

Manistee, Aug. 21—I am for the repeal of the Volstead law and in favor of the sale of liquors through the Federal agencies and hotels. It is my firm belief this would help us in putting the hotels on a paying basis again, and I sincerely hope the change will be made during the next session of Congress.

Henry M. Nelson,
Manager Hotel Chippewa.

Ionia, Aug. 22—In answer to your letter regarding repeal of the eighteenth amendment, will say that Ionia county

was strongly dry when we had local option; also voted for state prohibition. I think if beer returns Ionia will be dry. The way we feel now we would not be interested.

Mrs. Emma Snow,
Manager Reed Inn.

Portland, Aug. 16—Replying to your letter of Aug. 12, I personally believe your outline plan of the way to handle alcoholic beverages is very good with a strict enforcement of the law, not just another law to be not enforced. Not allow small towns or cities to operate a bar with hotels as a blind, but compel them to operate a hotel as a good hotel should be operated, with bar or the sale of alcoholic beverages as one of the units of the business. Should hotels be granted a license to sell alcoholic beverages and handle the proposition in the right way I am sure it will be far better than it is under our present laws and be far better for the people and the Government and stop, to a great extent, the cost of trying to enforce a law which people do not want. C. M. Divine.
Manager Hotel Divine.

When on Your Way, See Onaway.

Onaway, Aug. 22—Others said it couldn't be done, but they didn't know it, so they went ahead and did it. This applies to a feat accomplished by two young ladies who are resorting at Black Lake—Miss Doleen Strand, of Detroit, and Miss St. John, of Jackson. Wishing for adventure and seeking experience of an extraordinary nature these girls, inexperienced in wild territories, having been born and brought up in the city, decided to trek into the wilds of untraversed sections of Northern Michigan; furthermore, without stopping to consider the time required or the hardships liable to be encountered, but merely asking the direction, these young adventurers packed a light lunch and started out from their cottage early one morning to encircle Black Lake by following the shore line when possible or diverge from the beach when same became impassible. The girls had been forewarned and advised not to make such an attempt, although no one took their enquiries seriously, believing they would soon become discouraged and retrace their steps on such a foolhardy trip. In fact, no one, not even a strong man, experienced in rough country traveling, would consider such a thing as encircling Black Lake alone, especially in one day's time and reach home alive. The distance would be too great, the country too rough and too many risks to take by losing directions. But the girls didn't know this or, if they did, they ignored the warnings and set forth with no preparations whatever against the hardships they were bound to encounter. The day was anything but favorable for such a trip. The weather was disagreeable and the girls soon came to the realization that this venture was a real serious proposition and entirely opposite a pleasure trip.

Black Lake, you must know, measures nine miles in length and five miles in width, with a very irregular shore line. Owing to such deviations and the contour of the land it would require the services of a mathematician or a surveyor to figure out accurately the distance required in measuring the circumference of Black Lake. Nor is this the true mileage by any means which represents the course taken by these daring girls. After leaving Lobdell beach, Bonz beach, Codde beach and Rainy beach, which would represent at least ten miles from their starting place, it dawned upon the girls that they had started something which, if successfully finished, would require some strenuous effort and with no loss of time, therefore, just ten minutes were consumed in devouring their lunches and into the task of conquering the entanglements of brush, briars, woods and swamps they plunged; sometimes in muck and mire, re-

gardless of consequences, with a perfect finish as their goal.

Now the section beyond the mountain district of Black Lake is an uncharted region and since being lumbered off some twenty-five years ago remains a wilderness. How under heavens these girls manipulated this, even though provided with a compass, is a mystery. But they did and after reaching the lower Black river settlement, where there is no way to cross the river, it meant another extra five miles to reach the Gaynor bridge, which meant an equal number of miles in return before reaching the lake territory again or the return to the home side of the lake again. This, too, is a very uncertain piece of country; the trails are crooked, winding and very misleading. The little ladies finally staggered into their "Home, Sweet Home" long after dark, leg weary and about exhausted, but with victory within their grasp. No one can figure this distance less than forty miles—and such miles. Now the girls say that they would enjoy doing this stunt over again. Such an experience will be something to look back upon in the future.

Another bad fire to be reported in the history of Onaway. Saturday night about 10:30, after closing, fire broke out in the big Lee hardware store, corner of State and First. This is a huge frame building, a double store covered with steel siding. The fire evidently originated in the basement and ascended the elevator shaft to the roof, shooting flames through the skylights. Owing to the construction of the building it was a very stubborn fire to fight. A calm night assisted the firemen in conquering the fire and the last spark was extinguished by 2 o'clock a. m. The building is badly damaged inside and the large stock of hardware, shelf goods and implements partially ruined by smoke and water, entailing a loss estimated at \$10,000. The business was formerly O. Steele & Co., organized about thirty-two years ago by Fox & Steele.

Squire Signal.

Gabby Gleanings From Grand Rapids.

The E. O. Bulman Manufacturing Co. has recently furnished the following stores with steel equipment: Carl Teeter, Dixie Highway, South Bend, Ind.; Jed-White Stores, Warsaw, Ind.; Empire Grocery & Market, Benton Harbor; Albers Bakery & Market, Michigan City, Ind.; Lowman & Peterson, Mishawaukee, Ill.; Rudy Kondor, South Bend, Ind.; John Molenda, South Bend, Ind.; Wilkins & Musser, Knox, Ind.

H. Wagemaker has purchased from the bankruptcy court the stock in the Warner store at 807 East Burton avenue. Mr. Wagemaker is a brother-in-law of Gerrit Vanderhooning and has had considerable experience in the grocery business.

Geo. F. Cornell & Son, who recently placed their hardware stock in bankruptcy, are now offering a 25 per cent. compromise to their creditors. Their first offer of 20 per cent. was rejected. Some of the creditors announce they will hold out for 50 per cent.

A Midwest railroad is offering rail deliveries of entire loaded motor trucks and trailers. A new locking device on the wheels holds trucks in place on the flat cars.

Another new device, for marking shipments free-hand, has a handle reservoir and felt tip. The tip is automatically inked by simply pressing down and releasing while marking.

DRUGS

Michigan Board of Pharmacy.

President—Clare F. Allen, Wyandotte.
Vice-Pres.—J. W. Howard Hurd, Flint.
Director—Garfield M. Benedict, Sandusky.

Examination Sessions—Three sessions are held each year, one in Detroit, one in the Upper Peninsula and one at Ferris Institute, Big Rapids.

Michigan State Pharmaceutical Association.

President—F. H. Taft, Lansing.
First Vice-President—Duncan Weaver, Fennville.
Second Vice-President—G. H. Fletcher, Ann Arbor.
Secretary—R. A. Turrel, Crosswell.
Treasurer—William H. Johnson, Kalamazoo.

Upper Peninsula Druggists Form Branch of M. S. P. A.

The Upper Michigan Division of the Michigan State Pharmaceutical Association was organized here last night at a dinner meeting of the Upper Peninsula druggists held at the Milliman Hotel, and Ed. Voght, of Escanaba was chosen as the Association's first president.

Other officers named were A. G. Buchman, of Iron Mountain, vice president; Jack Riley, of Escanaba, secretary, and Leonard Gensiver, of Marquette, treasurer. In addition, the president appointed a board of five directors, including William Rezin, of Crystal Falls; Joe Winkle, of Menominee; William Halls, of Hancock; David Rahm, of Ironswood, and W. J. Knorr, of Escanaba.

Escanaba was selected as the 1933 convention city.

Decision to affiliate with the State Association came only after considerable debate, many of the druggists preferring to form a strictly Upper Peninsula Association and perhaps join with the State group a year or two from now. On one occasion the majority voted against affiliation, but later many changed their minds and it was decided to become a division of the State Association immediately.

Druggists were present from all but three counties in the Upper Peninsula. It was their first Upper Peninsula convention and was held here on the occasion of the annual Upper Peninsula state examination for pharmacists, which closes to-day. The guests included all of the members of the State Board of Pharmacy and the State director of drugs.

The Castel sisters' orchestra played while the dinner was being served.

The visitors were welcomed to Iron Mountain by Sam Cudlip, druggist, and Mayor R. F. Dundon also spoke a few words of greeting.

Mr. Voght presided as toastmaster at the speaking program. He first introduced Garfield M. Benedict, of Lansing, State director of drugs, who presented a report on the activities of the Michigan Board. Incidentally, this report showed that the department is self-sustaining, its income from July 1, 1931, to June 30, 1932, having been \$31,737.96, while disbursements were \$30,701.78, leaving a balance of \$1,036.18.

The report revealed that there are 2,501 drug stores in Michigan, of which 976 are in Wayne county. During the fiscal year 175 stores went out of business. Of 172 stores reported for violation of the law only five were in

the Upper Peninsula and they were guilty of but minor infractions.

Mr. Benedict assured the druggists of the desire of the State Board to give utmost co-operation and asked for their support.

An interesting discussion of the relationship between the druggist and doctor was given by Dr. W. H. Alexander, of Iron Mountain. Asserting that the aims of a society are to promote friendship, but that this has too often been sacrificed to the cash register, Dr. Alexander said that "the relationship question, boiled down, is just a matter of common sense."

"A fair proportion of both societies—the druggists and the doctors—are pretty decent fellows," he stated.

With regard to the doctor's requirements in drugs for prescriptions, Dr. Alexander said that a "comparatively good doctor can get along with comparatively few drugs," a statement that aroused enthusiasm among the druggists.

"A new man can require the druggist to carry a lot of drugs," the doctor continued, "but I have tried to get along on a few and have found them sufficient and satisfactory."

The doctor said that his relationship with druggists had been very friendly and, in showing that the druggist is more than a mere clerk and is often a martyr to science, he referred to his days at the Massachusetts General hospital in Boston when one pharmacist had sacrificed his life and another had suffered the amputation of two or three fingers in the development of the X-ray.

That the druggist should be in politics was the assertion of M. N. Henry, of Lowell, State Board member and the next speaker. Every session of the Legislature finds new legislation proposed that affects the druggist and he should be watchful for its appearance and have a mind about what is to be done with it. Mr. Henry discussed some of the phases of the situation of special interest to pharmacists particularly that part relating to proposed legislation against cut rate practices. He also said that while the Michigan law now requires that all drug stores must be at least 25 per cent. pharmacist-owned, he was of the opinion this might better be increased to 50 per cent. or more.

Another member of the board, Duncan Weaver, of Fennville, also was introduced and talked briefly.

Clare F. Allen, President of the State Board, read a paper on the experiences of the board, in which he said in part:

"The changes in the Michigan pharmacy law since it was put in force by the State Legislature in 1885 up to the present time had to come with the advancements of all these things, and if we do not keep step with these advancements we are doomed as a profession to fall behind and allow some other profession to take the lead. This is not only the problem of the Michigan Board of Pharmacy, but also the problem of this Association.

"As you know, the Board of Pharmacy has had very little to do with passing on the requirements of the

men who were engaged in the drug business when the board was created. If they had been in business a certain number of years they were given their papers without any examination whatsoever. The pharmacy examination has steadily advanced, since that time until now the board, with the aid of the colleges, is required to put on an examination of a standard which will show the student's ability to step behind your prescription counter and assure the people that the interests of public health so far as pharmacy is concerned are properly taken care of.

"When I came on the Board of Pharmacy five years ago the requirements were that a man or woman taking the board examination must have a high school education. To-day they must have at least a two-year course in a college of pharmacy. They are also required to spend two years in a registered pharmacy under the supervision of a registered pharmacist. You can readily see with these added restrictions, that it not only takes a great

deal of responsibility off the board of pharmacy so far as the students' requirements are concerned, but it also gives us a better class of well trained men and women to send out in the field of practical pharmacy.

BROOKSIDE BRAND WHISK BROOMS



ALL STYLES AND PRICES

BOOST FOR MICHIGAN WHOLESALEERS BECAUSE THEY BOOST FOR YOU.

TOURISTS
DEMAND



GOOD
CANDY

National Candy Co., Inc. PUTNAM FACTORY Grand Rapids, Mich.

SCHOOL SUPPLIES

PENCIL AND INK TABLETS, ERASERS, PENCILS, PENHOLDERS, PRANG'S PAINTS, INKS, MUCILAGE, COMPASSES, SLATES, CRAYOLAS, CRAYONS, CHALKS, PENS, COLORED PENCILS, NOTE BOOKS, DRAWING TABLETS, ARTISTS BRUSHES, DICTIONARIES, SPELLING BLANKS, THEME TABLETS, COMPASS SETS, COLOR BOXES, LOOSE LEAF COVERS, SCHOOL COMPANIONS, PENCIL BOXES, PROTRACTORS, BANNER NOTE BOOKS, NOTE BOOK FILERS, MUSIC BOOKS, ETC.

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

"The apprentice law which was passed a few years ago has also been a big help to the board of pharmacy, for it makes the apprentice register at the time he starts to work in a drug store.

"The ownership law has been a big help to the board of pharmacy in a number of cases. It prevents the man who is not interested in pharmacy from owning drug stores without having a registered pharmacist in charge of his organization who owns at least 25 per cent. of the stock in that particular drug store or drug stores.

I know there are many druggists in Michigan who are very much against the four-year college law, but if we are going to keep pace with the other states, it will be necessary, sooner or later, to have such a law. I realize at the present time that pharmacists are hardly paid enough money for their services to go to college for four years to become a pharmacist. However, if the four-year law was put into effect in Michigan it might not do any good for the first few years, but after that time pharmacists would be so equipped that the public would look upon them as professional men and be willing to pay more for their services. Most of the states at the present time have the four year pharmacy law and other states are getting it as fast as they can.

"Law enforcement is the most unsatisfactory work the board of pharmacy and the directors of drugs and drug stores have to carry out. The drug laws very specifically state what a pharmacist shall do in the operation of a drug store. In the first place he must keep his drug store covered at all times, while the store is open for business, with a registered pharmacist; he must obey the narcotic laws, the law of weights and measures, the thermometer law and the prohibition law, in so far as the handling of alcohol and liquors are concerned.

"Some pharmacists in the State seem to cherish the idea that the pharmacy laws were made for strict enforcement on everybody else but themselves. We have many complaints on patent medicine stores and grocery stores selling drug items. When we call on these patent medicine and grocery stores, they tell us of a pharmacist who is a competitor of theirs, who has a boy, or the pharmacist's wife running the drug store when he is out and they ask us what is the difference whether we sell drug items or some person in a drug store where there is no registered pharmacist in charge at the time.

"The board of pharmacy does not want to put on a law enforcement program which will drive the druggists out of business, but at the same time we will have to put our own house in order before we can condemn the vendors of medicines through various sources of competition.

"At this time I want to thank Governor Brucker, his two secretaries, Don Smith and Jack Leasia, and also the State Administration Board for the way they have co-operated with the Board of Pharmacy in helping us carry on the work in our department. They

have shown us a great deal of consideration and by their attitude have shown that they are interested in the advancement of pharmacy in this great State of ours."

Following the president's address, A. G. Buchman, Iron Mountain druggist who was responsible for the board's decision to hold the examination in Iron Mountain and who also organized the Upper Peninsula gathering, was introduced. Buchman spoke briefly, saying that if nothing else was accomplished, the meeting could be regarded as a success in having brought the Upper Peninsula druggists together.

After his remarks the women adjourned to another room to play bridge, while the men busied themselves about the organization of the Upper Peninsula Association. — Iron Mountain News.

Examination Session Held in Iron Mountain.

The annual State Pharmaceutical examination conducted in the Upper Peninsula was concluded this afternoon, and fifty-four applicants for registration who have been taking the tests yesterday and to-day at the Iron Mountain high school were not a bit sorry.

Whether they win, lose or draw, all were glad that the strain was to be over and they could again go their various ways. Ratings are to be given out in about three or four weeks. Usually not more than 10 to 20 per cent. of the applicants are successful in passing the examination and being accorded registration.

This morning's examination consisted of pharmaceutical arithmetic and was conducted by Howard Hurd, of Flint. This afternoon's examination in practical work and prescription filling was held by M. N. Henry, of Lowell.

Each examination was in charge of some member of the State Board.

The members of the Board plan to go from here to Toronto, Canada, where they will attend a two-day convention of the National Association of Boards of Pharmacy, and will also stay over for the National convention of retail druggists, which will follow.

Clare F. Allan, of Wyandotte, president of the Michigan Board, is president of district No. 3 of the National Association of Pharmacy Boards, this district embracing the states of Michigan, Ohio, Indiana, Kentucky, Illinois and Wisconsin.

Asked why the examination was conducted in Upper Michigan when all of the students were from Lower Michigan, President Allan said that it was the custom to hold one test a year North of the Straits and while it was realized there were few, or no, Upper Peninsula applicants to be accommodated, the meetings provided the one opportunity of the year for the State Board to contact Upper Peninsula druggists.—Iron Mountain News.

A new, simple photo-stencil process now under development is said to be capable of reproducing photographs, magazine pages, other printed matter. The stencil can be made in a few minutes, and is said to reproduce thousands of copies.

WHOLESALE DRUG PRICE CURRENT

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

Acetic , No. 8, lb. 06 @ 10	Gum	Hemlock, Pu., lb. 2 00@2 25
Boric , Powd., or	so called, lb. gourds @ 60	Hemlock Com., lb. 1 00@1 25
Xtal, lb. 08 1/2 @ 20	Powd., lb. 35 @ 45	Juniper Ber., lb. 4 00@4 25
Carbolic , Xtal, lb. 36 @ 43	Aloes , Socotrine, lb. 75	Juniper W'd, lb. 1 50@1 75
Citric , lb. 40 @ 55	Powd., lb. 80	Lav. Flow., lb. 4 00@4 25
Muriatic , Com'l., lb. 03 1/2 @ 10	Arabic, first, lb. 50	Lav. Gard., lb. 1 25@1 50
Nitric, lb. 09 @ 15	Arabic, sec., lb. 45	Lemon, lb. 2 00@2 25
Oxalic, lb. 15 @ 25	Arabic, sorts, lb. 15 @ 25	Mustard, true, ozs. @ 1 50
Sulphuric, lb. 03 1/2 @ 10	Arabic, Gran., lb. 35	Mustard, art., ozs. @ 35
Tartaric, lb. 35 @ 45	Arabic, P'd, lb. 25 @ 35	Orange, Sw., lb. 4 00@4 25
Alcohol	Asafoetida, lb. 50 @ 60	Origanum, art., lb. 1 00@1 20
Denatured, No. 5, Gal. 48 @ 60	Asafoetida, Po., lb. 75	Pennyroyal, lb. 3 25@3 50
Grain, Gal. 4 25@5 00	Guaiac, lb. 60	Peppermint, lb. 3 50@3 75
Wood, Gal. 50 @ 60	Guaiac, Powd., lb. 70	Rose, dr. 2 50
Alum-Potash , USP	Kino, lb. 90	Rose, Geran., ozs. 50 @ 95
Lump, lb. 05 @ 13	Kino, powd., lb. @ 1 00	Rosemary
Powd., or Gra., lb. 05 1/4 @ 13	Myrrh, lb. 60	Flowers, lb. 1 50@1 75
Ammonia	Myrrh, Pow., lb. 75	Sandalwood, lb. 12 50@12 75
Concentrated, lb. 06 @ 18	Shellac, Orange, lb. 25 @ 35	W. I., lb. 4 50@4 75
4-F, lb. 05 1/4 @ 13	Ground, lb. 25 @ 35	Sassafras
3-F, lb. 05 1/4 @ 13	Shellac, white, (bone dr'd) lb. 35 @ 45	true, lb. 2 00@2 25
Carbonate, lb. 20 @ 25	Tragacanth, lb. 2 00@2 25	Syn., lb. 75 @ 1 00
Muriate, Lp., lb. 13 @ 30	No. 1, bbls. 2 00@2 25	Spearmin, lb. 3 00@3 25
Muriate, Gra., lb. 08 @ 18	No. 2, lbs. 1 75@2 00	Tansy, lb. 5 00@5 25
Muriate, Po., lb. 20 @ 30	Pow., lb. 1 25@1 50	Thyme, Red, lb. 1 50@1 75
Arsenic	Honey	Thyme, Whi., lb. 1 75@2 00
Pound 07 @ 20	Pound 25 @ 40	Wintergreen
Balsams	Hops	Leaf, true, lb. 6 00@6 25
Copaiba, lb. 50 @ 80	1/4s Loose, Pressed, lb. @ 60	Birch, lb. 3 00@3 25
Fir. Cana., lb. 2 00@2 40	Hydrogen Peroxide	Syn. 75 @ 1 00
Fir. Oreg., lb. 65 @ 1 00	Pound, gross 25 00@27 00	Wormseed, lb. 6 00@6 25
Peru, lb. 2 00@2 20	1/2 Lb., gross 15 00@16 00	Wormwood, lb. 7 00@7 25
Tolu, lb. 1 50@1 80	1/4 Lb., gross 10 00@10 50	Oils Heavy
Barks	Indigo	Castor, gal. 1 35@1 60
Cassia, Ordinary, lb. 25 @ 30	Madras, lb. 2 00@2 25	Cocoonut, lb. 22 1/2 @ 35
Ordin., Po., lb. 20 @ 25	Insect Powder	Cod Liver, Norwegian, gal. 1 00@1 50
Saigon, lb. 40 @ 40	Pure, lb. 25 @ 35	Cot. Seed Gals. 90 @ 1 10
Saigon, Po., lb. 50 @ 60	Lead Acetate	Lard, ex., gal. 1 55@1 65
Elm, lb. 35 @ 40	Xtal, lb. 17 @ 25	Lard, No. 1, gal. 1 25@1 40
Elm. Powd., lb. 35 @ 40	Powd. & Gran. 25 @ 35	Linseed, raw, gal. 52 @ 67
Elm, G'd, lb. 40 @ 45	Licorice	Linseed, boil, gal. 55 @ 70
Sassafras (P'd lb. 45) @ 35	Extracts, sticks, per box 1 50 @ 2 00	Neatsfoot, extra, gal. 1 25@1 35
Soapree, cut, lb. 15 @ 25	Lozenges, lb. 40 @ 50	Olive, Malaga, gal. 2 50@3 00
Soapree, Po., lb. 25 @ 30	Wafers, (24s) box @ 1 50	Pure, gal. 3 00@5 00
Berries	Leaves	Sperm, gal. 1 25@1 50
Cubeb, lb. 75 @ 80	Buchu, lb., short @ 50	Tanner, gal. 75 @ 90
Cubeb, Po., lb. 10 @ 20	Buchu, lb., long @ 60	Tar, gal. 65 @ 75
Juniper, lb. 10 @ 20	Buchu, P'd, lb. 30 @ 30	Whale, gal. 2 00
Blue Vitriol	Sage, bulk, lb. 25 @ 30	Opium
Pound 05 @ 15	Sage, loose pressed, 1/4s, lb. @ 40	Gum, ozs., \$1.40; lb. 20 00@20 50
Borax	Sage, ounces @ 35	Powder, ozs., \$1.50; lb. 21 00@21 50
P'd or Xtal, lb. 06 @ 13	Sage, P'd & Grd. @ 85	Gran., ozs., \$1.50; lb. 21 00@21 50
Brimstone	Senna, Alexandria, lb. 50 @ 60	Paraffine
Pound 04 @ 10	Tinnevela, lb. 20 @ 30	Pound 06 1/4 @ 15
Camphor	Powd., lb. 25 @ 35	Papper
Pound 60 @ 75	Uva Ursi, lb. 20 @ 25	Black, grd., lb. 30 @ 40
Cantharides	Uva Ursi, P'd, lb. 30 @ 30	Red, grd., lb. 42 @ 55
Russian, Powd. @ 1 50	Lime	White, grd., lb. 35 @ 45
Chinese, Powd. @ 1 25	Chloride, med., dz. @ 85	Pitch Burgundy
Chalk	Chloride, large, dz. @ 1 45	Pound 20 @ 25
Crayons, white, dozen @ 3 60	Lycopodium	Petrolatum
dustless, doz. @ 6 00	Pound 60 @ 75	Amber, Plain, lb. 12 @ 17
French Powder, Coml., lb. 03 1/2 @ 10	Magnesia	Amber, Carb., lb. 14 @ 19
Precipitated, lb. 12 @ 15	Carb., 1/4s, lb. @ 30	Cream Whi., lb. 17 @ 22
Prepared, lb. 14 @ 16	Carb., 1/16s, lb. @ 32	Lily White, lb. 20 @ 25
White, lump, lb. 03 @ 10	Carb., P'd, lb. 15 @ 25	Snow White, lb. 22 @ 27
Capsicum	Oxide, Hea., lb. 75	Plaster Paris Dental
Pods, lb. 60 @ 70	Oxide, light, lb. 75	Barrels @ 5 25
Powder, lb. 62 @ 65	Menthol	Less, lb. 03 1/2 @ 08
Cloves	Pound 4 28@4 64	Potassa
Whole, lb. 25 @ 35	Mercury	Caustic, st'ks, lb. 55 @ 83
Powdered, lb. 30 @ 40	Pound 1 65@1 80	Liquor, lb. @ 40
Cocaine	Morphine	Potassium
Ounce 12 85@13 50	Ounces @ 12 00	Acetate, lb. 60 @ 96
Copperas	1/4s @ 12 68	Bicarbonate, lb. 30 @ 35
Xtal, lb. 03 1/4 @ 10	Mustard	Bichromate, lb. 15 @ 25
Powdered, lb. 04 @ 15	Bulk, Powd., select, lb. 45 @ 50	Bromide, lb. 51 @ 72
Cream Tartar	No. 1, lb. 25 @ 35	Carbonate, lb. 30 @ 35
Pound 25 @ 40	Naphthaline	Chlorate, Xtal, lb. 17 @ 23
Cuttlebone	Balls, lb. 06 3/4 @ 15	powd., lb. 17 @ 23
Pound 40 @ 50	Flake, lb. 05 1/4 @ 15	Gran., lb. 21 @ 28
Dextrine	Nutmeg	Iodide, lb. 3 64 @ 3 84
Yellow Corn, lb. 06 1/2 @ 15	Pound 40 @ 50	Permanganate, lb. 22 1/2 @ 35
White Corn, lb. 07 @ 15	Powdered, lb. 40 @ 50	Prussiate, Red, lb. 80 @ 90
Extract	Nux Vomica	Yellow, lb. 50 @ 60
Hazel, Yel-low Lab., gal. 99 @ 1 82	Pound 25 @ 25	Quassia Chips
Licorice, P'd, lb. 50 @ 60	Powdered, lb. 15 @ 25	Pound 15 @ 20
Flower	Oil Essential	Powd., lb. 25 @ 30
Arnica, lb. 75 @ 80	Almond, Bit., true, ozs. @ 50	Quinine
Chamomile, German, lb. 35 @ 45	Bit., art., ozs. @ 35	5 oz. cans, ozs. @ 57
Roman, lb. 40 @ 90	Sweet, true, lb. 1 50@1 80	Sal
Saffron, Sw't, Art., lbs. 1 00@1 25	Amber, crude, lb. 75@1 00	Epsom, lb. 03 1/4 @ 10
American, lb. 35 @ 40	Amber, rect., lb. 1 50@2 00	Glaubers, Lump, lb. 03 @ 10
Spanish, ozs. @ 1 25	Anise, lb. 1 25@1 60	Gran., lb. 03 1/2 @ 10
Formaldehyde, Bulk	Bay, lb. 4 00@4 25	Nitre, Xtal or Powd. 10 @ 22
Pound 09 @ 20	Bergamot, lb. 5 00@5 20	Gran., lb. 09 @ 20
Fuller's Earth	Cajepout, lb. 1 50@1 75	Rochelle, lb. 21 @ 31
Powder, lb. 05 @ 10	Caraway S'd, lb. 3 00@3 25	Soda, lb. 02 1/2 @ 08
Gelatin	Cassia, USP, lb. 2 25@2 60	Soda
Pound 60 @ 70	Cedar Leaf, lb. 2 00@2 25	Ash 03 @ 10
Glue	Coml., lb. 1 00@1 25	Bicarbonate, lb. 03 1/2 @ 10
Brok., Bro., lb. 20 @ 30	Citronella, lb. 75 @ 1 20	Caustic, Co'l., lb. 08 @ 15
Gro'd, Dark, lb. 16 @ 22	Cloves, lb. 2 00@2 25	Hypophosphite, lb. 05 @ 10
Whi. Flake, lb. 27 1/2 @ 35	Croton, lbs. 8 00@8 25	Phosphate, lb. 23 @ 28
White G'd., lb. 25 @ 35	Cubeb, lb. 5 00@5 25	Sulphite, Xtal, lb. 07 @ 12
White AXX light, lb. 40 @ 40	Eucalyptus, lb. 1 00@1 25	Dry, Powd., lb. 12 1/2 @ 20
Ribbon 42 1/2 @ 50	Fennel 2 00@2 25	Silicate, Sol., gal. 40 @ 50
Glycerine		Turpentine
Pound 15 @ 35		Gallons 53 @ 68

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

Evap. Apricots
Post Toasties

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 30
24, 3 lb.	5 90
10 lb. pails, per doz.	8 80
15 lb. pails, per doz.	11 70
25 lb. pails, per doz.	17 65

APPLE BUTTER

Quaker, 12-38 oz.	2 00
Musselman, 12-38 oz.	2 00

BAKING POWDERS

Royal, 2 oz., doz.	93
Royal, 4 oz., doz.	1 80
Royal, 6 oz., doz.	2 45
Royal, 12 oz., doz.	4 85
Royal, 2 1/2 lbs., doz.	13 75
Royal, 5 lbs., doz.	24 50



KC, 10c size, 8 oz.	3 60
KC, 15c size, 12 oz.	5 40
KC, 20c size, full lb.	6 80
KC, 25c size, 25 oz.	9 00
KC, 50c size, 50 oz.	8 50
KC, 5 lb. size	6 50
KC, 10 lb. size	6 50

BLEACHER CLEANSER	
Clorox, 16 oz., 24s	3 00
Lizzie, 16 oz., 12s	2 15

BLUING

Am. Ball, 36-1 oz., cart.	1 00
Boy Blue, 18s, per cs.	1 35

BEANS and PEAS

Chili Beans	5 00
Dry Lima Beans 100 lb.	6 25
Pinto Beans	5 50
White H'd P. Beans	2 90
Split Peas, Yell., 60 lb.	4 40
Split Peas, Gr'n 60 lb.	3 15
Scotch Peas, 100 lb.	5 20

BURNERS

Queen Ann, No. 1	1 15
Queen Ann, No. 2	1 25
White Flame, No. 1	2 25

BOTTLE CAPS

Dbl. Lacquer, 1 gross	
pkg., per gross	15

BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 50
Corn Flakes, No. 124	2 50
Pep, No. 224	2 00
Pep, No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	1 80
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 05
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 3/4 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 75
Whole Wheat Fla., 24	1 90

BROOMS

Leader, 4 sewed	3 45
Our Success, 5 sewed	5 25
Hustlers, 4 sewed	5 50
Standard, 6 sewed	7 50
Quaker, 5 sewed	6 25
Warehouse	6 50
Rose	2 75
Whisk, No. 3	2 25

Amsterdam Brands

Gold Bond Par., No. 5 1/2	7 50
Prize, Parlor, No. 6	8 00
White Swan Par., No. 6	8 50

ROLLED OATS

Purity Brand	
Instant or Regular	

Small, 24s	1 53
Large, 12s	1 85
China, large, 12s	2 70
Chest-o-Silver, 12 lge.	2 98
Glassware, 12s, large	2 25
Purity Oat Snaps, 24s	2 20

Post Brands

Grapenut Flakes, 24s	2 00
Grape-Nuts, 24s	3 80
Grape-Nuts, 50	1 40
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 50
Post Toasties, 24s	2 50
Post Bran, PBF 24	2 85
Post Bran PBF 36	2 85

BRUSHES

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
Wickling	40
Tudor, 6s, per box	30

CANNED FRUITS

Hart Brand	
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Apples

No. 10	4 75
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Blackberries

Pride of Michigan	2 55
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Cherries

Mich. red, No. 10	5 25
Red, No. 2	3 00
Pride of Mich., No. 2	2 60
Marcellus Red	2 10
Special Pie	1 35
Whole White	2 80

Gooseberries

No. 10	7 50
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Pears

Pride of Mich. No. 2 1/2	3 60
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Plums

Grand Duke, No. 2 1/2	3 25
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Black Raspberries

No. 2	2 80
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Red Raspberries

No. 1	2 00
Marcellus, No. 2	2 35
Pride of Mich. No.	2 90

Strawberries

No. 2	3 00
8 oz.	1 20
Marcellus, No. 2	1 85
Pride of Mich. No. 2	2 35

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	2 75
Clams, Minced, No. 1/2	2 40
Pinnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	3 30
Chicken Haddie, No. 1	2 50
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4, Star	2 75
Shrimp, 1, wet	1 45
Sard's, 1/4 Oil, Key	4 90
Sardines, 1/4 Oil, Kless	3 85
Salmon, Red Alaska	1 90
Salmon, Med. Alaska	1 45
Salmon, Pink, Alaska	1 20
Sardines, Im. 1/4, ea.	6@16
Sardines, Im. 1/2, ea.	25
Sardines, Cal.	1 10
Tuna, 1/2 Van Camps.	1 75
Tuna, 1/4s, Van Camps.	1 35
Tuna, 1s, Van Camps.	3 60
Tuna, 1/2s, Chicken Sea.	1 85

CANNED MEAT

Bacon, Med. Beechnut	3 00
Bacon, Lge. Beechnut	2 10
Beef, Lge. Beechnut	5 10
Beef, No. 1, Corned	2 00
Beef, No. 1, Roast	2 70
Beef, 2 1/2 oz., Qua., sil.	1 35
Beef, 4 oz. Qua., sil.	2 25
Beef, No. 1, B'nut, sil.	4 50
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 20
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/2s	2 85
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/2 Libby	80
Potted Meat, 1/4 Qua.	75
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/2	1 00
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans	
Quaker, 16 oz.	60
Fremont, No. 2	1 25
Van Camp, med.	1 25

CANNED VEGETABLES

Hart Brand	
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Baked Beans

Medium, Sauce, 36 cs.	1 70
No. 2 1/2 Size, Doz.	9 00
No. 10 Sauce	4 95

Lima Beans

Little Quaker, No. 10	10 50
Little Quaker, No. 1	1 15
Baby, No. 2	1 90
Pride of Mich. No. 2	1 60
Marcellus, No. 10	6 50

Red Kidney Beans	
No. 2	4 25
8 oz.	95
	60

String Beans

Little Dot, No. 2	2 25
Little Dot, No. 1	1 80
Little Quaker, No. 1	1 60
Little Quaker, No. 2	2 00
Choice, Whole, No. 2	1 90
Choice, Whole, No. 1	1 25

Cut, No. 10	9 00
Cut, No. 2	1 60
Cut, No. 1	1 10
Pride of Michigan	1 35
Marcellus Cut, No. 10	7 25

Wax Beans

Little Dot, No. 2	2 25
Little Dot, No. 1	1 80
Little Quaker, No. 1	1 45
Choice, Whole, No. 10	10 25
Choice, Whole, No. 2	1 80
Choice, Whole, No. 1	1 35
Cut, No. 10	9 00
Cut, No. 2	1 60
Cut, No. 1	1 10
Pride of Mich., No. 2	1 25
Marcellus Cut, No. 10	7 25

CHEWING GUM

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

COCOA



Extra Small, No. 2	2 50
Fancy Small, No. 2	2 00
Pride of Mich., No. 2 1/2	2 00
Hart Cut, No. 10	5 00
Marcel. Whole, No. 2 1/2	1 35

Carrots

Diced, No. 2	1 15
Diced, No. 10	5 25

Corn

Golden Ban., No. 2	1 35
Golden Ban., No. 10	10 00
Little Quaker, No. 1	90
Country Gen., No. 1	85
Country Gen., No. 2	1 20
Pride of Mich., No. 1	80
Marcellus, No. 2	95
Fancy Crosby, No. 2	1 20
Whole Grain, 6 Ban-tam, No. 2	1 60

Peas

Little Dot, No. 2	2 40
Little Quaker, No. 10	11 25
Little Quaker, No. 2	2 15
Little Quaker, No. 1	1 45
Sifted E. June, No. 10	9 50
Sifted E. June, No. 2	1 75
Sifted E. June, No. 1	1 25
Belle of Hart, No. 2	1 75
Pride of Mich., No. 2	1 45
Marcel., Sw. W. No. 2	1 50
Marcel., E. June, No. 2	1 35
Marcel., E. Ju., No. 10	7 50

Pumpkin

No. 10	4 35
No. 2 1/2	1 35
No. 2	1 05

Sauerkraut

No. 10	4 25
No. 2 1/2	1 15
No. 2	85

Spinach

No. 2 1/2	2 25
No. 2	1 80

Squash

Boston, No. 3	1 35
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Succotash

Golden Bantam, No. 2	2 10
Hart, No. 2	1 80
Pride of Michigan	1 65
Marcellus, No. 2	1 15

Tomatoes

No. 10	5 80
No. 2 1/2	2 00
No. 2	1 50
Pride of Mich., No. 2 1/2	1 70
Pride of Mich., No. 2	1 35

CATSUP

Sniders, 8 oz.	1 35
Sniders, 14 oz.	2 15
Sniders, No. 1010	90
Sniders, Gallon Glass	1 25

CHILI SAUCE

Sniders, 8 oz.	2 10
Sniders, 14 oz.	3 00
Sniders, No. 1010	1 25
Sniders, Gallon Glass	1 45

OYSTER COCKTAIL

Sniders, 8 oz.	2 10
Sniders, 14 oz.	2 40
Sniders, 14 oz.	3 00
Sniders, Gallon Glass	1 45

CHEESE

Roquefort	55
Wisconsin Daisy	15
Wisconsin Flat	15
New York June	24
Sap Sago	40
Brick	15
Michigan Flats	14
Michigan Daisies	14
Wisconsin Longhorn	15
Imported Leyden	23
1 lb. Limberger	18
Imported Swiss	52
Kraft Pimento Loaf	20
Kraft American Loaf	18
Kraft Brick Loaf	18
Kraft Swiss Loaf	22
Kraft Old Eng. Loaf	33
Kraft, Pimento, 1/2 lb.	1 35
Kraft, American, 1/2 lb.	1 35
Kraft, Brick, 1/2 lb.	1 35
Kraft, Limbur., 1/2 lb.	1 65

Hominy	
Pearl, 100 lb. sacks	3 50
Bulk Goods	
Elbow Macaroni, 20 lb. 05	
Egg Noodle, 10 lbs.	12

Pearl Barley	
0000	7 00
Barley Grits	5 00
Chester	3 50

Sage	
East India	10

Tapioca	
Pearl, 100 lb. sacks	7 1/2
Minute, 8 oz., 3 doz.	4 05
Dromedary Instant	3 50

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors.	

FLOUR	
V. C. Milling Co. Brands	
Lily White	5 10
Harvest Queen	5 20
Yes Ma'am Graham,	
50s	1 40

Lee & Cady Brands	
Home Baker	
Cream Wheat	

FRUIT CANS	
Presto Mason	
F. O. B. Grand Rapids	
Half pint	7 15
One pint	7 40
One quart	8 65
Half gallon	11 55

FRUIT CAN RUBBERS	
Presto Red Lip, 2 gro.	
carton	70
Presto White Lip, 2	
gro. carton	76

GELATINE	
Jell-O, 3 doz.	2 55
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	1 75

JELLY AND PRESERVES	
Pure, 30 lb. pails	2 60
Imitation, 30 lb. pails	1 60
Pure, 6 oz., Asst., doz.	90
Pure Pres., 16 oz., dz	1 85

JELLY GLASSES	
1/2 Pint Tall, per doz.	38
1/2 Pint Squat, per doz.	38

Margarine	
I. VAN WESTENBRUGGE	
Food Distributor	



Cream-Nut, No. 1	13
Percola, No. 1	09

Wilson & Co.'s Brands	
Oleo	
Nut	10
Special Roll	13

MATCHES	
Diamond, No. 5, 144	6 00
Searchlight, 144 box	6 00
Swan, 144	5 00
Diamond, No. 0	4 75

Safety Matches	
Red Top, 5 gross case	5 45
Polo, 5 gross case	4 75

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 Alphabet, 6 oz.	2 20
Egg A-B-Cs 48 pkgs.	1 80

NUTS—Whole	
Almonds, Tarragona	
Brazil, large	
Fancy Mixed	
Filberts, Sicily	
Peanuts, Vir. Roasted	

Peanuts, Jumbo, 12,	
1 lb. case	1 05
Pecans, 3, star	25
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	23@25
Hickory	07

Salted Peanuts	
Fancy, No. 1	7
24 1 lb. Cellophane case	1 95

Shelled	
Almonds, Salted	95
Peanuts, Spanish	
125 lb. bags	5 1/2
Filberts	32
Pecans Salted	55
Walnut California	40

MINCE MEAT	
None Such, 4 doz.	6 20
Quaker, 3 doz. case	3 15
Yo Ho, Kegs, wet, lb.	16 1/2

OLIVES	
7 oz. Jar, Plain, doz.	1 05
16 oz. Jar, Plain, doz.	1 95
Quart Jars, Plain, doz.	3 25
5 Gal. Kegs, each	6 50
3 oz. Jar, Stuff., doz.	1 15
8 oz. Jar, Stuff., doz.	2 25
10 oz. Jar, Stuff., doz.	2 65
1 Gal. Jugs, Stuff., dz.	2 40

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

PETROLEUM PRODUCTS	
Including State Tax	
From Tank Wagon	
Red Crown Gasoline	17.5
Red Crown Ethyl	20.5
Stanolind Gasoline	15.7

In Iron Barrels	
Perfection Kerosine	10.3
Gas Machine Gasoline	39.5
V. M. & P. Naphtha	16.4

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



Iron Barrels	
Light	62.1
Medium	62.1
Heavy	62.1
Special heavy	62.1
Extra heavy	62.1
Polarine "F"	62.1
Transmission Oil	62.1
Pinol, 4 oz. cans, doz.	1 45
Pinol, 8 oz. cans, doz.	2 25
Parowax, 100 lb.	7.3
Parowax, 40, 1 lb.	7.55
Parowax, 20, 1 lb.	7.8



Semdac, 12 pt. cans	2 95
Semdac, 12 qt. cans	4 90

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75

Sweet Small	
5 Gallon, 500	7 25

Dill Pickles	
Gal., 40 to Tin, doz.	7 15
32 oz. Glass Pickled	2 60
32 oz. Glass Thrown	1 45

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

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

PLAYING CARDS	
Battle Axe, per doz.	2 65
Bicycle, per doz.	4 70
Torpedo, per doz.	2 50

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif.	13
Good St's & H'f.	11
Med. Steers & Heif.	10
Com. Steers & Heif.	09

Veal	
Top	11
Good	10
Medium	9

Lamb	
Yearling Lamb	15
Good	14
Medium	10
Poor	08

Mutton	
Good	08
Medium	06
Poor	04

Pork	
Loin, med.	11
Butts	11
Shoulders	08
Spareribs	05 1/2
Neck bones	04
Trimnings	05

PROVISIONS	
Barreled Pork	
Clear Back	16 00@20 00
Short Cut Clear	16 00

Dry Salt Meats	
D S Bellies 18-29@18-10-8	

Lard	
Pure in tierces	6 1/2
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	7 1/2
Compound, tubs	8

Sausages	
Bologna	13
Liver	15
Frankfort	15
Pork	20
Veal	19
Tongue, Jellied	25
Headcheese	15

Smoked Meats	
Hams, Cer. 14-16 lb. @14	
Hams, Cer., Skinned	
16-18 lb. @14	
Ham, dried beef	
Knuckles	@24
California Hams	@12 1/2
Picnic Boiled Hams	@16
Boiled Hams	@22
Minced Hams	@14
Bacon 4/6 Cert.	@15

Beef	
Boneless, rump	@22 00

Liver	
Beef	10
Calf	40
Pork	04

RICE	
Fancy Blue Rose	3 50
Fancy Head	06 1/2

RUSKS	
Postma Biscuit Co.	
18 rolls, per case	1 80
12 rolls, per case	1 20
18 cartons, per case	2 15
12 cartons, per case	1 45

SALERATUS	
Aarm and Hammer	3 75

SAL SODA	
Granulated, 60 lbs. cs.	1 35
Granulated, 18-2 1/2 lb.	
packages	1 10

COD FISH	
Middles	20
Peerless, 1 lb. boxes	19
Old Kent, 1 lb. Pure	27
Whole Cod	11 1/2

HERRING	
Holland Herring	
Mixed, Kegs	76
Mixed, half bbls.	
Mixed, bbls.	
Milkers, Kegs	86
Milkers, half bbls.	
Milkers, bbls.	

Lake Herring	
1/2 Bbl., 100 lbs.	
Tubs, 60 Count, fy. fat	6 00
Pails, 10 lb. Fancy fat	1 50

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

SHOE BLACKENING	
2 in 1, Paste, doz.	1 30
E. Z. Combination, dz.	1 30
Dri-Foot, doz.	2 00
Bixbys, doz.	1 30
Shinola, doz.	90

STOVE POLISH	
Blackne, per doz.	1 30
Black Silk Liquid, dz.	1 30
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 30
Enameline Liquid, dz.	1 30
E. Z. Liquid, per doz.	1 30
Radium, per doz.	1 30
Rising Sun, per doz.	1 30
654 Stove Enamel, dz.	2 80
Vulcanol, No. 10, doz.	1 30
Stovoil, per doz.	3 00

SALT	
F. O. B. Grand Rapids	
Colonial, 24, 1 lb.	95
Colonial, 36-1 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
Cream Rock for ice	
cream, 100 lb., each	85
Butter Salt, 280 lb. bbl.	4 00
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	3 80
6, 10 lb., per bale	93
20, 3 lb., per bale	1 00
28 lb. bags, Table	40



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

BORAX	
Twenty Mule Team	
24, 1 lb. packages	3 35
48, 10 oz. packages	4 40
96, 1/2 lb. packages	4 00

CLEANSERS	
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WASHING POWDERS	
Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s.	1 65
Brillo	85
Climaline, 4 doz.	3 60
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Snowboy, 12 Large	2 55
Gold Dust, 12 Large	2 25
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean., 4 dz.	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48.	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandotte, 48s	4 75
Wyandotte, Deterg's, 24s	2 75

SOAP	
Am. Family, 100 box	5 85
Crystal White, 100 ---	3 50
F.B., 60s -----	2 15
Fels Naptha, 100 box	5 00
Flake White, 10 box	2 85
Grdma White Na. 10s	3 50
Jap Rose, 100 box ----	7 40
Fairy, 100 box -----	4 00
Palm Olive, 144 box	9 90
Lava, 50 box -----	2 25
Octagon, 120 -----	5 00
Pummo, 100 box -----	4 85
Sweetheart, 100 box ---	5 70
Grandpa Tar, 50 sm. 2	2 10
Grandpa Tar, 50 lge. 3	3 50
Trilby Soap, 100, 10c 7	2 50
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

SHOE MARKET

Michigan Retail Shoe Dealers Association.
 President—Elwyn Pond, Flint.
 Vice-President—J. E. Wilson, Detroit.
 Secretary—Joe H. Burton, Lansing.
 Asst. Sec'y-Treas.—O. R. Jenkins.
 Association Business Office, 907 Transportation Bldg., Detroit.

The Watch-dog on Expenditures.

Fortunate is the business that has a watchdog on constant duty, to prevent leakages through unwarranted expenses. Doubly fortunate is the business that has had such an individual conserving the assets during normal and prosperous times, for that organization usually has reserves set up. Here and there, throughout the country, we find organizations of that type, weathering the storm with the least amount of disturbance to the efficiency and general operation of the business.

Now, to make sure that some effective steps are taken to curb Governmental expenditures, a group of far-seeing men have organized the National Economy League. This group of business men, non-political and non-partisan, hopes to operate in good times as well as bad, as a constant reminder that tax money must be wisely spent and properly accounted for. The irritation of increased taxes will make this league very popular, providing it functions as a check to unwise expenditure and also providing it vehemently opposes unwarranted appropriations. The sources of revenue of National, state and local governments will not yield the same flow of money as in the past. As a result, legislatures everywhere will be particularly keen in their next sessions to devise new methods of revenue.

Not only is there a National sales tax "in the wind," but several of the states have definite ideas for new retail sales taxes. The contention is that the probable National sales tax will be collected at manufacturing sources and that this leaves the field wide open for the imposition of a tax on retail volume for state use. Such extra taxation should be the first subject for consideration by the National Economy League. Its function should be advisory supervision of not only public expenditure but a scientific analysis of fund collection. A Nation-wide organization cannot be expected to become more than a clearing house in facts, ideas and opinions on economy in public affairs. This clearing house should develop very definite conclusions to transmit to business men and taxpayers all over the country.

No country on the face of the globe has the self-complacency of America when it comes to the subject of tax levies and Governmental budgets. New York City is now enjoying the travesty of permitting city employees to vote as to whether or not they will accept a wage reduction. The ballot shows that city employees do not care to voluntarily reduce their income by 8½ per cent. or the equivalent of one month's income. In other cities and towns the duly elected officers representing the people and taxpayers officially vote and designate wage economies. Then in business-like manner the workers are informed of the wishes of the government and action is taken just as if

it were a business rather than a bureaucracy of city employees.

Now is the time for righteous indignation to express itself against unwarranted extravagance in city, state and National expenditure. The elections are just ahead and the rewards of office should go to those who have demonstrated or give promise of business ability. Individual businesses hire new workers with the expectations of greater efficiency, operation and ability. In similar fashion, we need to select public officials with a view of rating them for their capacity to operate and maintain a business of government rather than because of hearty good fellowship or campaign ballyhoo.

Standards of living must go no lower. In Europe, one of the positive deterrents in normal living is the high cost of government and the debts of past wars. Taxation can be made in this country such an irritant as to adversely effect the course of business and all standards of living.—Boot and Shoe Recorder.

Danger Points in Buying Corporate Good Will.

When a going business is sold the good will is usually included, and the buyer if he is prudent will have a reasonable restriction against after competition by the seller placed in the contract to protect his rights in the good will. And, where the seller has been operating the business as an individual, his signature to the contract of sale will prevent him from thereafter impairing the good will by after competition, within the terms of the contract.

However, where the business sold has been operated as a corporation we have an entirely different situation, and, in the absence of unusual facts, the agreement of the corporation not to thereafter compete with the buyer will not bind the corporate stockholders as individuals. It follows, where a business is really owned by an individual, though operated as a corporation, such an individual may not be prevented from opening a competing business where he has simply sold the corporation.

Certainly, in this day and age of corporations, when a large portion of even small enterprises are incorporated, the buyer of such a business should be on his guard in respect to seeing that he is protected in a situation of this kind. And, as an example of the possible danger to the buyer of an incorporated business in overlooking this point, the following case is squarely in point.

In this case the plaintiff was engaged in a repair and manufacturing business, and the defendant was president of a small corporation engaged in the same line. This corporation was owned and operated by the defendant and two associates, they owning all of the stock and acting as officers of the corporation.

Plaintiff purchased this corporation and its good will, and the corporation, as such, agreed not to thereafter compete with the plaintiff. This contract of sale was signed by the defendant as president of the corporation, and approved by his two associates as officers of the corporation.

Following this, the defendant opened a competing business in his individual name. The plaintiff protested that this was a violation of the sales agreement, and the dispute that followed culminated in the instant suit to enjoin the defendant from continuing in the business.

In defense, the defendant pointed out that in selling the corporate business nothing was said about him as an individual not thereafter starting a similar business. From which it was argued that the corporation only was bound, and that the contract of the corporation was not binding on him. In upholding this contention, the court said:

"The defendant was not a party to the contract of the selling corporation with the plaintiff. He signed the contract of sale in his representative capacity only as president of the company, and that contract did not, by its terms or otherwise, purport to bind the defendant not to engage in business again in competition with plaintiff nor to bind any person except the selling corporation.

"In this case the court cannot read into the contract an agreement that defendant should not engage in a similar business to that which the selling corporation sold the plaintiff, for there is no language in the contract permitting such a construction and it does not appear from the contract that it was contemplated. The legitimate aim and object of the contract as disclosed by its language has not been defeated or violated by the defendant engaging in a similar business as plain-

tiff, and the court will not disregard the corporate entity as suggested by plaintiff to accomplish a purpose which the agreement does not show to have been within the intention of the parties."

So the plaintiff, as buyer of the corporate business, was left high and dry in so far as preventing competition on the part of the defendant, the former president and part owner of the corporation. And, it is not difficult to see how a situation of this kind might result in serious loss to the buyer of a small corporate business, where the former owners thereof might be able to take with them as individuals a good part of the corporate good will to a competing enterprise.

In the light of which, it is clear that where a corporate business is purchased, and, owing to its size or other factors, the good will thereof is subject to transfer by the former owners, the latter as individuals should also be bound by contract not to open a competing business. Truly, here is a point that should not be overlooked by the buyer of an incorporated business in cases of this kind.

Leslie Childs.

Cellophane shoes are being made. Body fabric is woven from thread made by twisting strips of Cellophane around a cotton core. The shoe is said to be light, durable.

Two new designs of precast concrete underground conduit, one for low, the other for high tension cables, have been developed; also machinery for their automatic manufacture.

INTELLIGENT INSURANCE SERVICE

and

REAL INSURANCE SAVING

Originally

For Shoe Retailers

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For Merchants in All Lines

The same saving and the same service to all

We confine our operations to Michigan

We select our risks carefully

All profits belong to the policyholder

**MICHIGAN SHOE DEALERS
 MUTUAL FIRE INSURANCE CO.**

LANSING, MICHIGAN

Mutual Building

Phone 20741

OUT AROUND.

(Continued from page 9)

The low prices of farm products this season is certainly a matter of great grief to the grower. Early potatoes are being marketed at the principal buying points at 50 cents per 100 pounds—equivalent to 30 cents per bushel—and many vegetables command almost no price at all. Growers come to the wholesale market every morning—some as far as twenty miles—and frequently return home without having made a sale. A local grocer expresses the situation as follows: "You can take a \$10 bill and with it buy everything the average farmer has on his farm." With so many business conditions again normal, but two defects remain to be remedied—better prices for farm products and more employment for the unemployed.

Belding is to be congratulated over the prospect of a new industry which will be installed in the building formerly occupied by the Richardson Silk Co., if present plans are adopted and carried into execution. The product will be exclusively hosiery, furnishing steady employment to 150 persons. The present superintendent of the Globe Knitting Co. (Grand Rapids) will be manager. His associates will be Chicago men of ample means to operate the factory to full capacity. It is expected that operations will begin Oct. 1. If the other silk mills in Belding can be acquired by new owners and converted into factories producing underwear or other articles of apparel, Belding will ultimately resume the place she once occupied as the busiest manufacturing city of her size in Michigan.

"I recall your experience in dealing with our local brewers when you were President of the Grand Rapids Board of Trade about twenty-five years ago and how they tricked you into opposing local option in Kent county by making you solemn promises to abolish the brewery owned saloons—promises which they ignored as soon as local option was defeated," remarked a retired lumberman the other day. "I had a somewhat similar experience in Houghton county about the same time, except that I won out over a brewing company whose president thought he owned the earth. We were doing business in a small town, employing ninety men in our mill and camps and the railroad which brought in our logs. There were 200 people in the village and one saloon somewhat remote from the mill. There was a law in those days prohibiting more than one saloon for each 200 inhabitants. In utter defiance of the law, the Upper Peninsula Brewing Co. put in a second saloon so near our mill that our men made for the saloon as soon as the whistle blew at noon and night. I thought I could secure the enforcement of the statute by appealing to the officers of the law, but one interview convinced me that both the prosecuting attorney and the sheriff were on the payroll of the brewing company, effectually preventing the action I sought. I then went to Marquette to appeal to the president of the

brewing company. I found he was a German, so I talked German to him. He treated me with the utmost contempt, told me he owned the officers of the law in Houghton county, body and soul, and that I was powerless to prevent him from defying the law. He practically ordered me out of his office, but before leaving I told him very firmly that I would see to it that he did no business in Houghton county inside of a year. I went back to Houghton county, called a meeting of all the lumbermen in the county and induced them to join me in a campaign for local option. We chipped in \$200 apiece to hire speakers to address the people in every locality in the county, which went local option at the next election by an overwhelming majority. Employees in the mills and camps voted almost solidly for local option, because they realized they were better off without liquor than with it. That experience led me to believe—as you do—that the open saloon is the greatest menace any community can face, especially when it is forced on the people by the worst criminals the country has ever had to deal with—the brewers who defy the law and corrupt the law making and law enforcing officers of the country."

West Branch, Aug. 10—Sometime ago I had the pleasure of reading an editorial in your magazine, the Michigan Tradesman, about a Grand Rapids citizen, George Welsh, who at that time was a candidate for city manager of your city or else he was a candidate for some state office. If my memory is right, this happened about three years ago. Since you published this editorial, he has become a candidate for the highest office in this State.

I am presuming your attitude and opinion of this very aspiring citizen is still the same. I would very much like to read in the columns of your magazine, either a reprint of this same editorial or a new one dealing with him, as you know him as a Grand Rapids citizen. I know you have first hand knowledge of any of your aspiring citizens, and your opinion after years of contact, association and observation, would be very enlightening to the readers of your magazine.

There are a number of questions I would like to ask you as to how this man measures up, but if you reprint the editorial or write a new one, I believe it will be very interesting.

A. S. Mitchell.

Anything I may have written or published concerning Mr. Welsh some years ago would have no bearing on his candidacy for governor. It probably referred to his adoption of the scrip system for paying city employees who were placed on the pay roll as an emergency measure—a system which is quite likely to become a dead issue under the administration of Mr. Welsh's successor, who, it is to be hoped, will abolish the method which has brought Grand Rapids into disrepute all over the country. I must, therefore, decline to give ear to Mr. Mitchell's suggestion that I reproduce criticisms of Mr. Welsh which have no bearing on his present attempt to become the chief executive of Michigan. I do not think he is qualified, by education, experience, temperament or vision, to fill such a position in an acceptable manner, but as the Tradesman is a publication for merchants in

particular and business men in general, and as my correspondent does not appear to be either, so far as any records to which I have access disclose, I think he will have to confine himself to the perusal of present day discussions—providing he can borrow a paper containing same from time to time.

Several hundred retail grocers attended the thirty-second annual convention of the Wisconsin Retail Grocers' Association at Kenosha last Monday and Tuesday. The theme of the two-day session was "Let Us Go Forward," and the program brought a liberal education on modern trends in the food industry, together with progressive practices in profit making. Speakers included many notables in the industry and allied fields. In an address on "Big Business and Little Business," Norman Hapgood, well-known author and editor, compared the big business units of to-day with the little business units of the future.

"After this depression we can build a business civilization that will be proof against similar breakdowns," Mr. Hapgood said. "Very big industrial and social units are a misfortune, although in a few fields they are probably a necessity. Our hope ought to be, in any given field, to find ways of preserving the individual and the small company, for only so can there be liberty, personal responsibility, fine and various growth."

The Association adopted a resolution urging repeal of the eighteenth amendment, asking Congress to change legislation to exempt food bills from bankruptcy liabilities and urged an investigation into a grocery chain with charges that the company is operating in restraint of trade. Madison was selected as the 1933 convention city.

The Michigan Dairymen's Association will hold its fiftieth annual convention in this city in the early part of 1934. The association was organized in this city in 1884. I issued the call for the meeting, which was held in the supervisor's room in the Norris building on the corner of Lynn and Ottawa streets. The attendance at the first meeting was less than fifty, including cheesemakers, butter makers and private dairymen. The late Milan Wiggins was elected president and I was elected secretary, serving the organization in that capacity for seven consecutive years. Several conventions have been held in this city since. In 1909 the twenty-fifth meeting was held here and I gave the members a complimentary banquet at the Eagle Hotel. For many years the annual dues were only \$1 per year. As secretary I served without pay, furnished the printing they needed without charge and occasionally paid the rent of the hall in which the meetings were held. In these respects I practically duplicated the service I rendered the Grand Rapids Retail Grocers Association during the years it was getting on its feet. The dairymen always remember me in sending out invitations to the annual meetings, but the local grocers association has not invited me to attend the annual banquets of that organization

for about a dozen years. I am glad the dairymen have better memories than the grocers have. No dairyman who attended the first meeting is still alive. I think there is only one grocer who was in business when the grocers organized who is still actively engaged in the grocery business—John Witters. B. S. Harris, who acted as treasurer of the association for many years, died about a month ago. J. George Lehman and Uncle Louie Winternitz, who were charter members are still on earth—the former in Grand Rapids and the latter in San Diego, Calif. Two other charter members are still living in Grand Rapids—Thomas Crane, who has been a furniture salesman for many years, and W. E. Knox, father of Col. Frank Knox, the brilliant publisher of the Chicago Daily News.

E. A. Stowe.

Knitwear Call Best in Two Years.

The "best knitwear season in more than two years" is now developing, leading manufacturers of this merchandise report. Orders and re-orders have been going in from practically all sections of the country and the increase in business during last week was such as almost to "swamp" local sellers. The demand centers mainly on the three piece suits in the \$10.75 and \$6.75 ranges, with active buying interest reported in two piece outfits comprising coat and dress. Pressure for quick delivery is great.

GREENE SALES CO.
SPECIAL SALES CONDUCTORS
Reduction — Money-raising or
Quitting Business Sales.
142 N. Mechanic St. Phone 9519
JACKSON, MICHIGAN

Phone 61366
JOHN L. LYNCH
SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

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

Business Wants Department

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

For Sale Or Rent—Brick building, centrally located, concrete basement. Suitable any business. Known as Central Meat Market and Groceries. L. Vallier, Fremont, Mich. 541

For Rent—Store 22 x 90, down town business district. Occupied by A. & P. last fifteen years. Grace Re Shore, 208 West Division St., Dowagiac, Mich. 542

Some Unpleasant Features of County Fairs.

Fifty-seven agricultural fairs in Michigan this year make it possible for carnivals, rodeos, fakers, gamblers and others to carry away money which in the present stress should not go from the home areas except for necessities which cannot be obtained at home. In a time when local amusement institutions could well be lessened in number; when youths should be persuaded to limit spending for amusements; when everyone should practice economy; when some who are or have recently been aided by poor commissioners and relief organizations will throw away whatever money they happen to have when the fair opens; in such a time the promoters of fairs are offering every temptation possible to secure attendance.

These men know full well that they are abetting the waste of money by many who in all probability will again become a burden for relief agencies the coming winter. This is evidence of no concern for taxpayers and of an unpatriotic attitude toward National distress.

Oh, but they must keep up the fair, lest people conclude they have abandoned the project. A recess would have been wise this year. No doubt plenty of fair organizations are in debt, yet, in spite of most unfavorable conditions, they are going to try and show a profit. More likely the debt will be increased.

No doubt there are people living who can remember when agricultural fairs were managed by farmers for the advancement of farming and were really educational, inspiring and helpful. To-day the ones least interested in fairs are farmers who are really anxious for the advance of agriculture. They obtain aid from publications of the U. S. Department of Agriculture, from the agricultural colleges and experimental stations, from personal demonstrations by men and women sent out by these agencies, which have taken over in large measure the work of attaining the ends sought in the fairs of an earlier day.

The boards of supervisors who appropriate the people's money to aid fair organizations are disbursing funds without the assurance of obtaining an equivalent for the taxpayers. Those who pay membership fees must look for pay in free admission tickets. Sometimes to make use of their passes is the main reason for attending.

The boys and girls' clubs accomplish great good. To have space assigned to them at fairs is an honor; to exhibit their handiwork or the products grown and nurtured appeals to commendable pride; but as there is a paid agent or superintendent to advise and direct them the entire year the fair is not necessary to their existence and progress.

Business men whose advertisements in the annual premium lists defray the expenses of the same do not put out their money without expectation of profit thereby. Without the admissions paid by the town people the receipts would be slim, and these demand a good show for their money.

The farmer is expected to help in many ways to make the fair a success

because it is a farmers' enterprise and submit to whatever the management provides—unwise, unfair, objectionable, harmful as it may be.

A county fair without the help of the city people would be a failure. Therefore, it is wise to co-operate, but the benefits should be equalized between the different interests or groups, according to service rendered.

E. E. Whitney.

Lawton To Hold Grape Festival Next Month.

Lawton, Aug. 22—Under auspices of the chamber of commerce, the annual grape harvest will be held here Saturday, Sept. 17. The festival will be held for the purpose of acquainting the public with this section of the Fruit Belt and the beauties of the thousands of acres of vineyard covering the hills in this locality. As an attraction 1,000 baskets of grapes will be given away to visitors.

Programs of entertainment will begin early in the day and last until late at night. There will be games of various kinds, contests, races, boxing matches, parachute drops, baseball games, a pavement dance and a unique "battle" between groups of boys in which ten bushels of ripe grapes and tomatoes will be used for ammunition.

At 10 a. m., there will be a checker tournament, open to all amateurs. Two four-round boxing bouts will be staged on the bandstand. The Hocutt 50 piece band will furnish music day and night.

The chamber of commerce, in addition to advertising has an airplane which will drop over various villages and cities small parachutes to which will be attached coupons entitling the finder to a basket of grapes, if presented at the festival.

There has been much discussion from time to time as to the locality where Concord grapes were first grown in Michigan. An article written and published more than thirty years ago by the late C. D. Lawton, shows that Lawton citizens began cultivation of this fruit about seventy-five years ago.

"This matter of cultivation of fruit as a specialty began in 1858," wrote Mr. Lawton, "in the spring of 1865, G. W. and C. D. Lawton, having joined with Messrs. Bitely in the nursery business, C. D. Lawton purchased in Geneva, N. Y., 5,000 grape cuttings for \$100, which were brought here and rooted." Bitely, Lawton and A. B. Jones planted small vineyards which for many years were the only ones in this vicinity.

From these few vineyards started seventy years ago, the grape growing spread into the present great industry with thousands of acres of vineyards. Few people who live near here know that to-day on the farm of Harry Jones, within one mile of Lawton, thrives a vineyard, giving abundant crops, which was set out by his father, A. B. Jones, seventy years ago.

Lawton growers, discussing the high quality of their fruit, state that the soil and climate of the area is particularly favorable, the distance from Lake Michigan, the gently sloping hills, and the clay and sandy loam soil being factors in producing Concord grapes of the highest quality.

Earth's Greatest Structure.

Perhaps Nero has again fiendishly played his lyre to burning Rome. We hope so, if man's dollar-worship of the fatted calf is the thing we want consumed for the peace and plenty of deserving mankind. Even the charred embers of regret are rapidly being cleared away by a newly-awakening race of men who comprehend the great lesson this cauterizing depression has taught them. Rising from the white

ashes are fruitful new ideals pregnant with purpose and progress. Slowly the foundation of a new age is taking shape in the vast structure of opportunity in which science, economics, medicine, religion, music and art will harmoniously labor for greater development of the human race. Resounding through this great edifice will be heard the reverberations of a busy, happy, hopeful, fearless tenantry quietly at work in the restoration of a broken-down economic system. All will vitally aid in the task of reconstruction—the laborer, the desk man, the chemist, the minister, the public and private official, the city employee, the musician, the writer, the artist and the teacher. All are vitally responsible for the safe building of a new age and freedom from the imprisonment of a world war panic. Lowly or exalted task—it makes no difference—there is perspiring work for red-blooded men and women to perform. Each individual's very salvation will depend upon his or her ability to see the encouraging light of a dawning era so fraught with open-mindedness and sparkling interest. No longer need the woodland arbutus hide its beauty under a patch of damp wood. No longer does the hare laugh at the tortoise. No longer are deeds of idealistic profundity submerged. A new age is here for purged men and women who at last are beginning to thank the closing depression for precious lessons it has taught. Let's welcome it by a devout application of the finest workmanship that's in us and stifle Nero's insane laugh forever in our ears.

Frank K. Glew.

Just a Yard.

Just a yard!
I do not wish afar to be
In some remote locality
Beside a lake or mountain where
It's lots of trouble getting there
But leave me in a dearer spot
Without a thing to jar, to blot
A bit of human happiness
For lack is little—I confess
With just a yard.

Just my yard,
It certainly the eye can please
With cherry, ash, alanthus trees
Horse-chestnut, sumac, poplar fair
Thorn-apple, elm, mulberry, pear;
Lithe ampelopsis climbing while
It greener grows than Emerald Isle
And feigns to bring without a stop
The lawn up to the chimney top
In my old yard.

Just a yard!
The summer's coin the sunflowers are
With milling perfect, gold at par:
When passing these they clearly say:
"We mint some sunshine every day,
'Till centers fill with ripened seed
Against the weeks of pressing need
Kept safely in our radiate homes
Where buntings feed when winter comes"
In my gray yard.

Just a yard
Is larger often than it seems
When measured over in your dreams
For corn is forest, font a sea
Snap-dragons griffins teasing thee;
Petunias in every hue
Are opal landscapes teasing too
While mignonette most lavishly
Perfumes that only Arcadie
A dear old yard.

Just a yard!
There every line of shrub or flower
The rain, the snow, the summer hour—
No matter what the day or year—
Has many things for one to hear
Above all else be first content
To beautify environment
Then give it will a rich return
'Till heart shall thrill as eyes discern
A well kept yard.

Charles A. Heath.

Helpfulness is priceless in times like these.

Our life is our thoughts.

Rush on Misses' Size Fur Coats.

An unexpectedly large number of orders for fur coats in the 11 and 12 sizes developed in the market last week. Buyers had placed orders for sizes 16 to 38, but the current call has emphasized misses' types. The coats are wanted in swagger types in a variety of furs, particularly muskrats and Hudson seals. Calls for coats in the latter fur proved surprising, as ordinarily these garments are wanted in the larger sizes. Jackets were in active request, particularly lapins and sealines. Sealine skins advanced about \$1 per dozen during the week. Higher price coats than a year ago are being bought in some retail quarters.

Show Chromium Plated Giftwares.

Complete lines of chromium plated giftwares made an appearance for the first time in display of better grade merchandise at art and giftwares shows which opened at the Hotels Pennsylvania and New Yorker. Manufacturers of decorative and utilitarian hollow-ware, as well as producers of toilet articles such as comb, brush and mirror sets, introduced chromium finished products to retail at prices up to \$25. More than 400 buyers were registered at the shows Monday. They were interested chiefly in goods to retail around \$15.

Stores Buying Better Glassware.

Sales of table glassware at wholesale increased sharply in the last ten days and are now running considerably above the seasonal average. Cut and polished rock crystal, sherbets and other table pieces are in brisk demand for sales purposes. The glasses are wanted to retail at 49 to 69 cents each. Producers are encouraged by the call for such goods, believing it indicates a drift away from the 5 and 10 cent pressed glass merchandise which constituted the bulk of the Spring trade.

Another Mill Advances Rayon.

The American Glanzstoff Co. was the only large rayon company to announce officially an advance in quotations of 10 cents per pound Monday, following the action of the DuPont Rayon Co. The Viscose Co., largest producers, withdrew quotations on 75 denier styles, and will have a new price list available at the end of the week. Other important mills are expected to follow in line and the entire trade will be on the new basis before the end of the week, it was said.

Ain't It the Truth.

"You are charged," said the judge, "with beating up this government inspector. What have you to say?"

"Nothing," replied the grocer. "I am guilty. I lost my head. All morning I held my temper while government agents inspected my scales, tasted my butter, smelled my meat, graded my kerosene. In addition, your honor, I had just answered three Federal questionnaires. Then this bird came along and wanted to take moving pictures of my cheese and I pasted him in the eye."

It is a cinch to cut the other fellow's budget.

A cannibal is one who loves his fellow man.

Are the canned foods you feature grown and packed in your home state?

W. R. Roach & Co.,
Grand Rapids, maintain seven modern Michigan factories for the canning of products grown by Michigan farmers.



A complete line of canned vegetables and fruits

MICHIGAN BELL TELEPHONE CO.



**FIRE...SUDDEN SICKNESS
...ACCIDENT...the telephone will summon aid instantly**



FIRE will threaten someone's home and loved ones tonight!

SUDDEN SICKNESS will occur in somebody's family.

ACCIDENTS will make imperative the immediate summoning of medical assistance!

In such emergencies, the telephone is **PRICELESS PROTECTION**, making it possible to summon doctor, firemen or police instantly, day or night.

JUST one telephone call in an emergency may be worth the cost of your telephone service for a lifetime.



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

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

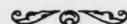
25 ounces for 25c

The price is on the package and in all K C Baking Powder advertising.

Your profits are always protected.

The turnover is fast.

Millions of Pounds Used by Our Government



We Believe You Are Entitled to a Profit on All Merchandise You Handle or is Distributed to Your Customers

We don't believe in the distribution of free samples or free merchandise to the consumer unless such merchandise pays the merchant his full profit which includes the expense of handling when handled by him.

ELIMINATE ~ ~ that SECOND TAX★

The Grand Rapids Trust Company, in introducing the ESTATE ECONOMY PLAN, offers to you a means of legitimately avoiding unnecessary expenses in the disposition of your estate

A will containing trust provisions is the most economical method for a married person to transfer property for the benefit of the members of his family. A will containing such a trust need not restrict the wife or other beneficiaries to the income.

We will be pleased to furnish you,
upon request, further information
supporting these assertions**

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