

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 31, 1932

Number 2554



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the Steps of  
Success  
but Step Up the  
Stairs.*

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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.

### FROM FARM TO TABLE.

#### Scientific Findings Concerning Cooking of Meats.

A roast of beef actually continues to cook for as long as forty-five minutes after it has been removed from the oven if it is not cut. So Mrs. Housewife should watch the time for putting on the meat if friend husband is likely to be late in returning from his game of golf. The meat will be over-done if dinner is kept waiting.

This is but one of the scores of recent findings, of a practical household nature, which have resulted from continued activity among the meats and home economics departments of some twenty-six state agricultural colleges and the U. S. Department of Agriculture in an intensive study of the product, meat. The colleges and the department are extending their study from the farm to the dinner table with the purpose of determining what it is that produces the tenderest and tastiest steaks, roasts and chops. They point out that this work is revealing information which is mutually beneficial to the livestock and meat industry and the consuming public.

The workers from the various institutions have recently concluded a business session in Chicago which was called by the National Live Stock and Meat Board. It was at this session that the wealth of new information dug out during recent investigations was made public. Dean W. C. Coffey, of the University of Minnesota, presided with E. W. Sheets, of the U. S. Department of Agriculture, as secretary.

It was the consensus of this meeting that it is the duty of the agricultural colleges to do all in their power to provide to the Nation a complete knowledge of meat and that there is much yet to be learned to assure the utilization of this food on the dinner table to the best possible advantage.

Dr. P. F. Trowbridge, of North Dakota State College, voiced the sentiment of the gathering when he said:

"If we are going to render the greatest service to agriculture we must do it through promoting proper and extensive utilization of meat and meat products."

Prof. H. J. Gramlich, of the University of Nebraska, in concurring in Dr. Trowbridge's statement, called attention to the great importance of the live stock and meat industry to the economic welfare of the Nation, as well as its importance in the maintenance of health.

"Agriculture is our basic industry and live stock is the backbone of agriculture," said the Nebraska man. "Our prosperity is dependent on agriculture—on live stock to a large degree, and it is to the advantage of the Nation as a whole that everything possible be done to make for a more liberal use of livestock and meat products."

"It is entirely fitting," Professor Gramlich continued, "that the colleges should devote a great deal of attention to these studies of meat just as they are doing. I am pleased indeed that the meat program has developed into the greatest program of research which has ever been conducted in any field. It is not enough, however, that we get the facts but we must make these facts available to housewives throughout the country, for that is the only way any good can be done. The housewife needs more information on meat. It is common knowledge that more meat is ruined in cooking than in any other way."

The point was brought out by Prof. M. D. Helser, of Iowa, during the discussion of the duty of the colleges in providing authentic information on meat, that much good can be done by assisting the charitable institutions in advising their charges in the proper use of meat in the diet. He called attention to the fact that charities are caring for thousands of families to-day and that these institutions not always are able to guide these families properly when it comes to the question of meat. He stated further that many cuts of meat may be purchased for 15 cents or less per pound and that this information should be put in the proper hands.

Not only did the college representatives voice spirited approval of the idea to give the Nation the whole truth about meat as a food but they also joined wholeheartedly in a proposed plan to spread needed information about lard.

"Lard is a superior shortening agent and is the most economical household fat on the market to-day," Dr. P. Mabel Nelson, of Iowa State College, declared. "The colleges will be performing a real service if they will thoroughly acquaint women with the merits of lard, so that housewives will be in a position to use this product to the best advantage."

Those present favored the publication of a comprehensive bulletin on lard in which all of the institutions will collaborate and plans were put under way for its preparation. It was indicated that other bulletins on the subject will be prepared by individual colleges in addition to that which revealed that the cooking process continues for some time after a roast is removed from the oven.

A number of revolutionary facts relative to the preparation of meat were brought out by the various stations in addition to that which revealed that the cooking process continues for some time after a roast is removed from the oven.

Miss Jessie Alive Cline, of the University of Missouri home economics department, was authority for the statement that the old idea that only the so-called choice cuts of meat can be roasted and broiled is all wrong. Miss Cline stated emphatically that experiments conducted at her institution had proved that such cuts as the round and the chuck can be roasted and that there is no reason in the world for not broiling the round steak. These methods can be applied to the cuts mentioned with excellent results, she continued. The meat will be highly satisfactory from the standpoint of palatability and, furthermore, the process is economical.

For years housewives have been of the opinion that it is advisable to remove the fell from lamb, according to Miss Lucy M. Alexander, bureau of home economics, U. S. Department of Agriculture. But the bureau has gone into this question of removing the fell very thoroughly and the results of its investigation show that the old idea was not entirely right. Miss Alexander pointed out, on the contrary, that it is best not to remove the fell from the leg of lamb. She states very definitely that this thin papery covering does not have an undesirable effect on the palatability of the meat and, as a matter of fact, its removal tends to slow up the cooking time and makes the leg less shapely. For the shoulder of lamb, however, the bureau recommends removal of the fell, not because this improves the flavor in any way, but because it improves the appearance of the meat.

Almost every housewife wants to be able to cook meat properly and she is especially interested to-day in economy, according to Miss Esther Latzke of North Dakota. Miss Latzke referred to experimental work at her station which has shown that chuck roasts need not necessarily be cooked in the oven. Results comparable to an oven roast can be secured by cooking the chuck roast on top of the stove in a Dutch oven, she said, and at an advantage of using a great deal less fuel. Of course, if there are other foods to be cooked in the oven, then the oven heat may just as well be utilized for the meat also.

The question of using a high or low temperature for roasting meat seems to be decided once and for all by results of experimental work brought out at this meeting. This work shows definitely that the high temperature is very undesirable. A roast cooked at 500 deg., F., lost five pounds and twelve ounces during roasting, while one cooked at 230 deg., F., lost only one pound and fourteen ounces.

#### Gabby Gleanings From Grand Rapids.

Harry E. Nash, who represented the National Grocer Co. on the road fourteen years, since which time he has traveled four years for the Van Buren County Canning Co., of Hartford, has taken over the line of the Chinese American Food Products Co., of Chicago, which he will introduce to the independent grocers of Michigan and Wisconsin. Mr. Nash cast about some time until he found a line which meets the exacting requirements of the best food distributors and he believes he now has it. He has already established agencies in thirty-five Michigan towns, as follows: Allegan, Benton Harbor, Battle Creek, Cheboygan, Clare, Coopersville, Flint, Fremont, Greenville, Grand Rapids, Grand Haven, Holland, Ionia, Ishpeming, Ithaca, Jackson, Kalamazoo, Lowell, Lansing, Muskegon, Muskegon Heights, Marshall, Midland, Nawaygo, Pontiac, Petoskey, Reed City, Rockford, Saginaw, Spring Lake, Sault Ste. Marie, Sparta, Traverse City, Wayland, White Cloud.

Abe Scheffman and Joe Brown, accompanied by their wives, leave Friday for a four day trip to the Soo, returning via Menominee and Milwaukee.

#### Saving Mother's Lives.

The latest figures available show a slight decline in the high maternal death rate in this country. This is the first decline that has been noted since there were statistics on the subject. Those who have been arousing doctors, nurses and the public to the facts in this matter and their tragic implications have reason, therefore, for encouragement and renewed spirit in the battle they have been waging to save mothers' lives. The turn in the tide has been ascertained by Dr. Louis I. Dublin, vice-president and statistician of the Metropolitan Life Insurance Co., who attributes the improvement to "an awakened public opinion causing women to seek adequate maternity care because they have come to realize its importance to life and health." In particular, Dr. Dublin gives credit to the Maternity Center Association of New York City, which demonstrated the possibility of reducing the maternity death rate by 60 per cent.

The civilization of one age is the barbarism of the next.



## RETAILER REED.

## Long an Outstanding Figure in Southwestern Michigan.

Older readers of the Tradesman living in or near Cassopolis or Jones or Niles will recall the unique, vital personality of Benjamin Sweeten Reed. Younger readers will remember hearing Mr. Reed spoken of by their parents, who had been his customers and friends.

Of Scotch ancestry, he was born in 1836, at Sparta, N. Y. After attending the common schools and taking an academic course, he began to study medicine with a Dr. Blood, but deciding he would not like the profession, abandoned it.

When about twenty he came to Michigan, for a time teaching in the country schools around Decatur. In 1860 he married Miss Cordelia Randall, of Niles. Soon afterward they bought a farm near Dowagiac, but Mrs. Reed's health failing somewhat, they sold and moved to Niles. There he entered the store of Perkins Morris as a clerk and learned the dry goods business.

Some years later Mr. Morris retired, selling to the new firm of Reed, Post & Larrabee, Mr. Post being a brother-in-law and Mr. Larrabee a cousin of Mrs. Reed. Mr. Larrabee withdrew soon and the business was continued under the name of Reed & Post until 1879 or 1880, when Mr. Reed bought out Mr. Post.

For nearly twenty-five years, this store in which Mr. Reed was first a clerk, then head of the firm, and lastly sole owner, was one of the leading dry goods establishments in Southwestern Michigan.

Always working hard, Mr. Reed was far more than just a worker. He was a remarkable combination of shrewd buyer, adept salesman and all-around good business man.

In the later eighties he moved to New Carlisle, Indiana. Leaving that place in a year or two, he located at Cassopolis, Michigan. Here he varied his stock by putting in 6 and 10 cent goods bought of Butler Bros., Chicago.

The Farnum twins, Stanley and Stanford, then boys of ten or twelve, worked for Mr. Reed on Saturdays. Miss Lora Curtis clerked for him. Mrs. Reed also helped in the store. At Cassopolis they did a profitable and satisfactory business.

Unlike many small-town merchants who hanker to do business in a big city, Mr. Reed chose as his next site the station Jones, surrounded by the rich farms of Eastern Cass county. Here in 1895 or thereabouts, he put up a two-story building, using the flat above the store as residence. Adding shoes, groceries and crockery to his previous lines, he conducted a general country store.

Jones is a pretty place, set in between two exquisite little lakes. Mr. Reed greatly enjoyed its fine scenery.

On a January night, 1902, the store caught fire, the Reeds barely escaping in their night clothes. They did not rebuild. Although they had made many friends in Cassopolis and Jones, they regarded Niles as home and went back there.

The pair spent many happy years together, celebrating their golden wed-

ding in 1910. Their only child died in infancy. Mr. Reed passed on in 1911, his wife following him five years later. While always preferring to remain in the background, in her quiet way Mrs. Reed was her husband's constant inspiration and his efficient helper.

With his genial manner, adaptability, magnetism, and fund of good stories, Mr. Reed was a mixer—strong in the qualities which drew people to him. Helpfulness was a salient characteristic. He always was ready to lend a hand.

To those seeking his counsel he imparted sound advice. To the needy who were deserving he often gave, not admonition alone, but more tangible aid as well.

Back of the traits we have touched upon, was a mind of discernment and force. His warm, sympathetic heart was balanced by his clear, sagacious head. With all his feeling he could not be called emotional, for in matters of importance his judgment, not his impulse, dictated his course.

His changes after nearly a quarter of a century in his first location might lay him open to the charge of fickleness, but only from those who did not know him. Before he pulled up stakes he always made a careful study of conditions.

As to his becoming at the last a country merchant, it was a wise move. Before determining to go to Jones, he was in circumstances to retire. Preferring to carry on, it was fitting that he chose a location where competition would be less fierce and the strain of doing business lighter than in a city or even in a large town.

In belief Mr. Reed was a Baptist. It is noteworthy that the same keen, strong intelligence which he employed in merchandising, he used also in his long and energetic service for his Master. Devout he was but never sour faced. Rather was he an example of the happy, abundant spiritual life.

A Sunday school superintendent almost forty years, he was also a Sunday school teacher, president of the Berrien county S. S. Association and a member of the State S. S. Board.

A thorough Bible student, although working steadily in his store, he for years pursued a home study course in theology. He never was ordained, but was a good public speaker and often supplied churches which were without a pastor.

The practical piety of both Mr. and Mrs. Reed is shown by their willing property to their church "for a good parsonage." The remainder of their holdings was left for the use of their niece, Mrs. J. S. (Stella Randall) finally to go to the Kalamazoo Baptist college and the Niles Baptist church.

Mr. Reed's was a well-rounded life and he himself a decided success in his dual career of business man and Christian worker. In both lines of effort he manifested the priceless quality of always keeping his enthusiasm, never getting fagged nor showing weariness.

Under circumstances which would have brought out his full powers, Mr. Reed might have achieved a more notable success. He went far, but with his tact, brains, force, executive ability and qualities of leadership, he might have gone much farther.

If instead of entering the store at Niles he had gone to Marshall Field, that astute reader of character would gladly have taken him on and in time would have given him rank among his chief aides in the greatest mercantile establishment the world has ever seen.

Or had Mr. Reed, early in life, given himself entirely to religious work, he might have become a famous preacher-pastor, for he had the gift of speaking words of strength and helpfulness to tired and troubled souls.

However, those who appreciate his usefulness in the communities where he lived feel that while he might have attained greater distinction in some other field, he nowhere else could have better earned his Master's "Well done, thou good and faithful servant."

Ella M. Rogers.



## Lines of Interest To Grand Rapids Council.

The post card notice of Aug. 24, announcing the meeting of the Council on Sept. 10 at 8 p. m. at Moose temple did not carry notice of the meeting of the Ladies Auxiliary on the same date at the same place. In fact, the ladies expect to accompany their husbands to the meeting. They want it known, circulate and perhaps even broadcast, that their first meeting of the fall season will be held the time and place as announced above.

This column is very glad to announce that Harry E. Nash is now selling "Shanghai" brands of chop suey products in Michigan and Wisconsin. The line is prepared by the Chinese American Food Products Co., located at 552-554 West Polk street, Chicago. It is a high grade line, with a most attractive label and moderately priced. In marketing these products Mr. Nash is going direct to the high class retail food stores and already has the line established in some of the best in Michigan. We wish him unqualified success.

A post card from Allen F. Rockwell and wife announces that they are rambling over the mountains of Pennsylvania and are having a delightful vacation. They made the trip to Pennsylvania primarily to visit their son, Bertron, and family. There is a young member in the family named Allen, Jr., and he seems to have quite a pull with Allen, Sr., of Grand Rapids.

Lucian A. Dexter, 319 Morris avenue, and a member of Grand Rapids Council since April 7, 1899, passed on Aug. 22. Mr. Dexter was president of the National Brass Works, of this city, and had been active in civic affairs which were for the best interests of Grand Rapids. Interment at Woodlawn cemetery. Funeral service conducted by Rev. James W. Fifield. In his immediate family he leaves his widow, son and two sisters to mourn his loss to them and to the community.

Our chaplain, Rutledge W. Radcliffe, Michigan representative of the Chicago Sanitary Specialties Corporation, was summoned to the home

office for a sales conference on Saturday. We trust that the conference will be beneficial, financially, to Brother Radcliffe, as well as otherwise.

Frank D. Osgood, 458 Ethyl avenue, and his wife were seriously injured in an automobile accident some time ago, as reported in this column. Their quick recovery is little less than miraculous. Mr. Osgood, who had several broken bones, has filed final claim papers and asks for indemnity for only four weeks and one day. Mrs. Osgood has also fully recovered.

One of the officers of 131 received a letter last week from Clarence C. Myers, of 3904 West Roberts street, Milwaukee, in which he intimated that there was a possibility of his early return to Grand Rapids. He stated that the inclination to return is ever present and growing. The Council will welcome Brother Myers and wife, for we remember with a great deal of pleasure their helpful activity when in the city.

W. G. Bancroft, 1447 Byron street, member of the Executive Committee, and well-known cutlery salesman, representing the Robeson Rochester Co., of Rochester, N. Y., suffered a very serious and disastrous automobile accident last week. He was on a regular trip Northward, accompanied by his wife, and near Cadillac a car driven from a side road to the lake road, on which he was driving, collided with his machine, practically wrecking it. Mrs. Bancroft sustained a broken wrist, it being the left one and she is left handed, also some severe bruises and a nervous shock. She is in the hospital at Cadillac. The ligaments were torn from the right shoulder of Mr. Bancroft and he was otherwise bruised and cut.

Senior Counselor B. C. Saxton had the pleasure of entertaining one of the real old timers of Grand Rapids Council last week. Charles P. Reynolds, formerly a salesman with the Judson Grocer Co., who will be remembered as manager of U. C. T. prize winning base ball team during the time when Ed and Walt Ryder, Eddie Jones, Bill Berner, Sam Simmons, and Harry McCall were at their best and meeting all challengers, and not only meeting them but winning. The players mentioned above all reside in Grand Rapids, except Harry McCall, who has passed on to his reward.

Writing of baseball, we are obliged to chronicle that as an amateur player we have one active member who was unfortunate in a recent game. Harry A. Coleman, residing at 442 Hall street, participated in such a game. As he was going after an easy high ball, which he took with ease, it unfortunately slipped through his hands, with the result that P. C. Payette now has a star salesman with one front tooth missing. Perhaps we could suggest that there is less hazard in a game of golf and we understand that ambitious players who desire to improve in their class or graduate from their class have received some very helpful instruction from Raymond W. Bentley, whose services as instructor are available on Saturday afternoon.

Official Reporter.

If mistakes were crimes most men would be in jail.



**Death of Edward D. Winchester.**

Edward D. Winchester, 74, vice-president of the Worden Grocer Co. at the time of its dissolution and a lifelong resident of Grand Rapids, died at his home, 447 South Prospect avenue, Sunday morning. He had not been well for some time, but had been confined only two weeks.

Mr. Winchester was born in a home on the site now occupied by the city hall. He began his career as an employe of the C. C. Comstock grocery store and later entered the retail trade for himself at the corner of Michigan street and North Lafayette avenue in partnership with the late John J. Sours. He became affiliated with the Worden Grocer Co. and maintained that connection until the corporation was dissolved several years ago.

He married Catharine Gibb Oct. 20, 1881. She died in 1922 and Mr. Winchester married Rebecca Carukin Jan. 28, 1925.

He was a member of Park Congregational church, York lodge, F. & A. M., and of the Sons of the American Revolution.

Funeral was held Tuesday afternoon in the Metcalf chapel, Rev. James W. Fifield, jr., officiating.

Mr. Winchester was what is popularly called an aggressive man of affairs. He was conservative in manner and speech, reserved in matters of action, courteous and considerate in his relations to his associates. He had many friends and no enemies.

Mr. Winchester was an honest man. That was his strongest characteristic. He carried the imprint of integrity and sincerity in his calm, unruffled face. He was one of those men who, without flights of fancy or ambition to touch the stars, patiently did his work from day to day.

Men sometimes rise to sudden eminence and rest content with worthwhile accomplishments without the fatigues of many days and long journeys. Mr. Winchester accomplished his purpose through persistent, conservative effort. He labored continuously, intelligently and faithfully through a useful life to the end.

Mr. Winchester never compromised with honor or duty. Probably the hardest ordeal of his life was the signing of a warrant for Guy W. Rouse, his nephew, who wrecked the Worden Grocer Co. When asked to perform that service, so that the criminal might be apprehended in California and brought back to Grand Rapids for trial, conviction and sentence he never hesitated a moment, because he fully realized the act was a duty he owed his friends and associates and society in general. He probably never had occasion to regret his action, which was commended by every right thinking man and woman in Grand Rapids.

A light-weight business stationery has been developed for foreign air-mail. Rates on such mail are based on the half ounce or fraction thereof, so weight's important.

A non-inflammable awning material, made of asbestos fabric, has been developed; also an electrical device, controlled by a three-position switch, for operating awnings.

**Kent County Prosecutor Who Seeks Re-election.**

Bartel J. Jonkman, prosecuting attorney for Kent county, who is seeking re-election, was born in Grand Rapids, April 28, 1884. He attended the public schools and the McLaughlin business college, continuing his studies at home after marriage and then acquired his law degree at the University of Michigan. Between his business college days and those at the university he clerked in a Grand Rapids bank.

After obtaining the right to practice, Mr. Jonkman was assistant Kent county prosecutor from 1914 to 1920, four of the years being associated with Prosecutor Cornelius Hoffius. From 1920 until 1928 he conducted a private law practice and has been Kent county prosecutor four years.



Bartel J. Jonkman.

Supporters of Mr. Jonkman's candidacy assert the fearlessness of his administration has been evidenced by his arduous work as counsel for the board of supervisors, in which his opinions have been sustained in every instance. It also is said he never has rendered an opinion which has been overruled; that his prosecutions have been without fear or favor; that he has maintained a policy of prosecuting the guilty while at the same time protecting the innocent, and that he carries the approbation of the police department from the chief down. As an example of the economy of his office it is pointed out that in the case of the recent robbing of the Wealthy street branch of the Grand Rapids Savings Bank, although one of the men arrested told fictitious stories of his actions and was morally culpable, he had, from a legal standpoint, committed no crime. The case against him was therefore dismissed and the county saved the costs of a useless prosecution by a thorough investigation beforehand.

Mr. Jonkman lives at 1426 Franklin street, and is a member of the Sherman street Christian Reformed church, Lotus club, Knickerbocker club, Lion's club, Cascade Country club, Isaac Walton League, Kent County Bar Association and Michigan State Bar Association. He married Miss Anna VanderBosch, of Zeeland, in 1907 and has

three daughters—Cecilia, who is now Mrs. Albert Van Eerden, Mrs. Jack Beuker, of New York City, and Miss Gwendolyn Jonkman, a teacher in the Kelloggsville school.

Last year Bartel J. Jonkman was president of the Michigan Prosecuting Attorney's Association and assisted in the codification of our present crime code.

**Worthy of Higher Honors.**

Thaddeus B. Taylor, who seeks to be nominated as Judge of the Superior Court, resides at 1208 Fish street, and has been actively engaged in the practice of law in this city and county for more than twenty-three years. Mr. Taylor has long been active in public life, having first served as a member of the Michigan Legislature from this county from 1911 to 1915. In 1928 he was appointed by Prosecuting Attorney, Earl W. Munshaw, as Assistant Prosecutor and immediately placed in charge of Superior Court. Mr. Taylor has always been an active trial lawyer.

Prosecuting Attorney, Bartel J. Jonkman, when he took office Jan. 1, 1929, retained Mr. Taylor in charge of the cases which are tried in the



Thaddeus B. Taylor.

Superior Court. From January, 1928, to August 15, 1931, when Mr. Taylor resigned as the Chief Assistant Prosecuting Attorney, he handled over 1,200 cases in the Superior Court. The greatest battle against organized gangs of criminals ever fought in Grand Rapids was waged by Mr. Taylor, and to his vigorous and fearless attacks and to his absolute co-operation with police authorities, must be given much of the credit for making Grand Rapids free from major crime. The Grand Rapids Herald, in referring to Mr. Taylor, said: "Thad has handled some tough criminal cases which have come before the prosecutor, and with distinct success. His record of convictions of bank bandits and murderers has been a most remarkable one, and he is perhaps the foremost criminal lawyer in Grand Rapids to-day."

Mr. Taylor is endorsed by men and women in every walk of life. Doctors as well as lawyers, bankers and manufacturers who have been protected by him from bombers and racketeers, and working men whose liberties have been

safeguarded, have alike endorsed and support Mr. Taylor. His candidacy appeals to those in every walk of life. He represents no political faction, no clique, no class. He is truly the candidate of all the people, and if nominated and elected he will serve them all in fairness and in justice.

**Status of Some Bankruptcy Activities.**

The Currey Publishing Co., located at Burton Heights, Grand Rapids, has been adjudged bankrupt and Fred G. Timmer has been appointed operating receiver. This business will be continued without interruption and sold as a going business on Monday, Sept. 19.

The stock of antiques and novelties in the case of Edith M. Blair, Charlevoix, is to be sold at public auction on Thursday, Sept. 8, at 2 p. m., at 212 South Clinton street, Charlevoix.

A final meeting of the creditors in the case of Pope & Heyboer has been called for Sept. 7. Dividends of 15 per cent. have heretofore been paid in this case and a further dividend will be declared immediately after this final meeting.

The stock and fixtures of the Graves Furniture Co., Manistee, were sold at public auction on Aug. 23, to two Manistee purchasers, F. W. Crone and F. J. Lundquist.

In the case of Abel Consolidated, Inc., doing business in Grand Rapids as the Palais Royal, 132 Monroe avenue, the complete stock and fixtures were sold by the receiver as a going business to John W. Goodspeed and business will be continued.

The clothing store of Ray Waters, Hastings, has been sold at public auction to J. A. Reidy, who is closing out the stock by retail sale.

**Corporations Wound Up.**

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Redford Chevrolet Co., Detroit. Chambers Agency, Inc., Detroit. Alamo Engine Co., Hillsdale. Cadillac Clay Co., Detroit. Harding Lumber Co., Highland Park. I. Miller Salon of Lansing, Inc., Lansing. American Malleable Co., Owosso. Kendall Refining Co., Detroit. Samuel J. Rapaport & Sons, Lansing. Grass Lake Farmers Elevator Co., Grass Lake. Rowe Hotel Co., Grand Rapids. R. W. Halsey & Co., Detroit. Berkey & Gay Furniture Co., Grand Rapids. D. W. Burke, Inc., Detroit. Midwest Piggly Wiggly, Inc., Detroit. Hastings Industrial Co., Battle Creek. Middleton Oil Co., Detroit. Savery Land Co., Detroit. Detroit Hotel Co., Detroit. Harvey Drug Shops, Lansing. Handy-Wacks Corporation, Grand Rapids. Service Gas and Oil Co., of Mount Clemens.

Collapsible steel containers have been developed for shipping foods, hardware, chemicals, etc. Returnable, strong, they are easily assembled, have interchangeable parts.

A new deodorant, for use of crude petroleum producers and refiners, is said to be so powerful that two pounds deodorizes a tankcar (8,000 gallons) of cleaners' naphtha.

Freedom is humanity's destiny.



**MOVEMENTS OF MERCHANTS.**

Lowell—Clyde Kinyon has engaged in the fruit and vegetable business.

Bellevue—The Bellevue State Bank has increased its capital stock from \$20,000 to \$40,000.

Detroit—The Standard Foundry Co. has decreased its capital stock from \$100,000 to \$2,500.

Carson City—The Rockefeller Grain Co. has decreased its capital stock from \$160,000 to \$96,000.

Columbiaville — The Blackmore Pickle Co. has decreased its capital stock from \$35,000 to \$8,000.

Berrien Springs—Mrs. Verda Miller has sold her beauty parlor to Mrs. Mae Richardson, who has taken possession.

Detroit—The Murphy Upholstering Co. 4627 West Vernor highway, has changed its name to Murphy & Murphy, Inc.

Detroit—The Crescent Electric Co., 179 East Woodbridge street, has decreased its capital stock from \$150,000 to \$60,000.

Grand Rapids—The Superior Fuel & Materials Co., 1200 Burton street, S. E., has decreased its capital stock from \$10,000 to \$1,000.

Lansing—Kline's, 214 South Washington avenue, dealer in apparel for women and children and furnishings, opened for business August 25.

Detroit—J. Calvert's Sons, 6505 Second boulevard, dealer in fuel and builders' supplies, has decreased its capital stock from \$1,000,000 to \$500,000.

Detroit—The Michigan McNamara Varnish Works, Inc., 2358 Clark street, has changed its name to the Michael McNamara Varnish Works, Inc.

Ypsilanti—Brien & Stephens, Inc., 34 North Washington street, has been organized to deal in shoes at retail with a capital stock of \$2,000, all subscribed and paid in.

Detroit—The Wolverine Ginger Ale Co., 692 Livingston avenue, has been incorporated with a capital stock of \$50,000, \$40,000 of which has been subscribed and paid in.

Olivet — The Olivet State Bank, which closed its doors in July, will soon re-open under a five-year moratorium plan agreed upon by 82 per cent. of its depositors.

Detroit—The A. H. Nimmo Electric Co., 826 Porter street, has merged its business into a stock company under the same style with a capital stock of \$50,000, all subscribed and paid in.

Detroit—The John W. Swain Lumber Co., 2842 West Grand boulevard, has changed its name to the Interstate Lumber Co. of Detroit and removed its offices to 1414 United Artists building.

Muskegon—The Anaconda Wire & Cable Co., an interest of Anaconda Copper Mining Co., is running on twenty-four-hour day schedule, five-day week, giving employment to about 200 workers.

Detroit—D. Jerome Co., 13927 East Jefferson avenue, dealer in ready-to-wear apparel for women, has been incorporated with a capital stock of \$25,000, \$1,000 of which has been subscribed and paid in.

Detroit—Earl's Shoes, Inc., 1029 Woodward avenue, has been incorporated to deal in shoes at retail with a

capital stock of \$12,500 preferred and \$12,500 common, \$11,500 being subscribed and paid in.

Hart—The Colby & Spitzer Co., retail dealer in hardware and agricultural implements, has merged the business into a stock company under the same style with a capital stock of \$15,000, all subscribed and paid in.

Grand Rapids—The Schoonbeck Co., 1140 Monroe avenue, N. W., has been incorporated to deal in household and office equipment with a capital stock of 500 shares at \$100 a share, \$1,000 being subscribed and paid in.

Detroit—Dieterle & Rundell, Inc., Eaton Tower, merchant tailoring, has merged its business into a stock company under the same style with a capital stock of \$10,000, \$5,000 of which has been subscribed and paid in.

Detroit—The Acme Linen Supply Co., 3794 Eighteenth street, has merged its business into a stock company under the style of the Acme Linen Supply & Laundry Co., with a capital stock of \$3,000, all subscribed and paid in.

Detroit—The Cadillac Clay Co., Inc., 2312 Book Tower, dealer in building materials and drain tile, has merged the business into a stock company under the same style with a capital stock of \$1,000, all subscribed and paid in.

Grand Rapids—The Majestic Book Shop, Inc., 30 Division avenue, North, has been organized to deal in books, magazines and stationery, with a capital stock of \$10,000, of which \$1,200 has been subscribed and \$1,000 paid in.

Grand Rapids—The Fox Jewelry Co., 182 Monroe street, N. W., has merged its business into a stock company under the same style with a capital stock of 5,000 shares at \$10 a share, \$1,000 of which has been subscribed and paid in.

Grand Rapids—William F. Barth, druggist at 401 Division avenue, South, has purchased the Robinson Road Pharmacy stock and fixtures of Earl Cassady, 1401 Robinson road, S. E., and will continue the business under the management of his son.

Mackinaw City—The Bon Ton Baking Co., of Petoskey, has taken over the Home Bakery and will continue it under the management of Mr. Weimer, of Petoskey. Leslie Dorrance, former owner, will resume the management of the Spot Restaurant, Sept. 1.

Manistique—Nels Rousseau will re-open the Barnes Hotel, which has been closed for several months, on Sept. 1. The house has been completely redecorated and new furniture has been installed. Both Mr. and Mrs. Rousseau have had a number of years' experience in hotel operation.

Detroit—The Otto Misch Co., Inc., 115 East Columbia street, dealer in construction equipment, etc., has merged the business into a stock company under the style of the Otto Misch Equipment Co., with a capital stock of 5,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Midland—The Pure Oil Co. has work under way on a new refinery on forty-acre tract near city, to use crude oil from company wells in Mount Pleasant-Midland oil fields. Plant will include divisions for production of gasoline and kerosene. Oil storage and dis-

tributing plant will be built. New works are expected to be ready for service in the early fall. Total cost of project will be over \$400,000 with machinery.

Eaton Rapids—Kenneth A. Maupin, of the Maupin Woolen Mills, announces that his firm has started the manufacture of an insulated tarpaulin, used extensively for holding the desired temperature when used as a covering for milk cans, vegetables, fruits, ice and anything necessitating a temperature with only a few degrees variation either way. This new product acts on the principle of the thermos bottle, keeping the temperature either cold or warm.

**Manufacturing Matters.**

Detroit—The Sun Products, Inc., has been organized to manufacture and sell powdered wort, with a capital stock of \$5,000, all subscribed and paid in.

Owosso—Candy Favorites, Inc., has been organized to manufacture and sell candy with a capital stock of 100 shares at \$100 a share, \$5,000 being subscribed and paid in.

Detroit—The World's Wonder Medicine Co., 2664 Waterloo street, has been organized to manufacture and sell remedies, with a capital stock of \$3,000, all subscribed and paid in.

Detroit—The Fordson Radio Mfg. Co. has been organized with capital of \$40,000 to manufacture radio equipment and parts. Radios will be installed in Ford cars for \$49.50 extra.

Detroit — Famous Formulas, Inc., 1653 Union Guardian building, has been organized to manufacture and sell cosmetics, with a capital stock of \$10,000, \$6,700 of which has been subscribed and paid in.

Detroit — The Production Die & Stamping Co., manufacturer and dealer in tools, dies and stampings, has been incorporated with a capital stock of \$5,000, \$1,000 of which has been subscribed and paid in.

Owosso — The Burwood Products Co. has been organized to manufacture and deal in wood and "synthetic" wood products, with a capital stock of \$75,000 common and \$35,000 preferred, \$72,500 being subscribed and paid in.

Grand Rapids—The Michigan Felt Co., 510 Widdicombe building, has been incorporated to manufacture and sell cotton and woolen batts and upholstery material with a capital stock of \$20,000, all subscribed and paid in.

Detroit—The Kelvinator Corp., manufacturer of electric refrigerators, is planning immediate production of a line of new oil burners and oil-burning equipment and will give over part of plant to this output, with increased working force.

Lansing—The Electric Heater Co. is arranging to increase line of production, and will operate a department for manufacture of electric household appliances. Company will change name to White Electric & Mfg. Co., to accommodate expansion.

Flint—The Flint Tire & Rubber Co., recently organized, plans the establishment of a plant for the manufacture of automobile tires, including a new type of semi-rigid tire tube and casing, and department for tire rebuilding. Other

rubber goods will be manufactured later.

Muskegon—Norge Corp., manufacturer of electric refrigerators, a division of Borg-Warner Corp., Chicago, is running on maximum production, with three eight hour day and night shifts. Plant has established new production record of 1000 refrigerator units in twenty-four hour day.

**Boyhood.**

When every dawn was gladness  
When fraught was none with sadness  
But each was just another  
With some new sport or other  
When skyland clouds were cattle  
Whose thunders told of battle  
And every hook was wishing  
To go with me a fishing—  
That's when I was a boy.

When green grew grass to creep on  
And daisies bloomed to sleep on  
When kisses went as money  
To sip the clover's honey  
When swallows swift were vieing  
To catch mosquitoes flying  
When robins robbed the cherries  
And cream drowned short-cake berries—  
That's when I was a boy.

When I my pockets weighted  
With trinkets unrelated—  
With round smooth peas for missiles  
Wire puzzles, willow whistles  
A jack-knife, top and sling-shot  
Lead-sinkers, string and what-not  
I wonder, now, I wonder  
Where did I find the plunder—  
That's when I was a boy.

My cup was overflowing  
My world I knew was growing  
Much better every minute  
And everything within it;  
"Remember then" said mother  
"This world is nothing other  
Than heaven on earth to-day  
Enjoy it while you may."—  
That's when I was a boy.  
Charles A. Heath.

**Corporation Fees Due Soon.**

Before Sept. 1, approximately 17,550 Michigan corporations will be required to file annual reports and pay the 1932 privilege fee.

This fee is based upon the corporation's paid up capital and surplus as shown by the company's books at the close of business Dec. 31, 1931, or at the close of the corporation's fiscal year preceding the filing date of the report.

All corporation privilege fees are payable Sept. 1 but a period of ten days is granted before the corporate powers are suspended. Once its right to do business is suspended, a corporation cannot legally transact business until the proper fees have been paid and the suspension lifted. If the fees are not paid within two years, the corporation's charter is revoked.

**Tower Hosiery Price Raised.**

The Tower Hosiery Mills, Burlington, N. C., has advanced the price of its No. 764, women's four-thread, 42 gauge, full-fashioned picot top stockings 25c per dozen to \$4.25. The mark-up is made necessary by the sharp advances in raw silk, the company said, expressing the opinion that further rises will be necessary within the near future. Most of the price advances registered in hosiery so far have been confined to the \$4 number, some mills advancing them as high as 50c, but the upward movements are expected to spread shortly to other higher price brackets.

That horrifying flatness of the late forties is combatted by nothing in the world so effectively as by family claims.

A house is a shut-in place into which many people bring their moods.



### Essential Features of the Grocery Staples.

**Sugar**—Local jobbers hold cane granulated at 4.70c. Beet granulated is all sold out.

**Tea**—The market during the week has been largely uneventful. No changes to speak of have occurred in this country. It was expected that the fall in Japanese exchange might affect the prices in Japan and Formosa teas in this country, but it has not done so yet. Consumptive demand for tea is fair. The first hands demand about as usual.

**Coffee**—The situation in Brazil continues to cause advances in Santos coffee, which have advanced a further fraction since the last report. As the week closes, however, there is a slight indication that the feeling in Santos is not quite as strong as it has been. The reason for the advance in this country is the reduction in supplies of coffee coming here from Brazil. Rio coffees are not advancing in the same proportion as Santos. Milds show no change for the week. The present high prices of Santos will probably not continue very long after Brazil settles its difficulties, opens its ports to exportation and starts to send Santos to this country. The jobbing market on roasted coffee, speaking of Santos particularly, is higher.

**Canned Fruits**—California fruits show a somewhat mixed trend. Cling peaches are firmer, that is, Northern pack. It is doubtful at this writing if Standard No. 2 1/2s can be bought below 92 1/2c and most packers want 95c. Choice range from \$1.02 1/2 to \$1.05. One Southern packer is still quoting 90c @ \$1. Coast. Pears have been inclined to sag but there is less easiness in the Northwest. Royal Anne cherries are very short both in California and the Northwest and berries are reported as closely cleaned up.

**Canned Vegetables**—A firming up of stringless beans and fancy refugees is noted as the pack will doubtless prove to be quite short. There have been some withdrawals by packers of standard stringless, while many factors are inclined to mark their recent prices up 5 @ 10c per dozen. Peas continue very firm in the face of much trade resistance. There is not much doing in fancy sweet peas especially, but there is no indication of weakness in the market.

**Canned Fish**—Demand for salmon is quiet. Some is selling every day, but in a small way. Prices are still disturbed on everything but fancy grades, which are firm on account of scarcity. Demand for crab meat has been very fair. Sardines and other tinned fish show a moderate demand at unchanged prices. Serious labor trouble has developed in the South concerning shrimp fishermen, which has spread from one state to three, and which may very well indicate a belated and curtailed packing season. Added packing costs, of course will be reflected in the price and the trade would do well to watch the situation closely.

**Dried Fruits**—The California prune pool campaign, after achieving the necessary sign-up of 170,000 tons, has rejected 10,000 tons because of riders to contract. The campaign has been extended until Sept. 2, by which time

it is hoped that the needed tonnage will have been signed. Spot prunes continue firmer on the Coast with advances up to 3/4c per pound in some sizes. The local market drags behind the spot market in many cases, although there is a tendency here among some first hands to reject low prices. Raisins are not doing much. Buying of spot requirements is very limited, because of the nearness of new crop. First shipments of new crop will not be made until Sept. 10, however, and old crop raisins will be necessary for fill-in purposes until the new crop gets here. Apricots continue firmer and dried apples also showed a better tone. In short, the dried fruit market has shown a stronger tendency in all but raisins and peaches.

**Beans and Peas**—The market for dried beans continues strong and active. Position is better than for a long time. At the moment it is a seller's market for almost the entire list. If there is an exception, it is California limas. The same can be said of dried peas.

**Cheese**—Cheese has had a steady, quiet week without incident and without any change in price.

**Nuts**—The market shows a stronger trend for the fall, while spot shelled nuts are in low supply here and are stiffening up in many directions. French walnuts are strongly held, and would advance on any buying movement of considerable proportions, as the primary market reports a short crop and holders are seeking to recoup after last year's experiences. Brazils and filberts are firm to higher. Higher prices on pecans, both in the shell and unshelled, are looked for. Stocks will doubtless continue light, as long as the prevailing policy of replacement buying rules.

**Olives**—The market remains in much the same position as the previous week. Consumers operate on a hand-to-mouth basis out of spot and nearby supplies. There is still no great desire to book goods for forward shipment despite the acknowledged firmness in the shipment center because content to wait the market out and to buy supplies when needs pressed.

**Pickles**—Pickle quotations are firm but unchanged. Genuine dills of the new crop will not be on the market before October or early November. The new pack was expected to be the smallest in many years because of a virtual crop failure. It was estimated at no more than 1,000,000 bushels, as against a normal of close to 6,000,000. With the carryover 6,000,000, including the new pack, and consumption between 5,000,000 and 6,000,000 a firmer market was looked for. Last year prices were depressed by a carryover of 10,000,000 bushels. The executive committee of the National Pickle Packers' Association held its summer meeting at Chicago last week. Secretary Joseph Mitchell says the new crop will not exceed 20 per cent. The acreage was cut heavily and dry weather and insects did much crop damage this year. The carryover stock has been cleaned up and the sales outlook is improving.

**Rice**—The market is definitely on the upward trend in the South, as weather conditions prevailing in the

growing states continue only fair, with rain reported in some points. First arrivals of new rough rice bear evidences of weather damage, and the carryover, which threatened to be a weak point, is now being held much more firmly because of superior quality. Fractional advances have been made in both the short and long grains and growers show a stronger holding tendency.

**Salt Fish**—The demand for mackerel and other salt fish is somewhat better for the week with buyers interested in new pack fish on which prices are still attractive. But little is doing at the moment in foreign mackerel. Prices on salt fish show no change since the last report.

**Syrup and Molasses**—The demand for sugar syrup keeps up very well. Production is being kept down and this makes the market very steady and healthy. Compound syrup shows a little better demand at prices fairly steady. Molasses is about unchanged, but the market for grocery grades is steady to firm. The demand is fair.

### Review of the Produce Market.

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

**Bananas**—3 1/2 @ 4c per lb.

**Butter**—Last week butter declined 1/2c because the demand was poor and the general feeling soggy. Later, however, it advanced again, due to a reversal of former conditions. At the present writing the market is 1c higher, with a moderate demand. Jobbers hold plain wrapped prints at 21 1/2c and 65 lb. tubs at 20 1/2c for extras.

**Cabbage**—40c per bu.

**California Fruits**—Plums, \$1.75 per box; Bartlett Pears, \$2 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**—\$1.40 for box containing 6 @ 9.

**Celery**—Home grown 20 @ 35c per bunch.

**Cocoanuts**—75c per doz. or \$1 per bu.

**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	-----	\$1.80
Pea from farmer	-----	1.50
Light Red Kidney from farmer	-----	1.40
Dark Red Kidney from farmer	-----	1.60

**Eggs**—Offerings of fine fresh eggs, free from heat blemishes, are not very large and the demand absorbs them all. Undergrade eggs are plentiful but hard to move. Jobbers pay 16c for 56 lb. crates and 17c for 57 and 58 lb. Jobbers sell candled eggs at 18c.

**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:

360 Sunkist ----- \$10.00

300 Sunkist ----- 10.00

360 Red Ball ----- 9.00

300 Red Ball ----- 9.00

**Mushrooms**—40c per one lb. carton.

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

126 ----- \$4.25

150 ----- 4.25

176 ----- 4.25

200 ----- 4.25

216 ----- 4.25

252 ----- 4.00

288 ----- 4.00

324 ----- 4.00

**Beets**—30c per doz. bunches; 65c per bu.

**Onions**—Home grown, 50c per bu. for medium yellow.

**Parsley**—40c per doz. bunches.

**Peaches**—Receipts of home grown are greatly in excess of the demand. Growers turn away from the market every morning unable to find an outlet for their offerings. Prices are altogether in buyer's favor. They range about as follows:

Rochesters ----- 30 @ 50c

South Havens ----- 35 @ 50c

Elbertas ----- 50 @ 75c

Other varieties ----- 25 @ 30c

Pears—Bartletts, 50 @ 75c per bu.

**Pickling Stock**—Onions, 60c per box of 20 lbs.; cukes, \$2.25 per bu. or 15c per 100.

**Pieplant**—60c per bu. for home grown.

**Plums**—Prices range as follows:

Lombards ----- 65c

Blue ----- 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 ----- 10 1/2c

Ducks ----- 12c

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

Rock Broilers, 2 1/2 lbs. up ----- 15 @ 17c

Radishes—10c per doz. bunches.

**Spinach**—65c per bu. for home grown.

**String Beans**—75c @ \$1 per bu.

**Tomatoes**—Home grown, 30c per 1/2 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 and Indiana.

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

A recently developed electric ammonia dissociator offers a new, cheap source of hydrogen and nitrogen. It yields a dry gas 75 per cent. hydrogen, 25 per cent. nitrogen.

A great deal of what passes for current Christianity consists in denouncing other people's vices and faults.

Rage is the most effective producer of courage in the world.



## MUTUAL FIRE INSURANCE

### Fire on the Farm.

The farmer has a very real interest in the fire menace. Nearly one-fourth of the annual National fire loss, or \$100,000,000, occurs on farms, and farm fires account for 3,500 deaths. The farm fire victim suffers greater proportionate loss than the victim of a city fire. The latter may lose his home or his place of business, but rarely both. When the farm home burns, the fire often wipes out barns and other buildings, perhaps destroying the developments of a lifetime of work.

The cure for the farm fire is, as in the city, unremitting care and diligence—and better fire fighting facilities. Progress in this direction has been made in a number of states. First-class rural fire departments are made possible by motorized fire apparatus, good roads and telephones. Ingenuity has been shown by rural fire fighters in overcoming lack of water, through the use of windmill tanks, multiple hose connections and relays of trucks. Some departments use chemicals only, which are extremely effective in fighting the common roof fires. An Iowa law has empowered townships to vote a tax for the maintenance of fire protection, either independently or in conjunction with other communities.

The bulk of states, however, lag behind in rural fire protection, and there is a general lack of efficient, modern facilities. As a result, the farmer bears a larger share of the fire loss—both in lives and property—than other classes of citizens. The adequate development of the farm fire department—along with the dissemination of knowledge on how to prevent fire—offers a fertile field for organizations interested in the farmer's welfare.

### Another Mutual Gone.

The above is a pet slogan of the non-mutual companies that are smarting under the keen competition of the mutuals.

Here is the record—66⅓ per cent. of all mutual fire insurance companies ever organized in the United States are still here and doing business, while 66⅓ per cent. of the non-mutual companies ever organized in the United States are not here—out of business.

How the mutuals and non-mutuals paid their losses in the great fires of this country—Boston fire, 1872: mutuals—33 paid their losses in full, one settled for 75 cents on the dollar. Non-mutuals—22 out of 30 paid 41 cents on the dollar and quit.

Baltimore fire, 1904: Mutuals—All paid their losses in full, and all but one continued in business. Non-mutuals—5 paid 64 cents on the dollar and quit.

San Francisco fire, 1906: Mutuals—All paid their losses in full. Non-mutuals—More than 100 discounted their payments from 5 to 60 per cent.

Chelsea fire, 1918, and Salem fire, 1914: Mutuals—All but one paid their losses in full. Non-mutuals—More than 130 settled at reductions of 5 to 60 per cent.

### Know Yourself.

One of the reasons why mutual insurance does not appeal to every in-

surer is that the average insurance buyer does not understand mutual insurance. If the theory upon which mutual insurance is operated is once understood, any other form of insurance will be declined in favor of the mutual plan. This is shown by the universal acceptance of the mutual plan in life insurance. To thoroughly understand the mutual principle is to know that that is the only right principle upon which to provide for the uncertainties of fires and other casualties. Mutual insurance know yourself.

### When On Your Way, See Onaway.

Onaway, Aug. 30—This year, more than ever before, the tourists are loath to return to their homes. The summer has been an unusual one—just warm enough and just cool enough; plenty of nice rains, worlds of sunshine, cool nights for sleeping; glorious sunsets as seen shimmering over the surface of Black Lake, equalled only by such moonlights as are seen "up North." Together with these, old Aurora Borealis puts on an exhibition occasionally which delights the spectators. Immediately thereafter messages go forward to the folks down state, "You should come up here and see the Northern lights." Eventually they come.

And so Mrs. M. L. Steele, of 917 Vandenburg Place, Port Huron, gets out her camera and goes after a moonlight scene on Black Lake and to prove that she gets it is only necessary to look in the gravure supplement of the Detroit Free Press. Mrs. Steele not only secures her subject, but secures a nice dollar bill as a reward for the artistic ability with which she is endowed. We have seen dozens of Mrs. Steele's artistic compositions taken during her outings at Black Lake and embracing scenery, including rivers, lakes, waterfalls and landscapes. The Free Press need never want for material when such talent is available.

Why do tourists come to Northern Michigan? For fish. Fish they want and fish they do get. Thousands of game fish recently put in lakes adjoining Onaway. Over 600 perch pike (the largest known variety of wall-eyes) and other varieties planted in Black Lake alone and a total of over 6,000 planted in lakes in this vicinity. Now fishermen, trim up your fishing tackle.

Dan Farrow, city clerk, steps up for his reward of merit and presents his credentials—a beautiful creel of rainbow trout caught in Pigeon river. Dan's basket was too small for the event when a 22 inch rainbow protruded from either side of the lid. What a picture they do make and what a whale of a meal they make for a big family.

City Commissioner, E. J. McClutchee, East End grocer, and wife have returned home from a three weeks' visit with relatives in Canada.

The office building of the Tri-County Telephone Co., on East State street, is being remodeled to perfect a better heating system. This office, under the management of Mrs. Farrow, is giving excellent service, which, combined with the telegraph service, is greatly appreciated by its patrons, especially the tourist trade.

Mr. and Mrs. Wesley Smith and daughter, Edith, and husband, of Harbor Beach, were visiting in our city last week. Wesley was one of Onaway's busiest meat merchants a number of years ago.

J. Frank Morford, first cashier of the Onaway State Savings Bank, and for the past three years cashier of a Big Rapids bank, is visiting in our city. Frank is leaving to take a similar position at Flat Rock, Mich. Squire Signal.

A dollar in a man's pocket is worth two that he owes.

### A Business Man's Philosophy.

The simplest things are often the hardest to do.

When Defoe wrote "Robinson Crusoe" he did something just as good artistically as Milton achieved in "Paradise Lost." Everybody is able to read "Robinson Crusoe" with pleasure and profit, but not one in 10,000 can master "Paradise Lost."

Yet the peculiar fact is that even those who have never read ten lines of "Paradise Lost" will give Milton a higher rank as an artist than Defoe. Writing that is simple, lucid and understandable is usually considered inferior to that which is involved and smothered by technique.

The foregoing is a prelude to a quotation from Tolstoy, the great Russian novelist, who wrote:

"I remember once speaking to a famous astronomer who had given public lectures on the spectrum analysis of the stars of the milky way, and saying it would be a good thing if, with his knowledge and masterly delivery, he would give a lecture merely on the formation and movements of the earth, for certainly there were many people at his lectures on the spectrum analysis of the stars of the milky way, especially among the women, who did not know why night follows day and summer follows winter. The wise astronomer smiled as he answered: 'Yes, it would be a good thing, but it would be very difficult. To lecture on the spectrum analysis of the milky way is far easier.'"

William Feather.

## An Insurance Policy Often Turns into a Deed

When you buy property you give a great deal of attention to the deed or abstract which legally shows ownership. Realizing a need for insurance you call an insurance man, buy a policy and promptly forget about it. When a building is destroyed

the only "deed" you have on it is the insurance policy. Carelessness in placing insurance may be fatal. It is highly important to buy safe protection. That is the kind of insurance sold by the Federal Mutuals. Why not investigate?

### FEDERAL HARDWARE & IMPLEMENT MUTUALS

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

## 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



## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

The recent ceremonies at Manistee, in which Governor Wilber M. Brucker decorated Corporal Colburn Munger, of the Michigan State Police for his meritorious service in clearing up the murder of Evelyn Sanford, of Freesoil, have focused public interest on this organization and have emphasized its importance as an adjunct to the local law enforcing agencies.

The State Police have at their command two powerful weapons which are helpful to the local authorities in their war on crime. One is the bureau of identification, where there are on file the finger prints of nearly 1,000,000 individuals. The other is the State Police radio.

Before the days of the automobile and high speed transportation, crimes usually were committed by individuals residing within a few miles. Now, however, criminals may be in another county or another state within a short time after they have robbed a bank or committed other deeds of violence, and local authorities are necessarily handicapped in dealing with the situation. It is in cases of this sort that the State Police come to their aid.

Through the bureau of identification, it is possible to determine whether criminals working in a given locality have operated previously in other portions of the state. Often the tracing of their records in this manner leads to their early apprehension.

The radio not only greatly increases the efficiency of the State Police organization in its ordinary duties, but is especially valuable in an emergency, when it is desired to concentrate men or cars at a certain point within a short time, or, to throw a net around a certain area. The Commissioner of Public Safety, from the radio headquarters at East Lansing, can direct the cars from any part of the State to go to any other part. With a map in front of him, it is possible for him to know at any given time where every car is and to direct their movements for the most effective results.

A typical finger print case in recent months was that of the robbery of the Stutting oil station, at Mt. Pleasant, on the night of April 17. A window had been broken and a quantity of merchandise stolen. Sheriff Shertell, of Isabella county, had saved the glass taken from the window. He gave it to Elden Sears, the State police detective assigned to the case, the next day. Sears powdered and photographed the finger prints on the glass.

The sheriff informed Sears that three men had come to his jail at 11:30 the night before and had asked for a night's lodging, which he gave them. Sears, suspecting that this might be the clue which would solve the case, asked the sheriff to finger print these men—John Murray, Gene Taylor and Harry White (alias Clayton Little). On comparison of the prints, he identified Harry Smith as the man who broke into the station and handled the glass.

The men confessed and led the officers to the hiding place of the stolen goods, near the tracks of the Ann

Arbor Railroad. In their confession, they stated they had stolen a pistol and had planned to hold up a bootlegger in Evart and kill him, but changed their plans and came to Mt. Pleasant, where they decided to hold up the gas station. But the attendant had already closed up so they had broken into the station and taken what merchandise they could lay their hands on.

Another case, which involved contacts with local officers in widely separated sections of Michigan, was that in which Harvey J. Wilson was convicted of obtaining money under false pretenses. The case dated from Oct. 11, 1929, when the two men were reported to have swindled some people at Mancelona out of several thousand dollars through selling stock in a non-existent company. Other complaints of his activities came from Saginaw, where he was declared to have passed worthless checks.

Through the aid of the bureau of identification, it was learned that Wilson was serving a sentence in Milwaukee for forgery. On the completion of his term, he was brought to Michigan and was sentenced on May 11, 1932, to from six and one-half to ten years in Jackson prison, by Judge Parm Gilbert, of Bellaire.

In many cases, the State police are able to be of assistance in the recovery of stolen cars. Only recently they have been working to break up the activities of a car-stealing ring operating in Van Buren and Berrien counties. Nine cars have been recovered. The names of the supposed leaders of the ring (thought to be from Chicago) are known to the authorities, but thus far only the men in possession of the stolen cars have been caught.

State police figured prominently not long ago in the apprehension of one of the robbers of the Hermansville Bank, in Menominee county. It was on May 31 that bandits escaped with \$5,000, taken from this bank. The same day two of them were caught by local authorities with a portion of the loot. These were John Kunasiewicz and Frank Jacobinski. On June 1 the State police officers, together with Sheriff Reindl, caught Edward Kunasiewicz after a gun battle near Sagola, fifty miles away in Dickinson county. John Jacobinski escaped at that time. Later, however, he was arrested in Oregon and was extradited. The other three were sentenced on June 8 to from fifteen to thirty years in Marquette prison.

Sometimes the local authorities ask the State police for help on purely local cases. One of this nature was the murder of Dorias Lambert, at Cheboygan, on Aug. 2. Sheriff Gilpin, Cheboygan county, reported the case to Lieut. George Adrich, in charge of the Cheboygan post of the State police and asked his assistance. Minnie Lambert, wife of the murdered man and his brother, Albert Lambert, were found to be guilty. Both were given life sentences on Aug. 8, only six days after the date of the crime.

In the Evelyn Sanford case, the girl's father appealed direct to the State police post in Manistee. Corporal Munger called Sheriff Colver, of Mason county, and a posse was organ-

ized to search the swamps. It was learned that Francis Nash had scratches on his face, which he at first cleamed had been caused by the branches of a tree. But a doctor, who was called to examine him, identified them as finger nail scratches. Investigation by Corporal Munger at Nash's house and in a vacant house nearby led to the discovery of the girl's body buried underneath the basement of the latter.

While the State police do their most spectacular work in the combating of major crime, they perform other useful functions. One of these is the patrolling of the highways, with a view to curbing reckless drivers. On special occasions, when crowds are gathered, they direct traffic. Often they are at the scene of automobile accidents, or are called to take charge soon afterwards. Another function is the oil inspection service. This can be most economically performed by the State police in connection with their other duties.

The night patrols sent out from the twenty-four district headquarters are regarded as especially important in deterring crime, just as the presence of a city policeman on his beat at night keeps the neighborhood safe.

When the disastrous oil well explosion took place at Mount Pleasant a year ago, the State police rendered assistance day and night, and made a hasty trip to Lansing for alcohol to relieve the suffering of the victims.

Another unusual case in which they took part in 1931 was the transfer of prisoners from the old Detroit House of Correction. Not a single prisoner escaped.

During 1931 the appraised value of stolen cars recovered was \$86,349.25 and the appraised value of other goods recovered was \$39,021.72. Oil inspection fees collected amounted to \$70,986.52. Out of 70,438 finger prints received, 52,891 were identified.

The present State police force consists of 189 men in the uniform division, eighteen in the detective bureau (plain clothes), twenty-one in the bureau of identification, and six in the radio division. In addition there are several clerks, cooks and mechanics.

A training school for recruits is maintained at the East Lansing headquarters. New men taken into the force are thoroughly investigated first and then are given from four to six weeks' training at East Lansing before being sent out on the road. Every man on the force comes to the state headquarters for a week each year for a "review school."

New branches of work now being developed by the bureau of identification are in ballistics—the use of a microscope to compare the markings

on bullets with the bores of firearms—and in "moulage" whereby masks of persons' faces may be taken and preserved, or reproductions made of heel prints, and the like.

### Thinks It Is Time For a Change.

Lake City, Aug. 30—Enclosed find check for three dollars. And I will say I never saw it so hard to collect anything, not even interest. I paid a bonus on three head of cattle to get them the other day so as to clean up the interest. I thought sure I was going to lose forty acres more land and I don't want that. We taxpayers sit around and see fellows working for the state who are no good any other place and drive the official car that belongs to all of us nights and Sundays. This man has not bought a license for his own car this year. His daughter drives the state car all over. Here is hoping there will be a big change in affairs and I think there will be.

W. J. Ardis.

### Another Unemployment Problem.

Little Dick started kindergarten. He hated it the first day; liked it the second; adored it the third, and by Thursday he was so keen about going he even offered to wash his own knees! Friday, Dick asked the teacher what they were going to do Saturday. Teacher explained that there would be no school Saturday or Sunday.

When the youngster got home after Friday's session, his mother saw he was very depressed. "What's the matter," she asked.

Dick sat down at a table, leaned one arm on it, said in a hopeless voice:

"Darn it, I've been laid off for a couple of days."

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### THE BASIS OF AN EMPIRE.

These are such days as send ten million stalks of towering corn still further toward the sun in that great inland empire of America, the Middle West—hot days and humid nights when golden tassels scent the air with sweetness and ears droop heavy with the ceaseless energy distilled from soil and rain and sun. In those black bottom lands, on a still August night, the listener can hear amid the gentle rustle of the swordlike leaves the soft, sure crackle of growth itself.

There lies the great new home of America's majestic grain, that maize which once grew wild and grasslike in the steaming lowlands of the tropics. But everywhere, from coast to coast and Gulf to Lakes, the tall corn grows. Every road to the open country leads past fields of waving corn where even now a man can disappear from sight as surely as a mouse in meadow grass. Six feet and more it rears its yellow crowns, and before the frosts come to sear the husks it will be even higher. Row on row, acre on acre, it stands like a young forest, lush green on distant hillsides and flowing like some emerald flood down the valleys.

Yet commonplace as these fields now are, the corn from which they grew and into which they will ripen with the autumn frosts is one of the lasting wonders of the New World. The Indians knew and used it long before the white man dreamed there was a land between their homes and India to the West. And before those Indians which we recognize as such knew corn, their ancestors or other races of America's forgotten past knew maize. A grass it surely was long, long ago. Then some one found its grains were worth the gathering, and still others took from the leftover harvest and planted fields in some new place.

And so it grew and changed, and the tropic grass migrated North. Unconscious choice of seeds picked out those variations from the parent plant which best thrived in new environment. Trade introduced it to still other peoples, and new soils, new seasons, new ways of cultivation brought out new traits. And then, after time so long that none can safely estimate, the white man came and found the Indians and their maize. The white man called it corn. The white man called it good. And the white man made of that strange grass grown tall and fruitful the very basis of an empire.

### BASIC DATA REQUIRED.

The many plans put forward to speed business recovery usually have their good points, but practically all of them deal with superficial remedies. Reduction of working hours, for instance, would serve an admirable purpose in distributing jobs and cutting down on unemployment. At the same time, if no provision is made for living wages, then the situation would no doubt grow progressively worse.

Fundamental data are required upon industrial equipment and how it may be used for the common good. This is the task to which the group at Columbus University has addressed itself with rather amazing results in its preliminary studies. Technocracy, as this

organization has named its work, pictures a problem which far outstrips the meager findings on which so many recovery plans have been based.

But this is not to say that the humbler efforts should be disregarded. They are all pointed in the same direction, and yet it would be exceedingly wise if all business planners with their five, seven or nine point programs might make themselves thoroughly familiar with the essential features of our economic situation and not be too given over to temporary expedients.

When the whole price system, under which the world operates, is brought into question, there is bound to be a defensive recoil. And yet, if the facts of industry and distribution require a change, and may bring about that change regardless of the hold exerted by tradition, then the subject should receive most careful consideration before and not after the crisis has been reached.

It would be a wise move, therefore, for all trade associations and other business organizations to maintain contact with those groups which are digging out the fundamental facts about our system.

### TONES DOWN THE PICTURE.

Official pronouncement that the financial crisis is over and that it now rests upon business and banking interests through their own efforts to lift the depression probably added its bit during the past week to improved sentiment. Securities and speculative commodities continue fairly buoyant. On the other hand, outside of the textile lines, there is little change recorded in the low level of basic industrial operations. Definite evidence of agricultural unrest rather tones down the picture of brighter prospects.

Advances in the cloth, steel and power indices are offset by the decline in the automobile and carloading series. In the automotive industry greater confidence is being expressed in the business expected to develop within sixty days. Car registrations, nevertheless, make a more favorable showing.

So far as the major lines of industry are concerned, the textile field presents about the only scene of expanded operations. Many of these lines were unduly depressed and, like the security markets, have rebounded. Orders have been compressed into the last two or three weeks which would ordinarily be placed over a period of two months or more. Low stocks and price advances have whipped in business even though buyers are still quite a little uncertain whether retail demand will justify larger commitments.

The principal question just now is whether the general return of confidence will prove sufficient to promote a buying movement and lead to expansion in industrial activity. Textile gains do not offer so good a base for an upturn as another more highly paid line might.

### BUYERS REGAIN AUTHORITY.

The change from central office control to individual buying operations announced recently by a large department store chain and a similar change

made public last week by a smaller organization have been received with great satisfaction by manufacturers and wholesalers and are regarded as marking a new development of significance by retailers. The buyer in these cases regains his former freedom of action and assumes responsibility for his department.

In the broader aspect, the change means that one of the most important systems devised after the 1920-21 depression has gone by the board. Many other systems which worked well when everything was running smoothly and trade increases were difficult to avoid have already been discarded. It remains to be seen, merchants agree, whether the buyer is equal to his new task and can show better results now that he is given more authority.

Perhaps something of a forecast can be made in this matter. As in business generally, a number of executives were carried along on the tide of prosperity, but nevertheless claimed much of the credit for increased business and larger profits. In the good years since 1921 there were only minor emergencies and nothing to compare with the problems now presented. It can be predicted fairly safely, therefore, that the buyer who knows his job will operate better under the "new freedom," while those who have been merely going through the motions will fare even less satisfactorily than if they had the assistance of a central office.

### DRY GOODS CONDITIONS.

Interest in summer clearances has shown an abrupt drop in retail trade, and demand during the week has turned to Fall offerings. Buying of a scattered type is reported, although it is also noted that better-grade goods here and there are meeting with much better response. This development is being watched closely so that price lines may be adjusted accordingly.

Since the month has two extra business days this year for the large department stores which close on Saturdays, it is believed that the percentage decline may fall well below the two weeks' figures.

In the wholesale merchandise markets during the week there was not only a new peak set for the season in the number of buyers in market, but activity is pronounced and prices are very buoyant. A combination of a late season and the advance in raw materials has brought about many price increases in cotton goods, silks, rayon and woolsens. Cotton goods have seen a succession of advances and many products have been placed on an "at value" basis.

For the time being the state of retail trade is being ignored, but it may become more important when the present market spurt subsides.

### MONTICELLO.

It is regrettable that the threat of foreclosure should be mentioned in reference to Monticello, the historic home of Thomas Jefferson near Charlottesville, Va. This seat ranks close to Mount Vernon as an attraction for tourists and students of history. Its importance as a shrine is so generally recognized that when, in 1923, the

Thomas Jefferson Memorial Foundation acquired title to the 650-acre estate and opened it to the public, millions of school children contributed their pennies toward its purchase.

Upward of \$800,000 has been spent by the foundation toward acquiring and maintaining the property, but its president, Stuart G. Gibboney, announces that \$100,000 of the \$500,000 purchase price remains unpaid. Other outstanding indebtedness brings the sum needed to clear the property of debt to about \$127,000.

A Nation-wide appeal has been made for this amount, which must be raised soon to avert the threatened closing of the estate and its return to private hands.

### SCIENCE PREFERS BLONDES.

To the long list of those who have made personal sacrifices for science should be added the names of several unbobbed blondes of Montreal. Already in the laboratories of McGill University the hygrographic record of changes in humidity testifies to their martyrdom. Scientists have good reason for preferring blondes. None but fine gold hairs can be used on the delicate instrument that records hourly changes in humidity. The hair of brunettes is too coarse. Only tresses long enough to reach the waist will satisfy so fastidious an instrument as the hygrograph. Yet the McGill University weather man made only a few telephone calls before he was assured of an adequate supply of these necessary strands. There is no question that these few strands represent feminine sacrifice. If there is such a thing as chivalry in science the Montreal blondes ought to be rewarded. Clear days for jelly making or perhaps bright nights for courting should be their portion.

### RED ALDER FORESTS.

The plan of South Carolina's State Forester to solve the forest-fire problem by growing fireproof trees is not quite so foolish as it sounds. The idea is to plant cut-over and burned-over land with red alder, which, both in foliage and branches, is fire-resistant. Fires in red alder growth are rare.

But forests of red alder are limited in their usefulness. As covering for watersheds they would be excellent. The other uses of the tree, however, are not large. Alder once was used to provide the higher grades of charcoal for the manufacture of gunpowder, but that demand has waned with the introduction of new processes. It was once used for pilings and many Venetian buildings still stand on alder underpinnings many years old, but there, too, new methods have reduced its usefulness. Occasionally alder is still used for making furniture, but pine, gum, basswood and even poplar are in far greater demand.

Vast growths of alder, therefore, would be woodlands of limited use.

Savings in welding are effected by a new electrode holder stand which shuts down the welder one minute after holder is placed on the stand, starts it when holder is removed.



## OUT AROUND.

## Things Seen and Heard on a Week End Trip.

I had the pleasure of calling on four bright business communities last week: Middleville, Hastings, Clarksville and Lake Odessa. All of these towns are replete with good merchants who joined with me in the sure coming of better times and more profitable business conditions.

At Hastings I was told that Leo Wellfare had purchased a third interest in the grocery stock of F. & B. Wellfare, 129 East State street. The business will be conducted hereafter under the style of Wellfare & Son.

J. J. Mead, who bought the insolvent grocery stock of E. C. Russ & Son last December, expects to have the stock closed out within the next two weeks. He will continue his grocery store at 740 East State street.

Considering the large amount of travel on M 37 it would seem to be the part of wisdom on the part of the county road commissioners to shorten the eighteen miles of gravel roadbed between the Kent county line and Hastings. There is, perhaps, a mile of cement in and around Middleville and about the same Northwest of Hastings. The road maps show less cement mileage in Barry county than any other county in Central or Southern Michigan. Considering the good condition Barry county is in, financially, and the enterprising character of her people, I look to see these requisites find expression in the hard surfacing of M 37 in the near future.

My first call at Middleville was on W. F. Thomasma, who is undertaking to acclimatize a new species of bean from the Netherlands on his farm two miles Southwest of town. He is meeting with fair success in his undertaking and is led to believe that as times improve the farmers will take to the new product.

A. M. Gardner showed me a chart recently handed to him by the inspector of the Department of Public Health of Barry county, maintained for the sanitary inspection of food handling establishments, showing that his food emporium was 99 per cent., as compared with a possible 100 per cent. Mr. Gardner has been identified with the retail trade of Middleville fifty-five years. He has done business at his present location for forty years.

Frank Lee, the grocer by the bridge, told me that his father, who was a pioneer farmer in Barry county, was in the habit of taking a load of dressed hogs to Grand Rapids every winter back in the sixties, selling it to the meat dealers of the Valley City for \$3 per 100 pounds and using the proceeds to purchase a sleigh box of ground gypsum rock, which he used when he planted his corn the next spring. Every hill planted to corn received a little sprinkling of land plaster.

Which reminds me that about the same time of the year the farmers in

Lenawee county, where I was born, formed clubs of forty to fifty back in the sixties and made their way to Grand Rapids every year with loads of dressed hogs and oats which they sold in the "lumber woods," which meant Grand Rapids in those days. They invested the proceeds of their loads in land plaster. I never heard of their using it on corn. They thought they had to sprinkle it on their clover to get a good crop.

My first introduction to Grand Rapids was in the spring of 1870—sixty-two years ago. We were headed for Lamont and boarded the side-wheel steamboat, Daniel Ball, which then made daily trips (in conjunction with the L. & L. Jenison) between Grand Rapids and Grand Haven. Our first stop was at the dock of the Eagle plaster mill, three or four miles down stream, where we took on about one hundred barrels of land plaster. I called at the office of the Grand Rapids Plaster Co. a day or two ago and asked if the company was still shipping ground plaster in barrels. The assistant manager said that land plaster was now put up in 80 pound sacks; that the promoters of commercial fertilizers have given the land plaster business hard knocks for some years, but most of the leading authorities have recently reversed their attitude on the subject and are recommending the use of land plaster—not as a fertilizer, but because of the sulphur and calcium it contains and the assistance it gives the soil in retaining moisture. The production of gypsum is one of the oldest industries in the city. Comparatively little is known about the business by people who do not reside in Grand Rapids because of its remoteness from the city. I think I will go over my data on the subject and write an article thereon at some future time. Such a treatment of the subject would naturally include the development of stucco wall finishes made from the purer forms of gypsum, which has played an important part in the commercial history of the Valley City for about fifty years.

Glenn Blake has moved the machinery from his mill on the Thornapple to the rear end of his garage in Middleville, where he is manufacturing chairs, ferneries and other articles for household use. He still owns the factory and water power and expects to see it occupied by an industry which will give employment to a considerable number as soon as times improve.

Much has been said and written of late years concerning the utter foolishness of maintaining unnecessary churches in localities where one live church could do more good than three or four struggling congregations. I was reminded of this situation, as applied to merchandising, in passing through Elmdale, where there are now two merchants where there really ought to be only one. The stocks in both stores do not aggregate \$500 in value. There were no customers in evidence in either store and no automobile, team or traveler of any kind within a mile of the town either East or West. The logical thing to do in a

case of that kind is for the two merchants to get together and draw cuts as to which one will remain and which one will seek a new field where there is prospect of making a decent living in a locality where a store is needed.

I found a very different atmosphere at Clarksville, a few miles from Elmdale. Lloyd Houghton was very busy waiting on customers at his grocery store and insisted he was having a very satisfactory run of business.

One of the Marvin Bros. told me their hardware store was being well patronized and that they could see even better times in the dim and distant future, rapidly heading this way. I have a warm attachment for the Marvin store, because it was established by the late George E. Marvin, whom I knew as head clerk in the Edwards hardware store at Nawaygo for many years. We were both born in the same county (Lenawee) and had many friendly points of contact. The sons are undertaking to maintain the high standards of their remarkable father.

Mrs. Nash told me she was bending every energy to bring about the reorganization of the bank established by her late husband, which she was obliged to close a few months ago.

I found the Lake Odessa Canning Co. running full handed on corn, which was coming into the factory in large loads with rapid succession. Manager Reed reported a good run on everything he has undertaken to put in cans this season except peas, the pack of which was reduced to 30 per cent. of normal by sudden attacks of the aphid. He is now in possession of a formula which will enable him to put a quietus on the pest as soon as it appears, so he will have no further loss from that cause. Mr. Reed is entitled to a great deal of credit for the manner in which he has built up the business of the canning company, starting modestly and increasing his output every year. It is a great friend to the farmers who grow raw products for the cannery.

I hail the day! Harrison Parker, one of the greatest swindlers who has ever disgraced the criminal annals of the United States, was convicted in Chicago last Saturday of embezzling \$349,000 from the North American Trust Co. and sentenced to serve from one to ten years in the penitentiary at Joliet. The Chicago Tribune makes the following reference to the matter:

The indictment charged that Parker embezzled \$349,000 in the funds of the North American Trust Co., which he controlled, and which was the outgrowth of the Guaranteed Reserve System, a Delaware corporation which Parker had headed. Judge Kelly, in announcing his decision, said the state had established the embezzlement charge.

"Parker has been a financial racketeer in Chicago since 1912," State's Attorney John A. Swanson said after the verdict. "This is the first time the law has caught up with him, although he has been accused of confidence game, swindling, conspiracy and other crimes."

"There are thousands of victims of Parker in Cook county alone. The public lost \$28,000,000 in the Co-

operative society. An additional \$4,000,000 was lost in the failure of the City State Bank, a co-operative society organization. His swindles in real estate were enormous. He promoted land sales in Fruitvale and other parts of Michigan in which the investors lost."

The trial was one of the longest in the history of the Criminal court. It began last November before Judge Kelly. More than 500 exhibits were introduced to show Parker's financial manipulations by means of which he diverted to his own use money intended for other purposes.

Parker is the chap who sued me for \$100,000 in the United States court a dozen or fifteen years ago. In company with the late Robert D. Graham, I went to Chicago to attend the land show promoted jointly by Parker and the Chicago Tribune. The Tribune advertised the event in spread eagle style, offering a "free lot" at Fruitvale with every 50 cent ticket to the show. The Tribune played up what purported to be a beautiful lake, covered with sail boats and small craft, surrounded by a large hotel and wonderful cottages. The location of this "earthly paradise" was purported to be located a few miles North and East of Montague. To complete the transaction and secure the ownership of a lot each purchaser of a 50 cent ticket found he must pay \$3.75 additional for abstract and deed and the recording of the deed. Mr. Graham and the writer decided that the whole thing was an arrant swindle and I said as much in the next issue of the Tradesman, strongly condemning the Chicago Tribune for the part it played in the affair. Parker responded to my charges by starting a libel suit for \$100,000. The Tribune played the matter up on its front page with glaring headlines, asserting that "No compromise will be accepted and no apology will be considered. The matter will be speedily pushed to the bitter end."

Realizing that we were up against the real thing, with a crook at one end and a rich newspaper corporation at the other, I visited the location of the "earthly paradise," in company with my attorney, the late ex-Judge Hatch. We found a wilderness of wild cut-over land, no boats, no hotels, no cottages, no fountains playing—only pine stumps, second growth oak trees, and a struggling little creek which was subsequently converted into a little pond by damming. We stood pat on Parker's charges and prepared to meet the issue, knowing we would be able to expose him as a swindler if we could ever get the case before a jury. The day before the case was set for trial, Max Pam, a leading lawyer of Chicago at that time, came to Grand Rapids, called on my attorney, paid him his charges for legal services to date and reimbursed us for the expense we had incurred in working up the case for trial, dismissed the case and returned to Chicago on the evening train. I succeeded in obtaining a list of the victims of this swindling scheme and sent every one a copy of the Tradesman containing my reference to the outcome of the suit. As a result, few if any lot holders ever paid any taxes on their purchase, resulting

(Continued on page 23)



## FINANCIAL

### International Interchange of Goods Essential To Prosperity.

The British Empire conference at Ottawa has now closed its deliberations, signed such agreements as proved possible and announced to the public such of the final conclusions as were thought wise. It may be, as some critics say, that Great Britain has been obliged to grant quite definite concessions to the various constituent parts of its "commonwealth of nations" in return for uncertain assurances that may or may not prove to be of great benefit to the home country. This, however, is a matter of concern to Great Britain chiefly. Other countries, and particularly the United States, are more concerned, or ought to be, with the general meaning of the debates conducted and the conclusions reached at Ottawa and the effect the agreements there concluded will have upon the economic welfare of the rest of the world.

As to this there can be no disputing one sweeping generalization: If the peoples of the world are awaking to the need for greater sanity and more good horse sense in respect of the matter of trade restrictions, there was no evidence of it at Ottawa, any more than there is in the United States of America, where post-war super-excesses in such matters were well started on their way some years ago. Just as the United States has its conception of a self-sufficient, walled-in domestic market, just as the Germans of all people are bowing down before the image of what is now there termed "Autarkie," just so has Great Britain, popularly thought of as the home and the haven of refuge of unrestricted trade theories, her powerful advocates of Empire self-sufficiency. Wrong-headedness on this question of reasonableness in permitting goods to pass from one country to another seems indeed to be a world-wide disease.

There is no question here of what is known as free trade. We have progressed far beyond that point. The deep-dyed-in-the-wool protectionist of the Payne-Aldrich days is but a pale reflection of the individual who to-day demands that foreign goods be excluded from this country. It moreover makes less and less difference as time passes to which party such exclusionists belong. It has long been known that the Democratic party harbored many ardent restrictionists, and the party itself has softened its old slogan "tariff for revenue only" to "a competitive tariff for revenue." We have led and still are leading the way, but other peoples are now proving apt pupils. The world has now reached a stage where international trade is all but impossible in many classes of goods. The conferees at Ottawa unfortunately showed no consciousness of this situation and no recognition of the gravity of the position in which world industry and trade is thus placed.

The peoples of the world can probably still make a living without international trade, or with international trade shriveled almost to the vanishing point, but they cannot provide themselves with the essentials of a

standard of living ordinarily considered suitable for modern times. Until such time as general willingness to introduce greater freedom in the international interchange of goods, replaces the determination in evidence at Ottawa further to restrict and impede this trade, it will be futile to expect sound and even relatively permanent prosperity anywhere.

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### Inconsistencies Raise Several Interesting Questions.

There are fundamental inconsistencies in present-day conceptions of certain aspects of current banking and credit that ought not to escape attention. Nowhere are conflicting doctrines more in evidence than in two of the most frequently heard generalizations about such matters.

The first of these has to do with the practice of virtually all the larger and more successful corporations during the decade following the depression of 1920 of supplying themselves with exceptionally liberal supplies of capital on a long-term basis. The fact that such a large proportion of such enterprises sold so many bonds and stocks during that time that they no longer needed to depend upon the banks for ordinary commercial accommodations is cited as the main reason why the banks of the country were "obliged" to go into the securities business to keep their funds at work. Successful corporation managers are to-day congratulating themselves and the organizations they represent on the fact that they have been able to keep their working capital well intact, and are therefore no more dependent on the banks than they were at the end of 1920.

The very same individuals who note these facts with no little satisfaction in many instances in the next breath lay down a second and basically inconsistent generalization to the effect that what is needed most of all to stimulate business at the present time is more liberal extension of commercial bank credit. If it is asked to whom the banks ought to extend such credits, the reply is usually vague, but makes reference to "smaller" corporations, business men in the "interior" or to large sections of the hinterland where by reason of bank failures ordinary credit facilities are said no longer to exist in adequate degree. The fact that the large number of corporations that by reason of their cash resources have no need for credit of any sort are no more able than any other to obtain orders for their goods is waved aside as immaterial—or is conveniently forgotten.

Are those who thus appear to contradict themselves really suggesting that the commercial banks of the country should more and more devote themselves to the sort of operations heretofore largely carried on by the finance companies, lending on receivables, financing consumers and otherwise providing funds to enterprises that by reason of bad management, misfortune or for some other reason can show little or no working capital of their own, and to individual consumers who have not the money to pay for the articles they wish to buy and consume?

A greater disposition quietly and dispassionately to face the facts of the credit situation and closely allied questions would clear the atmosphere a great deal.

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### Determine Tendency of Stock Through Charts.

The old time traders who read the stock tape watched the ticker for activity and when stock would break out of its range with increasing volume, they would buy or sell it. This theory was very well when there were only a few leaders but it will not work in the present market when there are nearly a thousand different stocks being traded in one day. Some stocks are moving up while others go down. Con-

sequently, this type of trading will not be successful in the market.

The investor who hasn't the opportunity to study the tape should watch his charts and daily newspapers for stocks that have a volume of 100,000 shares for that particular day. These stocks are either leaders or are going to be leaders. In watching stocks in this manner, one will find that on some particular day the volume will double. This indicates the move is on, either up or down, and the investor can start trading against it.


A good rule to follow, if a stock has a large volume of sales in a day and has made a very small range, is to not buy or sell until this range becomes wider and then to go with the trend.

Analysis of any security furnished upon request.

J. F. STERLING, Statistician

**J. H. Petter & Co.**

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By studying past history of a stock and knowing the future will be a duplicate of the past, you can determine the cause, according to the time and condition. Sometimes it is necessary to study back conditions and base your calculations on the past action of the market.

Investors should always make a real study before trading. If the stock has had a big move in previous years and now fluctuates in a narrow range, do not make a commitment until it shows a definite move. If a stock has been a leader in a previous bull campaign or a previous bear campaign, the chances are it will not be as good a leader in the next unless the charts show that it is going to lead an advance or a decline.

Study groups of stocks and watch how they act on rallies and reactions. This will determine whether they are going to go up in a bull campaign or whether they will be a part in a bear campaign. Of course, the only way to determine this is through charts.

Jay H. Petter.

### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 22.—In the matter of Regal Oil Co., Bankrupt No. 4259. The final meeting of creditors has been called for Sept. 7. The trustee's final report will be approved at such meeting. There may be a first and final dividend for creditors.

In the matter of Harry T. Richter, doing business as City Drug and Book Store, Bankrupt No. 4773. The final meeting of creditors has been called for Sept. 7. The trustee's final report will be approved at such meeting. There may be a first and final dividend for creditors.

In the matter of Pope & Heyboer, Inc., Bankrupt No. 4571. The final meeting of creditors has been called for Sept. 7. The trustee's final report will be approved at such meeting. There may be a first and final dividend for creditors.

In the matter of August C. Fox, Bankrupt No. 4944. The first meeting of creditors has been called for Sept. 6.

In the matter of August C. Fox, Bankrupt No. 4944. The sale of assets in this matter has been called for Sept. 7 at the premises formerly occupied by the bankrupt at Occidental Hotel building, Muskegon. The following property will be sold: Jewelry, custom jewelry, findings, tools and equipment and silverware and dishes, appraised at \$9,616.33. All interested in such sale should be present at the date and time above stated.

In the matter of Franz R. McElwain, Bankrupt No. 4976. The first meeting of creditors has been called for Sept. 6.

In the matter of Lewis R. Power, Bankrupt No. 4981. The first meeting of creditors has been called for Sept. 6.

In the matter of Charles A. Wood, Bankrupt No. 4970. The first meeting of creditors has been called for Sept. 6.

In the matter of Anna Klindera, doing business under the assumed name the Art Shoppe, Bankrupt No. 4977. The first meeting of creditors has been called for Sept. 8.

In the matter of James Houlihan, Inc., Bankrupt No. 4975. The first meeting of creditors has been called for Sept. 8.

In the matter of James A. Houlihan, Bankrupt No. 4974. The first meeting of creditors has been called for Sept. 8.

In the matter of Hery H. Niewoonder, Bankrupt No. 4978. The first meeting of creditors has been called for Sept. 8.

In the matter of Cecil A. Geer, Bankrupt No. 4900. The first meeting of creditors has been called for Sept. 9.

In the matter of John Haveman, Bankrupt No. 4983. The first meeting of creditors has been called for Sept. 9.

In the matter of Ralph Stimer, Bankrupt No. 4979. The first meeting of creditors has been called for Sept. 9.

In the matter of LaVerne N. Atwater, individually and doing business as the Grand Rapids Mercantile Adjustment Co., Bankrupt No. 4971. The first meeting of creditors has been called for Sept. 9.

In the matter of Harold Kline, Bankrupt No. 4973. The first meeting of creditors has been called for Sept. 9.

In the matter of Reeves Comfort, Bankrupt No. 4982. The first meeting of creditors has been called for Sept. 9.

Aug. 22. We have received the adjudication and order of reference in the matter of Currey Publishing Co., a Michigan corporation, Bankrupt No. 4972. The bankrupt concern had its residence in Grand Rapids. This is an involuntary bankruptcy and the schedules have been

ordered filed. Upon receipt of same list of assets and liabilities will be made herein.

Aug. 22. We have received the adjudication and order of reference in the matter of the Oliver Elevator Co., Bankrupt No. 4967. This is an involuntary bankruptcy, and the schedules have been ordered filed, upon receipt of same the list of assets and liabilities will be published herein.

In the matter of Edith M. Blair, Bankrupt No. 4677. The sale of assets in this matter has been called for Sept. 8 at the premises formerly occupied by the bankrupt at 212 South Clinton street, Charlevoix. The stock of merchandise used in interior decorating, antiques and novelties appraised at \$1,428.26 will be sold. All interested in such sale should be present at the date and time above stated.

In the matter of Burr Oak Manufacturing Co., Bankrupt No. 4580, final meeting of creditors was held under date of May 6. Trustee was present in person and represented by Fred G. Stanley, attorney. Bankrupt was represented by B. H. Miller, attorney. Creditors were present by G. R. Credit Men's Association. Several claims fixed for hearing were taken up, heard and disposed of. Certain attorneys bills were ordered paid. An order was made for the payment of expenses of administration and for the declaration of payment of dividend to creditors of 6.9 per cent. No objection to discharge. Final meeting then adjourned without date.

In the matter of Morris Winick and George Winick, individually and as co-partners doing business as Winick Bros. Metal and Iron Co., adjourned final meeting of creditors was held Aug. 18. Trustee was represented by Messrs. Wicks, Fuller & Starr. Bankrupts were represented by Benjamin T. Smith, attorney. Matter of show cause taken up and it was determined an order would be prepared reciting the facts. Certain attorneys' bills approved and allowed. Trustee's equity in and to property located at Camp Lake, together with personal property in the cottage thereon, was sold. An order was made for the payment of expenses of administration as far as funds on hand would permit, there being no dividend for creditors. No objection to discharge. Final meeting adjourned without date.

In the matter of Charles Marks, Bankrupt No. 4690, adjourned final meeting was held under date of Aug. 19. There were no appearances. Trustee's final report approved and allowed. Certain attorneys' bills approved and ordered paid. Order was made for the payment of expenses of administration and for the declaration of payment of dividend. No objection to discharge. Adjourned final meeting adjourned without date.

Aug. 24. We have received the schedules, order of reference, and adjudication in the matter of Louis J. Hinken, Bankrupt No. 4984. The bankrupt is a resident of Coopersville, and his occupation is that of a creamery proprietor. The schedules of the bankrupt show assets of \$6,881.68, with liabilities listed at \$18,073.34. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

Coopersville State Bank, Coopersville	\$3,672.00
Old Kent Bank, Grand Rapids	2,200.00
Peoples Savings Bank, Coopersville	6,600.00
Blink Bros., Marne	353.00
Bolthouse Lumber Co., Holland	31.00
R. Bennett, Coopersville	62.00
Coopersville State Bank, Coopersville	2,450.00
Cuthbert Courtyer, Coopersville	20.00
Coopersville Co-operative Elevator Co., Coopersville	8.00
Durham Hardware Co., Coopersville	50.00
Lyman E. Durphy, Coopersville	500.00
Clarence Eubank, Marne	20.00
Bernie Lemmen, Coopersville	15.00
Lubbe & Rankans, Coopersville	60.00
Mills Paper Co., Grand Rapids	9.69
Mohrhard & Laubengayer, Coopersville	25.00
Oost & Helmboldt, Grand Rapids	30.00
Ottawa County Gas & Oil Co., Coopersville	33.00
Roswell Reynolds, Coopersville	239.00
Fred G. Timmer, Grand Rapids	7.00
Van Allsburg & Bush, Coopersville	218.00
Square-Deal Hardware Co., Coopersville	62.00

Aug. 24. We have received the schedules, in the matter of Curry Publishing Co., Bankrupt No. 4972. The bankrupt concern had its residence in Grand Rapids. The schedules of the bankrupt show assets of \$13,208.60, with liabilities listed at \$16,034.92. The list of creditors of said bankrupt is as follows:

State and county tax	\$462.91
Harold Covell, Grand Rapids	7.40
Donald Archer, Grand Rapids	27.30
Ernest Wheeler, Grand Rapids	133.78
Frank Bayer, Grand Rapids	211.50
Phil Wisner, Grand Rapids	146.70
Louis Doeel, Grand Rapids	96.45
Max Wolfe, Grand Rapids	214.28
Duplex Machinery Co., Battle Cr.	4,490.00
Mergenthaler Linotype Co., Brooklyn, N. Y.	3,635.00

Proudfit Looseleaf, Grand Rapids	10.05
Quimby-Cain Paper Co., G. R.	232.08
Remington-Rand Type Co., G. R.	15.00
Reed Engraving Co., Grand Rap.	5.32

Bill Roh, Grand Rapids	6.80
Harold Smith, Grand Rapids	36.90
Strong Electric Co., Grand Rapids	68.67
Thomas & Cornell, Grand Rapids	34.59
Thompson Typewriter, Grand Rap.	14.00
Van's Radio Sales, Grand Rapids	43.68
Wanner Co.	54.19
Geo. Walsh	9.96
Leo Walsh, Grand Rapids	16.00
Phil Wisner, Grand Rapids	289.10
Max Wolfe, Grand Rapids	438.57
Ernest Wheeler, Grand Rapids	168.52
Western Newspaper Union	34.83
John Weeda, Grand Rapids	30.89
Central Mich. Paper Co., Grand R.	2,664.31
G. R. Savings Bank, Grand Rapids	854.96
American Roller Co.	10.43
Baxter-Hunt Hdwe., Grand Rap.	3.34
Don Archer, Grand Rapids	4.00
Bonnet Brown Corp.	40.00
Frank Bayer, Grand Rapids	290.93
Boulet Plbg. Shop, Grand Rapids	11.74
Bingham Rollers	20.00
Batts Distributing Agency	52.50
Harold Covell, Grand Rapids	42.05
Carpenter Distributing Agency	21.50
Duplex Printing Co., Battle Creek	19.56
Central Mich. Paper Co., Grand R.	280.52
Geo. F. Cornell, Grand Rapids	11.18
Louis Doeel, Grand Rapids	154.30
Central Trade Plant, Grand Rapids	122.36
Franz & Bailey, Grand Rapids	14.36
Fellows Distributing Agency	20.00
Fuller Engraving Co., Grand Rap.	13.66
Herald, Grand Rapids	5.40
Press, Grand Rapids	11.78
T. J. Hunter, Grand Rapids	9.27
International Ink Co.	89.42
Johnso-Borgman, Grand Rapids	16.23
W. H. Kessler Co., Grand Rapids	2.30
Ludlow Typograph	2.37
Meyr eBoth Printing Co.	59.92
Menjes Folder Co.	35.00
Vincent Edwards Co.	5.22
West Michigan Paint	7.45
Printer Journalist	3.00
Togan-Stiles Lumber Co., Grand R.	4.50
Brandjten & Kluge, Grand Rapids	10.00
G. R. Electrotyp, Grand Rapids	3.41
Cedar Springs Clipper, Cedar Sp.	.56
Chamber of Commerce, Grand R.	3.00
Holland Sentinel, Holland	.58
G. R. Savings Bank, Grand Rapids	3.00
Inland Printer	3.64
Sampson Oliver Co.	3.64
Lawrence Weemhoff	2.48
St. Louis Sticker Co.	11.00
Mill Mutuals Agency, Grand Rap.	64.41
M & L Typesetting	23.39
Monarch Printing Co., Grand Rap.	11.50
Edison Nichols, Grand Rapids	27.99
NEA Service	4.62
Mergenthaler Linotype Co., Brooklyn, N. Y.	20.40
Montgomery & Bacon	3.11

Aug. 24. We have received the order of reference and adjudication in the matter of Happy Day Laundry Co., a Michigan corporation, Bankrupt No. 4966. The bankrupt did its business in Kalamazoo. The court has ordered the schedules filed, and upon receipt of same the assets and liabilities listed on said bankrupt's schedules will be stated herein. This is an involuntary matter.

Aug. 25. I have received the schedules, order of reference and adjudication in the matter of Anthony J. Majohrzak, Bankrupt No. 4986. The bankrupt is a resident of Grand Rapids, and his occupation is that of a general contractor. The schedules show assets of \$141.50, with liabilities listed at \$6,235.72. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

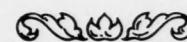
Stuart & Dewey Tile Co.	\$210.00
Jordan & Jordan, Grand Rapids	150.00
Verhey Lumber Co., Grand Rapids	82.50
Williams & Work, Grand Rapids	13.25
Meyering Elec. Co., Grand Rapids	44.95
Spinner & Skutt Lumber Co., G. R.	63.60
Emmet F. Roche Co., Grand Rap.	19.55
Riverside Lumber Co., Grand Rap.	733.84
Frank Fryear, Grand Rapids	280.40
John Smolenski, Grand Rapids	47.90
C. W. Firlik, Grand Rapids	328.00
Frank Kaplanoski, Grand Rapids	63.90
Dealers Finance Co., Cincinnati, O.	230.00
E. C. Hollander, Grand Rapids	941.60
Stiles Materials Co., Grand Rapids	33.57
Rademaker Grocery, Grand Rapids	31.31
Jos. Stehouwer, Grand Rapids	12.50
W. J. DeGraff, Grand Rapids	100.00
Central West Tin Shop, Grand R.	16.00



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## 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.

### Both Wholesaler and Retailer Must Be Progressive.

One wholesale grocer I had not visited for nine years. The external aspect of his place seemed unchanged. I entered and asked him what adjustments he had made to cope with modern developments. He had made plenty, of course. Otherwise he would now be out of business. But this is what he said:

"I started in this business in New York in 1888. At that time it was commonly said that the wholesale grocery business was doomed to immediate extinction. In modern slang, it was 'through.' I have heard that same statement every year of the intervening time—forty-two years and more. We have all heard the same thing about the retail grocery business. It is time we got over that notion.

"The fact is, of course," he continued, "that both wholesale and retail business have changed: but change is the natural condition of everything that lives. We only cease to change when we die—and our business is not dead yet."

Thereupon I remarked that I was glad to run up against an old-fashioned wholesale grocer. He promptly objected to being called an old-fashioned wholesaler or old-fashioned anything else.

"I have not thought up a word myself that is adequately descriptive of our business as it stands to-day, but I wish you or somebody else would think up one which reflects our real present condition and the character of our service," he concluded.

Well, how will "Modern Wholesale Grocer" do? That ought to cover it for to-day, to-morrow and all the days thereafter, because what is modern is always up to date and the wholesale grocer we find functioning now is up to date—of that you may be certain.

A short time ago I asked another wholesale grocer whom I have known for twenty-five years whether he had taken a voluntary chain under his wing, because I had heard a rumor to that effect. His house, by the way, has had a continuous existence during the past eighty years or so.

"Voluntary chain?" he answered, "we have always operated a voluntary chain. It has consisted of grocers located far and wide over our big territory and it consists of those grocers—or their successors and assigns—to-day. Each and every grocer among them has always come to us voluntarily. He comes voluntarily to-day.

That, of course, was a bit of pleasantry. He knew what I wanted to know. His answer was intended to tell me that the ways of the house had not been changed from its original plan. But I can vouch for its having changed in detail in conformity with

current usages, habits and modifications.

And therein is a valuable lesson for all of us, for unless we are ready to conform our ways and methods to current usage we might as well pass out of the picture voluntarily—or the picture will pass from us as back numbers.

Let me hasten to add that neither I nor the jobber last quoted intended to cast aspersions on the voluntary chain or any such organization. The voluntary has its proper place in modern distribution. The corporate has its place. The individual—miscalled 'independent'—has his place. And each of these will remain and persist so long as he fulfills an economic need—and not a second longer.

Finally, each of these—all of them together or separately—must keep in tune with the times, or it will be just too bad for him.

I think along these lines particularly when I get into a city of, say, 360,000, in which are 1,200 grocers, and realize that 300 of those grocers are doing the business of the community. For it is well known that 25 per cent. of any body of grocers always does 75 per cent. of the business. Let us think, then, of the 900 who are pitifully struggling along on a quarter of the business of their town.

Now, why do they so struggle and fail? Because, basically, they do not change with the times. But within that general cause are a thousand details. For example, they do not know the rudiments of their business. Their customers run them ragged with demands they try to meet and cannot, because nobody could meet them. This means the customers run the business and inevitably run it into the ground.

Such alleged grocers never go out of their stores except to run their cars. Not one in the thousand ever visits other grocery stores to see for himself what the great world of trade is actually doing. If they did this every two or three weeks, they would in that way alone derive such a wealth of new ideas and learn so many advanced methods that they would be far advanced on their hard road toward success.

I am not apologizing that I repeat that if such grocers would visit their neighbors, especially chain units, note prices, methods of display, store arrangement and such other points as would automatically impress themselves on the mind of any observant man, the benefit they would get from such experience would be incalculable. And those who do this know that what I write is true.

Customers are running credit accounts with grocers who are not entitled to credit anywhere. Grocers seem unable to learn much about how to prevent loss and derive additional profit from their credit business. If any grocer would open an account at a department store and run it for two or three months, carefully noting how the department store handles his own account, if then he would follow out a similar system, he would profit beyond belief.

Simple enough? Yes, most big and important things in life are simple. Perhaps it is their simplicity that de-

ceives us—like two and two, for example. For it is all about that simple.

I thought much of this a few days ago when I visited a grocer who is an official—president, I think—of a voluntary chain organization. His store looked like—well, this is a polite paper, so I cannot express myself adequately. If that man had a slight tincture of open mindedness, he could gain a world of ideas in a single forenoon of visiting other stores.

But he is bumptious, conceited, cocksure he is the bees knees, so he is just one of the hopeless grocers. Belonging to the organization, he does as he pleases about using the advertising service thereof, which means he does not use it. He also does as he pleases about purchasing its brands or giving it the preference in his purchases, and that likewise means he does not cooperate.

That story would not be worth the space in which to print it if it were not representative of that vast army of 900 out of the 1,200 in this town of which I write who are doomed never to attain anything but a precarious living—if that.

Look back to my first date above: 1888. Already I had been more than ten years behind the counter then. But there has not been a year in the interval when there was less competition than now—or greater opportunity.

Paul Findlay.



## KENT STORAGE COMPANY

Grand Rapids, Michigan



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



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Many physicians tell us that 90% of the common ills are caused by constipation. They recommend fresh yeast as an ideal corrective. Try eating three cakes of Fleischmann's Yeast yourself and see how it tones up your whole system. Then you'll more thoroughly appreciate how this healthful fresh food will help your customers, and you'll be glad to recommend it to them.

## Fleischmann's Yeast

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## MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

### Facts on Quality and Cost of Meat.

The "national meat research program," in which the Department of Agriculture and private packers and livestock organizations are taking part, already has developed facts on the quality and cost of production of meats which will enable livestock producers to meet more fully the needs of the packing industry and the consumer, although the program is far from complete, E. W. Sheets, Chief of the Animal Husbandry Division of the Bureau of Animal Industry, said in a paper prepared for presentation at the eighth national meat research conference in Chicago.

Heavy layers of fat on a carcass are valuable in storage of meats, Mr. Sheets pointed out, but they are costly to put on the animals. It has been found, he said, that heifers can be brought to as good a finish for market in 140 days as steers attain after 200 days' feeding on the same feed. Comparisons of the quality and costs of meats produced by different methods are going forward, he added.

His paper follows in full text:

This Eighth National Meat Research Conference is concerned solely with quality in meat and with economical production methods that will give the consumer even better roasts and steaks and chops.

Our group consists mainly of representatives from the research staffs of state agricultural experiment stations and the Department of Agriculture, the Institute of American Meat Packers, and the National Livestock and Meat Board.

Our program is based upon the conviction that all groups from the producers of livestock to the consumers of meat will be benefited when we develop more certain and economical methods for producing more certain and desirable quality in the steaks, roasts and chops which go to market from the Nation's feed lots.

I wish that I had time to tell you of all the many practical results of this research to date.

The home economists have worked out standard methods of cooking and recipes or directions for cooking which will enable housewives to duplicate the best results. You have heard about some of these modern methods of cooking meat in talks on the farm and home hour.

There are many problems in production of livestock to be solved. Chief among them is the matter of fatness in our livestock. When is meat fat enough? When it is exactly right from the standpoint of the farmer's and packer's interest, is it too fat to please the customer? Although it is too early to attempt to answer this question finally, we are learning some things which are highly significant. Fat is the factor which meat must not lack if it is to be of high quality. We call it finish. Without fat or finish, meat is like toast without butter; like milk without its own cream.

Fat in meat has many other functions. The covering of fat on a nicely finished carcass of beef or pork or lamb acts as a most efficient wrapper in storing, shipping and handling. Being relatively dry it discourages the growth of micro-organisms. When chilled it normally becomes hard and facilitates cutting. It protects the meat from drying out. Without it lean beef cannot be held sufficiently long to develop its maximum flavor and tenderness. And finally, the contrast of creamy white fat with bright lean makes a pleasing picture, a package attractive to consumers.

But like all virtue, fat in meat can be overdone. For one thing, it costs farmers like 60 to put excess fat on an animal. Your young, growing animals make the best use of feed. Grains slow up as your livestock approach a high degree of fatness. Gains that cost \$1 on a calf and \$1.05 on a yearling cost \$1.25 on a two-year-old and \$1.60 on a three-year-old steer. Lean meat contains about 70 per cent. water, and water costs you but little or nothing. Grass, your next cheapest feed, is a marvelous producer of high quality lean, with almost enough fat to classify as finished. But the kind of fat that comes in layers of covering on an over-finished animal, contains a small percentage of water, and is manufactured chiefly of grain and other comparatively high priced concentrated feeds.

Furthermore, it is protein and not fat for which meat is so valued. The world produces a surplus of fats, all competing for the consumer's favor. But nutrition experiments everywhere have demonstrated that animal protein possesses certain properties and qualities not equalled by vegetable proteins, and that it is therefore one of the foods that cannot be replaced. One of our big tasks in this meat research program is to determine the proper degree of fatness in a meat animal. Where does fat cease to be a virtue and become a waste? We found one answer to that question when we compared steers and heifers.

We learned that heifer beef is fully as high quality, as palatable, as profitable for the farmer to produce, and as high yielding for the packer and the retail meat dealer, if it is marketed at the proper time. That proper time is determined by one factor—fat. On the same feed, heifers of the same age and breeding and of like quality become properly finished at an earlier age and at considerably lighter weights than steers.

In an experiment at the University of Illinois choice heifer calves weighing 400 pounds reached the same degree of finish at the end of 140 days of feeding as did similar steers at 200 days. Putting it another way, if you market your steers at say, 850 pounds, market your heifers at 725 pounds, or feed them differently from the start. In short, heifers make good beef, but they become wasteful, over-fat, before the steers are fat enough.

Heavily finished lambs fed at Purdue produced no more tender roasts than those that carried a moderate finish. Roasts from fully fatted North Carolina hogs were not more desirable than those with only a medium-thick covering.

So, fat in livestock and meat can be overdone. The proper amount of it is indispensable to high quality. Too much of it is a costly waste. Perhaps next year we can tell you more nearly just what degree of finish is most desirable.

We are learning other things about meat, too. For instance, grass will make good meat provided it is good grass. Thin, weedy, dried out pastures should not be called grass.

Young animals will produce a marketable quality of meat even if their ancestry is not the best. Those of you who are grading up scrub cattle will sell a more satisfactory product if you will feed and market the offspring when it is young.

I think it is a favorable sign, that all branches of the industry are co-operating to learn what does represent the minimum in all factors affecting quality in meats, and then, how to achieve that. I am glad to be able to report that we are making good progress.

### Do You Recognize Me?

I creep like a gila monster over valley, mountain and plain.

I build no cities.

I develop no farms.

I erect no buildings.

I construct no sewers or water-works systems.

I build no schools, support no churches, endow no hospitals, beautify no parks, serve no charities.

I come only when others have builded to garner the fruits of their efforts.

I seek out no unprosperous places, but only those where prosperity reigns, that I may fatten off the well-being of the people.

I have deceptive ways. Why shouldn't I? For I am not interested in the strangers among whom my lot is cast.

What I take unto myself I send far off, that those who claim me as their own may pay large dividends and revel in luxury.

I have no compassion on the bread-winner out of work. When he tells me his baby is sick or his boy hungry I have no interest in him or his. Why should I give him of medicine or food, if he has not the money right now to lay down on the counter?

I come to take and not to give or help in any way.

I curtail service. I will not deliver that which he purchases, nor extend one farthing of credit.

I neither patronize local industries nor buy from any local person, for all my purchases are made afar off where my masters live.

I am one of the Molochs of industrial greed, destroying those who stand in my way and then reaping my reward off my customers when my antagonist is no more.

I am the Foreign-Owned Chain Store.—Grocery World.

A new office lighting unit is built into a top compartment for a standard sectional bookcase. It floodlights the ceiling, is said to provide a high quality of illumination.

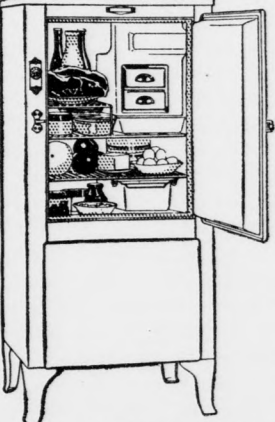
Winds of adversity winnow the chaff from the wheat.

True-blue success? Heartening others.

### 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

## DEALERS

Here is one of the convincing newspaper advertisements we are running for dealers who wisely are stocking this scientifically balanced new DOG FOOD. Order NOW!

THERE'S SUNNY HEALTH IN EVERY BITE!



ROWENA DOG BISCUITS

A SCIENTIFICALLY BALANCED FOOD

consisting of

CEREALS - MEAT - FISH  
VEGETABLES - MILK  
EGGS - MINERALS  
and  
COD LIVER OIL

Manufactured by  
VALLEY CITY MILLING CO.  
GRAND RAPIDS, MICH.

"Manufacturers of high grade flours, cereals and feeds for nearly half a century."

SIXTEEN DOG BISCUITS  
APPROXIMATE WEIGHT TWO POUNDS

Ask Your Dealer!



## HARDWARE

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

### Salesmanship Needed For Warm Air Furnaces.

There was an important moral to a story I once heard about the selling of furnaces. In a certain Pacific Coast town there were half a dozen dealers handling various makes of furnaces. The average dealer got rid of a car-load in a season, if he worked his head off to do it. But there was a certain dealer whose sales in almost any year would run as high as six or seven car-loads.

He handled a furnace that was not particularly suitable to the fuel available in that locality. It possessed no conspicuous features to commend it to prospects. It possessed one or two features, in fact, that were calculated not to commend it, in comparison with the other lines offered. Yet this dealer went steadily ahead, not merely selling this particular furnace in quantities, but getting a profit making price for it.

The mystery ceased to be a mystery when enquirers got into contact with the dealer. He was so confident and enthusiastic regarding the furnace he handled, that he imparted his confidence to his prospects. He could take that dinky old furnace, stress its good points—for it had a few good points—and such was the magic of his confident salesmanship, that his prospects not merely bought the furnace but talked it up to their friends. And as a result of the cumulative effort and enthusiasm of a long series of years that dealer had a lead pipe cinch on the local business. People said to one another, "So-and-so's furnaces cost a little more, but you know they are worth it."

When salesmanship can do that with a very ordinary furnace, what shouldn't it be able to do with a really modern and efficient heating system.

The story isn't intended to demonstrate that you should get the agency for a poor furnace and make up for its deficiencies by energetic and aggressive salesmanship. But it does mean that, having gotten the agency for a good furnace, you should back it up with the most aggressive salesmanship at your command. A good furnace represents a good start; but good salesmanship means a good finish.

Some years ago a keen observer who had studied such matters analyzed the percentage each branch of the salesman's art exerted in making sales. His analysis of a furnace sale ran something like this:

Salesman's argument and explanation of superior features, 30 per cent.

Salesman's evident knowledge of the heating business, 10 per cent.

Enthusiasm of salesman and his confidence in the heater, 10 per cent.

Known responsibility of dealer and reliability of manufacturer, 15 per cent.

Appearance of heater, 10 per cent.

Recommendations of users, 5 per cent.

Price, 10 per cent.

General advertising, 5 per cent.

Miscellaneous, 5 per cent.

All of which would indicate that

salesmanship was at least half the battle.

I am inclined to think that the recommendations of users would be more influential than this analysis indicates, where the salesman was equipped to use such recommendations systematically. But that, again, is a matter of salesmanship, and salesmanship is the dominant factor in making furnace sales. It uses whatever weapons—knowledge of goods, confidence in them, knowledge of heating, knowledge of human nature, knowledge of good results secured by other purchasers—that may prove most suitable for the immediate purpose of influencing the prospect.

Successful salesmanship implies more, however, than the mere ability to close a sale. The sale should carry with it a legitimate profit. The difficulty with many furnace sales is that by the time they are closed the profit has vanished. It has been eaten up in concessions of one sort and another, and the dealer is lucky if the transaction does not net him a loss.

Now, the one sure way to avoid such a situation is by the use of good salesmanship. Stress quality, emphasize the strong points of the furnace you are offering, dwell on the importance of proper installation by qualified experts, get the idea across that it pays to have so important a job done right even if it costs a little extra in the first place—and you will, in the great majority of cases, get a figure that enables you to do a good, satisfactory job and secure a reasonable profit on it.

A difficulty is that many furnace dealers have only a superficial knowledge of what the materials for warm air heating actually cost them. Yet they do not hesitate to quote prices on complete heating plants based merely on the cost of the furnace itself plus guesswork as to the other items. Failing that, they make the equally grievous mistake of quoting on the basis of some other job when the only similarity is in the size of the furnace.

Intimate knowledge of the business, the cost of materials, the most economical methods of installation under given conditions, will help in two ways. On the one hand, the dealer avoids the risk of quoting too low a figure, which would involve the loss of his fair profit. On the other hand, he avoids the risk of quoting a higher figure than the actual work justifies, which might involve the loss of the job.

It pays to learn how to lay out the job properly. Every job should be closely and carefully estimated. If you haven't time to lay out the plans and make an estimate yourself, it is better to send the plans to some reliable manufacturer and have the heating lay-out and estimate made by an expert, than to go ahead on a guess-work basis.

Knowledge, not merely of the furnace, but of the details of proper installation, is vital to successful salesmanship in the heating field; and salesmanship is the keystone of successful business and of ultimate profits.

Victor Lauriston.

Salad is made of everything except frogs' legs.

### Chain Store Business in Hardware Studied.

The 458 stores in seventy-five hardware chains in the United States were reported as having total annual sales of \$31,595,632 in the 1930 Census of Distribution, and \$8,505,544 of this went for operating expenses, according to information made available Aug. 20 by the Department of Commerce.

The sales of only 71 of the chains, operating 437 stores have been analyzed, as the other four are manufacturer controlled organizations selling hardware specialties directly to the public through twenty-one specialized stores, it was pointed out.

Sectional and National chains are not common in the hardware trade, and all but two of the seventy-one are local chains whose stores are located in and around some one city, it was stated. The chains are generally small, as no more than six operate more than ten units each, and the stores in these have smaller sales per store than units of smaller chains.

The following additional information was provided:

Hardware chain distribution is heaviest in the Pacific Coast States. The East North Central division around Chicago is second in point of sales, with the South Atlantic States third. About 42 per cent. of the total business of the chains is in cities with populations of 100,000 or more, 15 per cent. in cities of 25,000 to 100,000, 10 per cent. in those of 10,000 to 25,000, and 33 per cent. in places of less than 10,000.

The seventy-one hardware chains employ 2,418 persons on a full-time basis and 216 part-timers. Payrolls of full-time workers total \$3,699,535 and the part-time earnings are \$116,441.

Credit is extended to customers by fifty-three chains which do 80 per cent. of the total business of all the chains. No installment business is reported, and the open account credit sales aggregated \$11,436,068, or 51 per cent. of the total business of the chains using credit.

About 30 per cent. of the total sales of all the chains consists of builders' hardware, shelf hardware, and tools. Building materials add another 4 per cent., plus 10.5 per cent. for paints and varnishes. Tractors and automobile accessories account for about 12 per cent., with farm and garden equipment adding another 8 per cent.

Electrical appliances are responsible for 9 per cent., and kitchen utensils 8 per cent. of total sales. Seeds, bulbs and nursery stock are sold to the extent of 3.99 per cent. of the aggregate, while the remaining 13.93 per cent. is made up of miscellaneous commodities, including stoves and ranges, plumbing equipment, silverware, leather goods, bicycles, toys and games.

In addition to the hardware chains, 89 chains in the country sell farm machinery, heating and plumbing supplies, paint, wall papers, and miscellaneous electrical supplies. These

chains operate 1,501 stores, with total annual sales of \$67,212,668.

Further details regarding hardware chain distribution are contained in the bulletin, "Retail Distribution by Hardware and Related Chains." Copies are obtainable from the Superintendent of Documents, Government Printing Office, Washington, D. C., at the price of 5 cents. Remittance may be made by postal money order, check made payable to the Superintendent of Documents, or by currency sent at the sender's risk. Postage stamps will not be accepted.

### A Business Man's Philosophy.

In judging a business man's achievement consideration must be given to the industry of which he is a member.

If he is a leader in his industry he has succeeded relatively as well as anyone, even though his fortune may be measured in thousands, whereas another's may be in millions.

Some lines simply do not produce great wealth. The gross volume in some enterprises is less than the net profits in others.

A manufacturer of automobiles usually makes a lot of money or nothing.

Yet a man might print fine books and win international distinction but never enjoy an income above that of a college professor.

A delicatessen store or a restaurant might enjoy the trade of epicures from all parts of the world and the owner might be an excellent business man and an artist, but he would never get rich. If he transferred his genius to hotel ownership and management he might roll in wealth without additional skill or brains.

It is not sophistry to say that the measure of a man is his ability to do his job well. If he excels other men in an equal competition he is entitled to the distinction that goes to any winner.

William Feather.

### Epitaphs in the Cemetery of Failure.

He lacked tact.

Worry killed him.

He was too sensitive.

He couldn't say "No."

He did not find his place.

A little success paralyzed him.

He did not care how he looked.

He did not guard his weak point.

He was too proud to take advice.

He did not fall in love with his work.

He got into a rut and couldn't get out.

He did not learn to do things to a finish.

He loved ease; he didn't like to struggle.

He was the victim of the last man's advice.

He tried to pick flowers out of his occupation.

He could not transmute his knowledge into power.

He lacked the faculty of getting along with others.

He knew a good deal, but could not make it practical.

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN



## 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.

### To Stress Quality Trend.

What to buy and how to present fashion merchandise of quality to the consumer will be featured at the Fall Fashion Presentation and Quality Merchandise Conference of the National Retail Dry Goods Association to be held in the Hotel Pennsylvania, New York, on Sept. 14, according to the announcement of Channing E. Sweitzer, managing director of the association. The event will introduce new phases of fashion merchandising, of particular significance under current economic conditions.

All of the costumes shown will be of a practical, salable type, chosen by a fashion committee of outstanding style experts, he said. The quality will be featured not only at the luncheon, but in the models themselves, the significance of each being pointed out when the garment is worn on the runway. P. A. O'Connell, president of the association and head of the E. T. Slattery Company, Boston, will preside. The event, which will be confined to retailers, will be under the direction of John Hahn, director of the Garment Retailers of America, now merged with the dry goods group, who is being assisted by Chandlerhall.

### Curtain Trade Disturbed.

Caught between a rising raw materials market and a sluggish consumer demand, manufacturers of low-end curtains are faced with a serious problem in adjusting their businesses to current conditions. Sources of supply have made frequent announcements of price increases since the improvement in textile markets started some three weeks ago, it was explained, and in many instances curtain producers are now called upon to pay one-half to one cent more per yard for popular curtain fabrics.

"The situation becomes not only difficult but virtually impossible," one manufacturer explained yesterday, "when it is remembered that retail stores are not selling any more curtains than they did before the price rise started. In ordering for Fall buyers refuse to accept an advanced price on goods. Many manufacturers who were selling at almost no profit last month in order to keep mills going are now losing money steadily on all orders they accept, but are afraid to decline business for fear that the recovery will eventually spur buying to such an extent that they can enforce higher quotations."

### Electrical Appliance Plan Spreads.

Current campaigns intended to stimulate local demand for electric irons and other small socket appliances have been taken up by distributors in other sections and a considerable increase in sales has resulted, manufacturers reported yesterday. The organized sales drives sponsored by producers are confined to the metro-

politan area, but stores following the plan on their own initiative in other sections have met with equal success. Sales emphasis is centered by retailers on medium-price products and has served to divert attention from extreme low-end goods. Re-orders reaching producers from the metropolitan district and from points in New England, Pennsylvania and Delaware show a strong preference for irons retailing in the \$5 to \$7.50 ranges.

### Sheet and Towel Prices Again Up.

Leading branded sheet and pillowcase lines were advanced another 5 per cent., while towel prices were marked up 10 per cent. Lady Pepperell, Pequot, Utica and Mohawk bleached wide sheetings, sheets and pillowcases were the brands raising prices, while Cannon Mills and other producers advanced towel quotations. In addition, Pepperell colored hem sheets and pillowcases and Lady Pepperell solid color and colored hem styles were advanced 10 per cent. The Pepperell Co. also marked up Krinkle (dimity) bedspreads  $2\frac{1}{2}$ c each, Biddeford canton flannels  $\frac{1}{2}$ c per yard, four-quarter bleached muslin  $\frac{1}{2}$ c per yard, and withdrew quotations on table felt and felt pads.

### Advance Prices on Curtains.

Price advances ranging up to 5 per cent. on low-end cotton curtains and 10 per cent. on rayon products were put into effect by curtain manufacturers this week. The increases, ascribed to advancing raw material prices, are meeting strenuous opposition from buyers and in some cases producers weakened and accepted orders at the former price level. Lack of buying interest on the part of consumers leaves the retail stores in a position to hold up orders in cases where manufacturers insist upon the higher quotations. If current rayon and cotton prices hold, however, producers feel that opposition to the new quotations will disappear.

### Present Model Art Wares Display.

A model retail display for the instruction of buyers attending the trade opening this week was set up at the National Artwares Show at the Hotel Pennsylvania, New York. The display utilizes gift and art wares from the exhibits of manufacturers participating in the show and is intended to improve the merchandising methods which have hampered sales in smaller gift shops in other years. Buyer registrations at the National Artwares event and at the New York Gift Show at the Hotel New Yorker are reported as 12 per cent. ahead of the corresponding period last year. Buying continues active but is limited to medium and low price merchandise.

### Retail Price Lines Headed Upward.

While the effects of recent wholesale price advances in dry goods are still obscured at retail by the offering of merchandise bought before the increases became effective, a creeping advance in retail price lines is due to materialize very soon. In addition to the fact that increases in textiles are beginning to be reflected in prices of finished merchandise the stores find it almost impossible now to obtain quan-

ties of distress merchandise. This latter development of itself will cause upward revision of low-end retail price points, which have been established only because of the distress goods available.

### Accessories Begin Season Well.

Retailers are already beginning to make some headway in the sale of early Fall accessories and certain items in this category are tending to stand out as likely leaders. With the Fall emphasis on the natural lines of the silhouette, consumer buying of foundation garments, girdles and brassieres is receiving a notable early impetus. Keen interest is being shown in women's neckwear and scarfs, with confidence strong that an active season in this merchandise is in prospect. The new leathers and colors in handbags are being shown more extensively. Medium-priced lines are showing up better than the low-end.

### Denims Are Again Advanced.

A further advance of 1c per yard on denims and additional rises in outing flannel quotations were reported in the cotton goods market Saturday. Joshua Bailey & Co., selling agents for the Erwin Cotton Mills, marked up the price of denims 1c to a basis of 10c per yard for 2.20 yard styles. The company said that this price was reasonable in view of the fact that the same quotation prevailed at the corresponding period last year at a time when cotton was higher than it is now. The Bailey Co. also raised flannels  $\frac{1}{4}$ @ $\frac{1}{2}$ c per yard, as did the Hunter Manufacturing and Commission Co.

### Warns Against Price Profiteering.

A warning against unwarranted price advances at this time was sounded last Saturday by a leading buyer in this market. Increases based on actual market developments will prove conducive to healthy recovery, but any trend toward "speculative profiteering" will delay improvements, he said. He cited retailers as in position to gauge actual or fictitious advances on most lines of finished merchandise and declared that the producer attempting the latter would "kill the goose which lays the golden egg." The reaction upon consumers of unjustified price advances this buyer saw as pernicious.

### Lead-Weighted Silks Not Injurious.

Properly processed lead-weighted silks are not injurious is the announcement of Ephraim Freedman, director of the bureau of standards of R. H. Macy & Co., Inc., following the conclusion of tests which the store laboratory has conducted during the last five months. The lead-weighted silks, however, he added, may increase the number of customer complaints because of the higher rate of deterioration when exposed to sunlight and because of the tendency to discolor in sulphur-laden atmosphere. The Macy bureau of standards, he said, will insist on the labeling of lead-weighted silks as such.

### To Push Copper Ware This Fall.

Plans of leading copper manufacturers to shoulder both pewter and ster-

ling silver from dominant position in the hollowware field this Fall are being perfected this week. The producers plan two methods of attack, one through promoting natural copper color hollowware treated to resist tarnishing and the other through means of chromium-plated copper. The latter will be placed in direct competition with both pewter, plated-silver and sterling goods. The natural copper will be employed in an attempt to promote a decorative scheme of copper and white for buffet and table ornamentation.

### Offers Low Price Gym Pants.

In an effort to keep the mill operating during a normally slack season, one Southern producer of gym pants decided last week to cut profits to a minimum and to offer a very low-price style. He brought out a vat-dyed, 80 by 60 broadcloth number to sell at \$1 per dozen, making it a two-for-25-cent retailer and received an exceedingly good response from buyers. The volume of orders obtained to date will enable this mill to continue running for quite a few weeks yet and possibly until production is started on the Spring 1933 lines, which will open before the close of next month.

### Auto Men Order Cotton Fabrics.

The rapid advance in cotton prices during the week sent automobile company buyers of coated cotton fabrics scurrying into the market to cover on requirements for the early part of next week, with the result that substantial orders were placed for delivery starting Jan. 1. One of the large manufacturers purchased between 300,000 and 400,000 yards of fabric and, in a few instances, was compelled to pay a premium of  $\frac{3}{4}$ @1c above prices prevailing last week. The styles bought were the so-called artificial leathers for use as automobile tops.

### Rise in Coat Prices Expected.

A general rise in coat prices is anticipated in the near future. Several of the resident offices in New York expressed the view that advances appear inevitable, with both fur trimmings and better grade woollens firming up in price and in limited supply. Some coat manufacturers have already instituted price advances, particularly in the \$39.50 range, and on which trimmings are used which have gone up. Retailers here said that the advances will be reflected in the moving of each coat range one price line higher at retail.

### Glass Specialties Meet Call.

An improved demand for pressed and blown glass specialties and tableware is noted. Additional glassware factory units are going into operation and there are unconfirmed reports that several factories which have been idle for six months or more are preparing to resume. Demand for and production of flat glass of all kinds continues extremely slow. Basically, the flat glass trade probably is in better shape than it has been for several years, with conditions stabilized in both the manufacturing and distributing branches.

The doctor is often more dangerous than the disease.



## HOTEL DEPARTMENT

### Deserved Tribute To Miller's Hill on Glen Lake.

Los Angeles, Aug. 27—Dr. W. D. Moore, city physician for San Pedro schools, with whom I became acquainted on a trip to the South Sea Islands, several years ago, and who was devoted to me during my recent unpleasantness, now has charge of the summer camp of San Pedro youths in the High Sierras. He has invited me to abide with him for a couple of weeks at the aforesaid camp and, as a consequence, if I do not fall into some gulch or canyon, my next communications will have much to say about this royal summer playground.

Mrs. Mabel Willebrandt, formerly with the Federal department of justice in conjunction with liquor enforcement, but who is now defending California grape growers against this same species of "justice," has been writing a series of newspaper articles on the subject, for which I presume, she is well paid, for they are, to say the least, copious. She has thrown no new light on prohibition except to tacitly admit that the enforcement we hear so much about, is only "alleged," and that claims made by the enforcement department, are a species of "overdraft." She freely admits that prohibition does not prohibit, that the bootlegger and the moonshiner are the natural offspring of prohibition and that the several states which have no enforcement acts have practically nullified the eighteenth amendment. Of course there may be something behind the curtain with which the public is unfamiliar, which may also be the reason why a lot of folks are of the opinion that Mabel is a poor loser.

Many resort hotels are trying to stretch out the resort period so as to extend it beyond labor day, but without much showing of success. It is particularly true of Michigan, however, that the most agreeable month of the entire season is September; but custom has ordained that the young hopeful must report for school duties soon after the first of September, and this custom is bound to be respected. A few hotels situated in localities which are immune to hay fever, will still continue to operate after that date, but judging from my own experience, I rather imagine more for the purpose of accommodating their patrons than from any thought of profit.

One of the most famous bits of scenery in Western Michigan is the view from Miller's Hill, overlooking Glen Lake. I was reminded of this the other day by catching up with an old patron of mine who happened to meet Judge Shiras III, formerly of the Federal court, who was also a guest of mine on various occasions, and was famous for his contributions to the Geographic Magazine. In one of these articles this noted author included Glen Lake in a list of four of the most wonderful lakes on earth. The others were Lucerne, in Switzerland; Placid, in New York, and Louise, in the Canadian Rockies. But the view from Miller's Hill is famous not only because it gives one a comprehensive view of the Great Sleeping Bear dune, rising 600 feet above Lake Michigan, but of North and South Manitou Islands as well. This view is popular with all persons who really know their Michigan, all of whom concede its wondrous beauty. I have always claimed this particular viewpoint should become the property of the State for public park purposes and I hope someone back there will some day start a movement to bring it to the attention of the State Conservation Commission. It is surely as important as Isle Royale and far more accessible.

When the American Hotel Association holds its annual meeting at Memphis, in October, it will be the best equipped organization for the betterment of hotel affairs that operators have ever known. Just now especially the proper committee is bending its efforts to the end that the repeal of the eighteenth amendment shall have a proper appearance in court, as it were, and that representatives are elected this fall who may be depended upon to represent their supporters instead of the holier-than-thouers, who talk much about the success of prohibition without knowing one blessed thing about the exact situation, and who prefer to make their neighbors uncomfortable rather than spread the mantle of charity in the sense that it is taught in the scriptures. Every test that has been made in the past half dozen years, has shown that the voters in every state in the Union—except possibly Kansas—have demonstrated emphatically that they are disappointed with results and would prefer to return to Government regulation of sales, omitting, if possible the saloon. And that is all the hotel keeper asks for, and that is what the American Hotel Association is fighting for—Government regulation with an income, and the hotel man's removal from the "violin" class, especially where he is innocent of any intention of violating any of the provisions of the law.

I am much pleased to notice the spirit of fairness exhibited by the Tradesman in conducting a symposium of prominent hotel operators, in defense of their position on the question of repeal of the eighteenth amendment. They certainly have suffered much directly, and hotel investors have also felt the sting indirectly.

And now Hotel Barlum, Detroit, is in the hands of a receiver. J. J. Barlum, one of the heaviest investors, has charge of the property. It was one of those examples of home enterprise, fostered by people who "didn't know it was loaded," and now have an opportunity of "repenting at leisure."

Reno Hoag, whom we all know and think a heap of, writes me that in his Hotel Lafayette, at Marietta, Ohio, he posts his hotel room rates, has no difficulty in carrying out the plan and that his patrons approve of the policy.

California last week deported nearly 4,000 Mexicans, sending them back to their own home towns, and they all seemed as though they were willing to go. Here are a bunch of people who are mostly law abiding, came here because they were needed in California fields, and harmed nobody. When it comes to field work down in the Imperial Valley, where the thermometer hovers around 120 degrees when there is any work to be done, I am thinking that berry pickers and melon gatherers will be minus, and these particular crops and the raisers hereof will feel that the work of the unemployed, which it was hoped to encourage, will drag somewhat. Two to one Uncle Sam will be imploring the Mexicans to return before another harvest.

At every hotel convention there is much talk about the iniquities of the tourist camp. Out here in California they are looked upon as legitimate competition and many hotel operators have interested themselves to the extent of investing money in such enterprises. Every time I catch up with an Easterner who has negotiated the coast trip by motor, I learn of the wonders of tourist camps. I am not speaking of the so-called "free" camp, but of such as are operated at a moderate charge, with accommodations commensurate with such charges. I take the position that travelers who are unwilling or unable to pay for camping privileges which are whole-

some and adequate—the cost being reasonable—ought to remain at home and avoid paying out money for gasoline. But there are a lot of people who feel that they would like to see the country and are prepared to pay for modest accommodations. Why not cater to this class and be satisfied with a fair return on the investment?

Now that the author of Out Around has confessed to once being the assistant advance agent of a circus, I will also stir up a secret sorrow of my past life and admit that I, also, during the early '80s, indulged in the practice with the Burr Robbins "greatest" of all shows, under the supervision of a former Janesville, Wisconsin, newspaper man, H. H. Bliss, now gone to his reward. Murder will out, but I still claim my show was the biggest.

No matter what may happen in other industries, there will never be a five day week in the hotel business. People must eat and sleep during the entire week of seven days and the probabilities are that hotel patrons will do more eating and sleeping than ever before if they do have some idle moments. But arranging for service for an entire seven day week, carried on by five day help, will present another problem which may well be threshed out at future hotel meetings.

The traffic department of California is inaugurating a "hog-calling" contest. Not the same as we have been reading about in the newspaper reports of county fairs, but more of a "calling-down" program. Since the state supreme court has decided that private homes and private conveyances may not be searched without the proper documents, the motorcycle cops have been withdrawn from that branch of service and have been ordered to round up "road hogs" which infest the public highways. "Calling" these swine over to the curb is more than a mere stunt, such as I spoke of, but is a real beneficence as well as a useful occupation. It is said that there is nothing a hog dislikes worse than a pen, and from now on, it is asserted, it is going to be the pen or a financial setback.

The bean growers out here now think they want a little help from the magical farm board, which did so much for the grain grower that he doesn't have to worry any more about some bank blowing up and making a permanent investment of his profits. The wine makers also want something, but with "liquid" assets they ought not to worry greatly.

The Shallows Inn, Sault Ste. Marie, under the management of Mesdames Oscar Peterson and Stewart Davidson, is a recently announced candidate for gastronomic appeal.

The announcement of the death of Percy D. Palmer, treasurer of the Hotel Norton-Palmer, Windsor, Canada, operated by the Norton organization, is in the news columns. Mr. Palmer, before entering the hotel field, enjoyed a large acquaintance as a commercial traveler, and was more recently interested in the affairs of the Michigan, Detroit and Windsor hotel associations.

Detroit city has changed its school year for the sake of economy, shorten-

### Warm Friend Tavern Holland, Mich.

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

GEO. W. DAUCHY, Mgr.

Hotel and Restaurant  
Equipment  
**H. Leonard & Sons**  
38-44 Fulton St., W.  
GRAND RAPIDS, MICH.

### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

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

### PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

### MORTON HOTEL

Grand Rapids' Newest  
Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

### Park Place Hotel Traverse City

Rates Reasonable—Service Superb  
—Location Admirable.

GEO. ANDERSON, Mgr.  
ALBERT J. ROKOS, Ass't Mgr.

### New Hotel Elliott STURGIS, MICH.

50 Baths 50 Running Water  
European

D. J. GEROW, Prop.

### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon -:- Michigan

### Columbia Hotel

KALAMAZOO

Good Place To Tie To

"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.



ing the period by two weeks. This will meet the desires of resort operators who would like to add two weeks to their season.

Hotels Windermere, Chicago, which have for the past year been under control of a trusteeship have finally been recovered and placed on a sound basis. I notice my friend Ward James retains the general managership, under the re-organization.

Frank Hall, of Chicago, has taken over the Palmer House, at Colon, formerly operated by William Schmauder, and is making decided improvements, after which it will be re-opened to the public.

One of the gravest objections to minimum wage laws which have been adopted within recent years is, that they are not attuned to fluctuation of employment conditions, and to certain lines of business, more especially in the hotel field. In the state of Washington, for example, the wage scale in effect is the same as that adopted in 1921, when business was booming, living costs were higher and there was actually a shortage of help in many lines. The Washington hotel organization is trying to demonstrate to its legislators that the cost of living has decreased one-third, which indirectly raises wages fifty per cent., and that the hotel operators, except so far as he is interested in public catering, have not enjoyed an advance in rates to cover this contingency. In California wages of public employes may not be reduced involuntarily, with the result that instead of employing a full complement of workers at shorter hours and wages, there must necessarily be a lot of unemployment.

A. P. Gianinni, head of one of the largest bank corporations in California and the country, so far as that is concerned, cannot see where a home loan organization such as suggested by the President will avail anything, for two specific reasons, the first being that \$126,000,000 now set aside for that purpose, would not meet the requirements of Los Angeles alone, and secondly, the man without a job and no prospects of meeting his interest payments promptly, will fare no better in securing a Federal loan than he would if he applied to the regular loan agencies.

And Will Rogers confidently states that most of the corporations whose stocks are just now being exploited in Wall street, will be found on the lists of those which are daily announced as "omitting" dividends, which does not make them tempting bait for laymen.

Both of these individuals' advice is at least worth careful consideration by the individual who is still utilizing the old family tea pot as a "safe" deposit. Even those convinced that the re-election of President Hoover would be the best thing for the country, can hardly expect ten million idle men, and their twenty million wives and relatives, all voters, to be cheerful merely because certain stocks, that they don't own, have gone up in price. Business men who really want to re-elect the present incumbent would better put five million men to work and let stocks stay where they are.

A young man placed this advertisement in the want column of a large city daily, according to Burr McIntosh, radio philosopher: "I have just enough brains to keep my mouth shut, my ears open, and present a good executive appearance. Do you need a front for your business?" The broadcaster looked him up and found a man 42 years old, with a large family to support. He had been a professional singer, deviser of radio programs and thinks he would be a grand stuffed

shirt for somebody's office. He said that he had been employed as an executive by a large firm and was an accomplished greeter and handshaker. "I simply want to get a position in a firm whose executive doesn't care to be known, or perhaps, would rather have someone else do the handshaking," he said. "It might even be a company run by a woman who is smart enough to handle the concern but needs a man's prestige and appearance to put her over. Well, here I am." He certainly talks like a real executive.

Looks like another historic mark had been hung up. Press dispatches tell of a Minnesota man who recently ate fifteen pounds of sauerkraut in fifteen minutes. Any wastrel who has dabbled in this delicacy will know that to put away a pound of kraut in a minute is a gigantic task. Those who are using it for medicine would probably say this was an over-dose.

The Department of Agriculture has approved a new dye that will impart a blue hue to food. Hereafter housewives, chefs, canners and domestic science devotees engaged in the preparation of food will have to be provided with a "bluing bag" so that their output may be presented in the various hues from deepest indigo to the palest blue sky. It has been tested chemically and physiologically and has been declared beneficial to health. After all, there is no more reason why it should be detrimental to the human anatomy than is the yellow dye so commonly used to make butter look appetizing.

In an attempted bank hold-up in Los Angeles yesterday, the manager of the bank happened to not only be possessed of nerve, but also a knowledge of how to handle firearms accurately. He killed two of the bandits on the spot and later on another succumbed, out of a possible five, all of whom were apprehended. Now out of the five, three were recognized as recent convicts paroled at the state prison. It seems like a travesty on justice to convict a wrong doer at great expense to the state and then turn him loose without adequate punishment through the activities of the pardon boards. But there are a lot of people out here who seem to think that almost any malefactor has been punished sufficiently after the jury has got through with him. Also another large element forget about the enormity of the crime as years go by and are strong for pardons. There are some unfortunate individuals who are punished as much as they ever can be as soon as they are sentenced, but there is an example to be set for the rest of the world which is hardly accomplished by a too prompt application of the probationary prerogative.

Frank S. Verbeck.

#### Novel Will.

A merchant, being told he had only a few days to live, called his lawyer, and said:

"Make my will so my overdraft at the bank goes to my wife—she can explain it. My equity in my car to my son—he will have to go to work to keep up the payments. Give my good will to the supply houses—they took some awful chances on me and are entitled to something. My equipment you can give to the junkman—he has had his eye on it for several years. I want six of my creditors for pallbearers—they have carried me so long they might as well finish the job."

What becomes of all the loving cups, a hundred years afterward?

#### Belated Letters Concerning Hotel Men and Volstead Law.

Detroit, Aug. 26—Replying to your letter relative to the possibility of the immediate repeal of the Volstead law, allow me to say, that while I do not feel as optimistic as yourself, this is one time when I hope I am in error, for, to my mind, the repeal of this unpopular law will do more than any one thing to end the depression and unrest that is sweeping the country.

In view of past experience, the return of the open saloon would hardly be advisable, especially when, as you suggest, there are other agencies through which the Government could maintain a strict control at all times.

The losses suffered by hotels the past four years has been tremendous, but if they are allowed to serve wine and beer as a beverage, there is but little doubt that, instead of operating in the red, as is the case with most houses, the industry would soon again be back on a paying basis.

While this is but the opinion of myself, I venture to say that the majority of replies received by you are of the same tone.

I wish to commend you for your effort in keeping this question alive and before the public and to thank you for the opportunity so generously offered me to express my views.

Fred Davidge,  
Manager Hotel Tuller.

Harbor Springs, Aug. 26—Answering your letter relative to future legislation for handling of liquor traffic, you have expressed your candid opinion and will wish us to do the same.

We, too, are unalterably opposed to the open saloon. But we are also unalterably opposed to the handling of liquor in connection with hotel operation. It is not our intention to secure a livelihood through liquor traffic and if it becomes necessary to deal in such goods to successfully conduct a hotel, we shall be compelled to look for some other means of support.

We have successfully managed summer resort hotels in Northern Michigan for the past ten years and have never found prohibition of the sale of liquor in our hotels in any sense a handicap.

If, and when it becomes necessary to run a bar to succeed in hotel operation, we will go out of the hotel business.

It is our opinion that when honest men are elected to office who do not have their "price" liquor laws may be successfully enforced. Until such officers are elected, we shall continue to suffer through the traffic of liquor in whatever form it is handled.

Mr. and Mrs. Franklin C. Sears,  
Managers Ramona Park Hotel.

#### Death of Bellaire's Oldest Merchant.

Funeral services were held at the Nixon home Tuesday afternoon at 2 o'clock for Bellaire's oldest pioneer business man, William J. Nixon, who passed away Saturday morning at 9:30 at the age of 82 years and thirty days. Mr. Nixon was the last one of Bellaire's original settlers. When he came here in April of 1880 there were only seven families and one unmarried man here. In 1883 he chopped a hole in the woods, built his home, which still is one of the largest and most beautiful houses here, in a very desirable location on a small hill on the West side of Bellaire.

Mr. Nixon was born July 28, 1850, in Kent county. When a small boy he moved to Van Buren county with his parents. As a young man he taught a country school near Paw Paw. From there he went to Montana for a few years and thence to Chicago for three

or four years before he moved to Bellaire in April of 1880.

During the month of December in 1880, he and his brother, Allan, of California, who is a few years older and still running a grocery store, opened a general store here, which was eleven years before the first village election was held in April of 1891. After that he and his late brother, Byron, became partners for a number of years. He had been in business alone the last thirty-five years and during that time, and the fifteen years previous, more than half a century, he was not out of the store because of illness. He has been in business longer than anyone else in Bellaire.

He was extraordinarily ambitious for a man of his age. His regular routine was not broken until Wednesday noon, three days before he died, when he worked in the store until noon and was operated on Wednesday afternoon, which was his only chance for recovery. After his operation he slept away and suffered very little, just regaining consciousness long enough to recognize his wife shortly before his death, and his daughter, Mrs. Vallie Turner, when she arrived Thursday from Detroit.

Mrs. Nixon came here in 1881 with her parents, Mr. and Mrs. Robert Richardi. She met Mr. Nixon in the store repeatedly when purchasing groceries, which culminated in their marriage, June 11, 1883. If Mr. Nixon had lived they would have celebrated their golden wedding anniversary next June 11.

He had been a member of the spiritualist church the past thirty years, was an Oddfellow and treasurer of the Masonic lodge for thirty years. He has held various village offices and been a member of the school board.

Prayer was offered at the house by Rev. Alexander, after which the regular Masonic rites were used, conducted by W. H. Richards. Interment was made in Lake View cemetery, with his grandchildren acting as pall bearers.

Surviving are his wife, Mrs. Emma Nixon; his daughters, Mrs. Vallie Turner, and Mrs. Rose Pryor, of Detroit; Mrs. Lenore Johnson, of Lincoln, Nebraska, and Miss Beulah Nixon, of Bellaire, and son, Allan Nixon, of Detroit, who were all present at his funeral. One daughter, Mrs. Lois Gunn, preceded him in death eleven years ago. He also leaves twelve grandchildren. Mrs. Avis Richards.

#### Some Percale Lines Withdrawn.

Several important houses withdrew percale price lists last week while others continued to quote current figures. Leading converters took no definite action. Price advances in various lines of colored goods ranging up to 10 per cent. continued numerous, with gingham being marked up  $\frac{1}{4}$  to  $\frac{3}{4}$ ¢ by a few houses. Muslins were advanced another  $\frac{1}{2}$ ¢, while bed-spread mills planned additional price rises, including some on institutional styles. A number of price announcements scheduled for this week are withheld, as cotton lost its earlier gains, and the general market was thankful for a respite which would allow a check up of the situation.



## 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.

### Michigan Highly Honored at Toronto Convention.

The twenty-ninth session of the National Association of Boards of Pharmacy closed at the Royal York Hotel, Toronto, Ontario, last Tuesday afternoon. It was a good session from all standpoints. The committee reports were well handled. The banquet was a success in all respects and Michigan succeeded in electing her president, Clare Allan, as the National President for next year.

The banquet was held Tuesday night. W. M. Hankins, of Daytona Beach, Florida, was the chairman and toastmaster. He introduced Mr. Allan, who introduced Dr. R. J. B. Stanbury, who was the speaker of the evening. Dr. Stanbury is the secretary of the Canadian Pharmaceutical Association. Over one hundred attended and favors were given to the ladies in attendance.

The election of officers was held Tuesday afternoon and Dr. H. M. Lerou, of Norwich, Connecticut, chairman of the Executive Committee, put Mr. Allan's name before the convention. His speech was short and right to the point and he was immediately supported by Mr. Denton, of Springfield, Ill. The vote was taken and out of thirty states represented, nineteen votes were for Mr. Allan in preference to the Wisconsin nominee, G. V. Kradwell, of Racine.

Before the vote was taken Mr. Allan asked that his name be taken from the list of Vice-President candidates and afterward the district moved that Mr. Kradwell be made Vice-President for this district of the Association.

Mr. Allan is the second president of this Association that Michigan has ever had. The first one was John D. Muir, who was one of the earliest officers of the Association at the time of its organization.

### Developing the Curb Trade.

It requires the service of three boys to wait on customers, at the curb, for the Alpha Creamery Co., Denver, Colo., according to Mr. J. W. Seacrest, manager, but the addition of these boys to the sales staff doesn't increase the company payroll one cent for none of them work on a salary. They are remunerated from tips given by the customers.

This curb business is the largest of any store in Denver, it is said, for automobile parties from all sections of the city stop here for refreshments, owing to the quality of the ice cream served. The seating capacity of the store is usually taxed to the limit and

how to serve additional patrons was becoming a problem until Mr. Seacrest hit upon the curb service idea. Curb service was nothing new, of course, but he sought to increase it by making it more popular by providing what in the automobile world would be called "super-service." In other words, he sought to make it desirable to sit in the automobile and partake of refreshments rather than get out, wander into the store, seek a table and receive service. Incidentally, we might pause to remark that the upholstered seats of an automobile generally are more comfortable than the chairs to be found in the average ice cream parlor. Furthermore, there is a bit more seclusion, and, on hot summer evenings it is cooler in the car than in the average ice cream parlor.

Speed service, courteous treatment on the part of nice-looking, witeh-jacketed boys would be an inducement to accept curb service. At first the boys were paid 50 cents a night by the company. They were privileged to accept tips from their customers and as the curb business increased, so did the number of tips and the company was able to reduce the salary paid to 25 cents a night and later to nothing at all. The proposition of tips may not appeal to some ice cream and soda fountain men, but it is something of an institution in America, and the public has become educated to the idea of giving something to the waitresses and waiters for "super-service." As long as people insist upon giving such remuneration, it is almost impossible to prevent its acceptance. Incidentally, it is a widely known fact that a waiter or waitress will give better service to a customer in the anticipation of a tip than if working on a straight salary without any tips. Thus in this case, the public encourages prompt and courteous service by paying for it themselves.

Needless to remark that the curb boys give service, since their only hope of remuneration is from tips received. There is no demand upon the patron to fork over a dime or a quarter in addition to his payment for the ice cream, and those who do tip would be likely to do so if they were to come into the store and obtain refreshments while seated at one of the tables.

From the boys' standpoint, it is excellent business. They average six cents a car in tips and they make three and four dollars a night—from six to midnight. Mighty good wages for such hours, and Mr. Seacrest declares he has no difficulty obtaining employees. "They fight for a chance to work for us. We want boys of fifteen, sixteen and seventeen years of age. The younger boys are too content with a few dimes. If they get a dollar in their pockets they think they are rich and are willing to call it a day, and therefore aren't as keen to look after the wants of later customers. On rainy nights we cut down on the number of boys at the curb and apportion the work so that those remaining, be it one or two, will receive fair remuneration for their night's efforts."

It is but a simple problem in arithmetic to compute the number of cus-

tomers served in automobiles when the average tip per car is six cents and the boys can earn from \$2 to \$4.50 each per night.

It takes salesmanship, too, for there is an art in arranging the change on the tray so that the customer will feel like leaving a dime, a nickel or a quarter on the tray for the boy. None of it is hidden, to be sure, but when it is scattered about—well it's too much trouble sometimes to pick it all up.

While all this service is going on at the curb, it must be remembered that the soda dispensers are not idle and some thirteen employees are busy in the store and at the fountain. And all this shows that when you haven't room in the store for all your customers it is possible to utilize the parking space around you—space on which you do not have to pay any rent.

### Fresh Mint Chocolate Soda.

Pour about two ounces of chocolate in a twelve-ounce soda glass. Add two sprigs of fresh mint leaves. Stir well

with a spoon. Remove the mint. Finish soda in usual way using vanilla ice cream. Top with generous amount of whipped cream and a cherry.

Co-operation smooths operation.

### BROOKSIDE BRAND WHISK BROOMS



**ALL STYLES AND PRICES**

## BOOST FOR MICHIGAN WHOLESALERS 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



**Fresh Lemon Frost.**

Squeeze juice of one lemon in mixing cup. Add about two ounces of simple syrup and one egg, shaved ice and carbonated water. Mix in mixer. Serve with sliced orange and a sprig of mint.

**Orange Hi-Ball.**

Squeeze juice of one orange into twelve ounce glass. Add one ladle of crushed pineapple. Fill glass two-thirds full with carbonated water. Float a scoop of orange ice on top. Finish in usual way.

**Fresh Mint Freeze.**

Put about three sprigs of fresh mint leaves into thin glass. Add juice of half a lemon, one ounce of simple syrup, one ladle of pineapple fruit and cracked ice. Mix this well with a spoon to get the flavor from the mint leaves. Fill glass with carbonated water and finish as usual.

**Ginger Pep Punch.**

Fill a twelve ounce glass two-thirds full with ginger ale and cracked ice. Then float and fill the glass with either raspberry or loganberry juice.

**Fresh Strawberry Fluff.**

Pour two ladels of fresh strawberry in mixing cup. Add one scoop of strawberry ice cream and about six ounces of milk. Mix on mixer. Serve with a small scoop of whipped cream for a float.

**Grape Freeze.**

In a twelve-ounce glass pour about three ounces of pure grape juice. Add two ounces of simple syrup, one ladle of cherry fruit. Fill glass with carbonated water and chipped ice. Finish with slices of orange, cherry and mint leaves.

**Chocolate Frost.**

In mixing cup pour two ounces of chocolate flavor and one large scoop of vanilla ice cream. Add about six ounces of carbonated water. Mix on mixer. Serve very cold.

**Effects on Health of Overeating of Sugar.**

Everyone will admit that life has never been so full of real luxury as it is to-day. With overstuffed furniture and labor-saving devices in the home, with amusement palaces, radios, automobiles and sufficient leisure to enjoy these aids to comfort and pleasure, it can be said that the present-day American commands more real luxury than royalty itself did not so many years ago. But soft living has some decided disadvantages.

As a case in point, consider the woman of middle age who is anemic, pale and listless because she has been overplaying her taste for gastronomical luxuries. Morning, noon and night she is forever dipping into a box of sweets or dropping into a corner drug store for a soda. Moreover, she is forever taking tonics to build her up, entirely losing sight of the fact that by the intemperate use of fancy food products she is systematically depriving her stomach of the blood and muscle builders which her body so absolutely demands. Very definitely she is a luxury victim, typical of thousands.

Indeed, it is not by any means only the children who are likely to overwork the candy box and the soda fountain. As a matter of fact, many mothers who decry this unfortunate condition, where their children are concerned, perform almost in the same manner themselves. And this holds good for other adults also.

There is no desire to convey the impression that sweets and soft drinks are to be considered outlaws. Quite on the contrary, they have a real physiological duty to perform in addition to affording palate pleasure. Sugar, and indeed sweets in all forms, are essential to bodily welfare. The point is, however, when these things are employed by young or older persons to wreck the appetite for meat, vegetables and salads, then their power to do harm exceed their benefits.

It is likely possible that many persons who consistently lack appetite and are consequently running on low gear could very materially change matters for the better by eliminating the habitual nibbling between meals.

One should eat candy, by all means, if he is not too fat. He should patronize the soda fountain also. But he should do neither of these things to the disadvantage of his physical welfare. Dr. Theodore B. Appel.

**The Infallible Law.**

Five major crises have come and cleared, the periods being 1819, 1837, 1857, 1873 and 1893. Each embodied the earmarks of a business cycle. Each was preceded by inflation, followed by deflation, depression and recovery. War was the poisonous root of most of these panics—and certainly war sprouted the present dilemma from which the world now is slowly recovering.

Poverty has faced our resourceful Nation before and prosperity has been restored. Recuperation has seemed a myth before, just as it appears now. Banks have failed, businesses evaporated, railroads fought for survival, real estate values and rents fell. Grave conditions existed during each one of those five major upsets. But the ships of state were arighted and the fleet bravely sailed into sheltered waters.

History reveals many tragedies and many sources of undying pride. Panic recuperation is always a bright spot. Courageous, sensible men and women take a deep measure of comfort from intelligent reviews. And, unflinchingly, such people control any feverish haste, economically unsound. They know the reactions from a world war would be cruel and deep-seated, compelling patience, tireless work and faith. They know the law of action and reaction is infallible and that ahead peace and plenty are beckoning. Frank K. Glew.

An American made "over-and-under" two barrel shotgun is now on the market. One barrel is placed atop the other, and either can expand or contract without distorting the other.

A new gas broiler broils meats quickly on all sides at once. A pull of a handle clamps the meat in folding grids, lowers it into the broiler, turns on the gas.

**WHOLESALE DRUG PRICE CURRENT**

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

Acid	Gum	
Acetic, No. 8, lb. 06 @ 10	Aloes, Barbadoes, so called, lb. gourds @ 60	Hemlock, Pu., lb. 2 00 @ 2 25
Boric, Powd., or Xtal, lb. 08 1/2 @ 20	Powd., lb. 35 @ 45	Hemlock Com., lb. 1 00 @ 1 25
Carbolic, Xtal, lb. 36 @ 43	Aloes, Socotrine, lb. @ 75	Juniper Ber., lb. 4 00 @ 4 25
Citric, lb. 40 @ 55	Powd., lb. @ 80	Juniper W'd, lb. 1 50 @ 1 75
Muriatic, Com'l., lb. 03 1/2 @ 10	Arabic, first, lb. @ 50	Lav. Flow., lb. 4 00 @ 4 25
Nitric, lb. 09 @ 15	Arabic, sec., lb. @ 45	Lav. Gard., lb. 1 25 @ 1 50
Oxalic, lb. 15 @ 25	Arabic, sorts, lb. 15 @ 25	Lemon, lb. 2 00 @ 2 25
Sulphuric, lb. 03 1/2 @ 10	Arabic, Gran., lb. @ 35	Mustard, true, ozs. @ 1 50
Tartaric, lb. 35 @ 45	Arabic, P'd, lb. 25 @ 35	Mustard, art., ozs. @ 35
	Asafoetida, lb. 50 @ 60	Orange, Sw., lb. 4 00 @ 4 25
	Asafoetida, Po., lb. @ 75	Origanum, art., lb. 1 00 @ 1 20
	Guaiac, lb. @ 60	Pennyroyal, lb. 3 25 @ 3 50
	Guaiac, Powd., lb. @ 70	Peppermint, lb. 3 50 @ 3 75
	Kino, lb. @ 90	Rose, dr. @ 2 50
	Kino, powd., lb. @ 1 00	Rose, Geran., ozs. 50 @ 95
	Myrrh, lb. @ 60	Rosemary
	Myrrh, Pow., lb. @ 75	Flowers, lb. 1 50 @ 1 75
	Shellac, Orange, lb. @ 25	Sandalwood, E. I., lb. 12 50 @ 12 75
	Ground, lb. 25 @ 35	W. I., lb. 4 50 @ 4 75
	Shellac, white, (bone dr'd) lb. 35 @ 45	Sassafras, true, lb. 2 00 @ 2 25
	Tragacanth, No. 1, bbls. 2 00 @ 2 25	Syn., lb. 75 @ 1 00
	No. 2, lbs. 1 75 @ 2 00	Spearmint, lb. 3 00 @ 3 25
	Pow., lb. 1 25 @ 1 50	Tansy, lb. 5 00 @ 5 25
		Thyme, Red, lb. 1 50 @ 1 75
		Thyme, Whi., lb. 1 75 @ 2 00
		Wintergreen
		Leaf, true, lb. 6 00 @ 6 25
		Birch, lb. 3 00 @ 3 25
		Syn. 75 @ 1 00
		Wormseed, lb. 6 00 @ 6 25
		Wormwood, lb. 7 00 @ 7 25
		<b>Oils Heavy</b>
		Castor, gal. 1 35 @ 1 60
		Cocanut, lb. 22 1/2 @ 35
		Cod Liver, Norwegian, gal. 1 00 @ 1 50
		Cot. Seed Gals. 90 @ 1 10
		Lard, ex., gal. 1 55 @ 1 65
		Lard, No. 1, gal. 1 25 @ 1 40
		Linseed, raw, gal. 52 @ 67
		Linseed, boil., gal. 55 @ 70
		Neatsfoot, extra, gal. 1 25 @ 1 35
		Olive, Malaga, gal. 2 50 @ 3 00
		Pure, gal. 3 00 @ 3 00
		Sperm, gal. 1 25 @ 1 50
		Tanner, gal. 75 @ 90
		Tar, gal. 65 @ 75
		Whale, gal. @ 2 00
		<b>Opium</b>
		Gum, ozs., \$1.40; lb. 20 00 @ 20 50
		Powder, ozs., \$1.50; lb. 21 00 @ 21 50
		Gran., ozs., \$1.50; lb. 21 00 @ 21 50
		<b>Paraffine</b>
		Pound 06 1/2 @ 15
		<b>Papper</b>
		Black, grd., lb. 30 @ 40
		Red, grd., lb. 42 @ 55
		White, grd., lb. 35 @ 45
		<b>Pitch Burgundy</b>
		Pound 20 @ 25
		<b>Petrolatum</b>
		Amber, Plain, lb. 12 @ 17
		Amber, Carb., lb. 14 @ 19
		Cream Whi., lb. 17 @ 22
		Lily White, lb. 20 @ 25
		Snow White, lb. 22 @ 27
		<b>Plaster Paris Dental</b>
		Barrels @ 5 25
		Less, lb. 03 1/2 @ 08
		<b>Potassa</b>
		Caustic, st'ks, lb. 55 @ 88
		Liquor, lb. @ 40
		<b>Potassium</b>
		Acetate, lb. 60 @ 96
		Bicarbonate, lb. 30 @ 35
		Bichromate, lb. 15 @ 25
		Bromide, lb. 51 @ 72
		Carbonate, lb. 30 @ 35
		Chlorate, Xtal., lb. 17 @ 23
		powd., lb. 17 @ 23
		Gran., lb. 21 @ 28
		Iodide, lb. 3 64 @ 3 84
		Permanganate, lb. 22 1/2 @ 35
		Prussiate, Red, lb. 80 @ 90
		Yellow, lb. 50 @ 60
		<b>Quassia Chips</b>
		Pound 15 @ 20
		Powd., lb. 25 @ 30
		<b>Quinine</b>
		5 oz. cans., ozs. @ 57
		<b>Sal</b>
		Epsom, lb. 03 1/4 @ 10
		Glaubers, Lump, lb. 03 @ 10
		Gran., lb. 03 1/2 @ 10
		Nitre, Xtal or Powd. 10 @ 22
		Gran., lb. 09 @ 20
		Rochelle, lb. 21 @ 31
		Soda, lb. 02 1/2 @ 08
		<b>Soda</b>
		Ash, lb. 03 @ 10
		Bicarbonate, lb. 03 1/2 @ 10
		Caustic, Co'l., lb. 08 @ 15
		Hyposulphite, lb. 05 @ 10
		Phosphate, lb. 23 @ 28
		Sulphite, Xtal., lb. 07 @ 12
		Dry, Powd., lb. 12 1/2 @ 20
		Silicate, Sol., gal. 40 @ 50
		<b>Turpentine</b>
		Gallons 52 @ 67



# 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

Kellogg Rice Krispies  
White Eagle Soap Chips  
Sugar

## DECLINED

Evap. Peaches Strawberries  
Raisins Paper Bags  
Gold Dust Kraft Paper  
Coffee  
Loganberries  
Raspberries

## 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., doz. 2 00  
Musselman, 12-38 oz. doz. 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 and 2, doz. 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 25  
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 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

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

## Stove

Shaker 1 80  
No. 50 2 00  
Peerless 2 60

## Shoe

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

## BUTTER COLOR

Dandelion 2 85

## CANDLES

Electric Light, 40 lbs. 12.1  
Plumber, 40 lbs. 12.8  
Paraffine, 6s 14 1/2  
Paraffine, 12s 14 1/2  
Wicking 40  
Tudor, 6s, per box 30

## CANNED FRUITS

Hart Brand

## Apples

No. 10 4 75

## Blackberries

Pride of Michigan 2 55

## 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

## Pears

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

## Plums

Grand Duke, No. 2 1/2 3 25

## Black Raspberries

No. 2 2 80

## Pride of Mich. No. 2

2 45

## Red Raspberries

No. 2 3 25

## 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

## CANNED FISH

Clam Chder, 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  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. 2 50  
Chicken Haddie, No. 1 2 75  
Fish Flakes, small 1 35  
Cod Fish Cake, 10 oz. 1 55  
Cove Oysters, 5 oz. 1 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, k'less 3 85  
Salmon, Red Alaska 1 90  
Salmon, Med. Alaska 1 45  
Salmon, Pink, Alaska 1 20  
Sardines, 1m, 1/4, ea. 6@16  
Sardines, 1m, 1/2, ea. 25  
Sardines, Cal. 1 10  
Tuna, 1/2 Van Camps, doz. 1 75  
Tuna, 1/4s, Van Camps, doz. 1 35  
Tuna, 1s, Van Camps, doz. 3 60  
Tuna, 1/2s, Chicken Sea, doz. 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., sli. 1 35  
Beef, 4 oz., Qua., sli. 2 25  
Beef, No. 1, B'nut, sli. 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

Campbells 64  
Quaker, 16 oz. 60  
Fremont, No. 2 1 25  
Van Camp, med. 1 25

## CANNED VEGETABLES

## Hart Brand

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

## 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. 10 4 25  
No. 2 95  
8 oz. 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

## Beets

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 20  
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 15  
Whole Grain, 6 Ban-tam, No. 2 1 45

## 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 35  
No. 2 1 05

## Sauerkraut

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

## Spinach

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

## Squash

Boston, No. 3 1 35

## 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, 11 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 23  
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

## 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  
Peppermint, Wrigleys 65  
Spearmint, Wrigleys 65  
Juicy Fruit 65  
Wrigley's P-K 65  
Zeno 65  
Teaberry 65

## COCOA



Droste's Dutch, 1 lb. 8 00  
Droste's Dutch, 1/2 lb. 4 25  
Droste's Dutch, 1/4 lb. 2 25  
Droste's Dutch, 5 lbs. 2 50  
Droste's Dutch, 28 lbs. 35  
Droste's Dutch, 55 lbs. 35  
Chocolate Apples 4 50  
Pastelles, No. 1 12 60  
Pastelles, 1/2 lb. 6 60  
Pains De Cafe 3 00  
Droste's Bars, 1 doz. 2 00  
Delft Pastelles 2 15  
1 lb. Rose Tin Bon 18 00  
Bons 9 00  
13 oz. Creme De Caraque 13 20  
12 oz. Rosaces 7 80  
1/4 lb. Pastelles 3 40  
Langues De Chats 4 80

## CHOCOLATE

Baker, Prem., 6 lb. 1/2 2 50  
Baker, Pre., 6 lb. 3 oz. 2 55

## CLOTHES LINE

Hemp, 50 ft. 2 00@2 25  
Twisted Cotton, 50 ft. 1 50@1 75  
Braided, 50 ft. 1 90  
Cupples Cord 1 85

## COFFEE ROASTED

Lee & Cady

## 1 lb. Package

Arrow Brand 23  
Boston Breakfast 24 1/2  
Breakfast Cup 22  
Imperial 37 1/2  
J. V. 18  
Majestic 29  
Morton House 33  
Nedrow 28  
Quaker 30

## McLaughlin's Kept-Fresh



## Coffee Extracts

M. Y., per 100 12  
Frank's 50 pkgs. 4 25  
Hummel's 50, 1 lb. 10 1/2

## CONDENSED MILK

Eagle, 2 oz., per case 4 60

## EVAPORATED MILK



Page, Tall 2 55  
Page, Baby 1 43  
Quaker, Tall, 10 1/2 oz. 2 30  
Quaker, Baby, 4 doz. 1 15  
Quaker, Gallon, 1/2 dz. 2 30  
Carnation, Tall, 4 doz. 2 55  
Carnation, Baby, 4 doz. 1 28  
Oatman's Dundee, Tall 2 85  
Oatman's D'dee, Baby 1 43  
Pet, Tall 2 50  
Pet, Baby, 4 dozen 1 25  
Borden's Tall, 4 dozen 2 85  
Borden's Baby, 4 doz. 1 43

## CIGARS

Hemt. Champions 38 50  
Webster Cadillac 75 00  
Webster Golden Wed. 75 00  
Websterettes 38 50  
Cincos 38 50  
Garcia Grand Babies 38 50  
Bradstreets 38 50  
La Palena Senators. 37 50  
Odins 38 50  
Throw Outs 37 50  
R G Dun Boquet 75 00  
Perfect Garcia Subl. 95 00  
Budwiser 19 50  
Dry Slitz Stogies 20 00  
Tango Pantellas 13 00  
Isabella-Manilla 19 50  
Hampton Arms Jun'r 37 50

## CONFECTIONERY

**Stick Candy Pails**  
Pure Sugar Sticks-600c 4 00  
Big Stick, 20 lb. case 17  
Horehound Stick, 5 lb. 18

## Mixed Candy

Kindergarten 14  
Leader 11  
French Creams 13  
Paris Creams 14  
Jupiter 09  
Fancy Mixture 14

## Fancy Chocolate

5 lb. boxes  
Bittersweets, Ass't'd 1 50  
Milk Chocolate A A 1 50  
Nibble Sticks 1 50  
Chocolate Nut Rolls 1 60  
Blue Ribbon 1 25

## Gum Drops Pails

Champion Gums 14  
Jelly Strings 14

## Lozenges Pails

A. A. Pep. Lozenges 14  
A. A. Pink Lozenges 14  
A. A. Choc. Lozenges 14  
Motto Hearts 13  
Malted Milk Lozenges 20

## Hard Goods Pails

Lemon Drops 14  
O. F. Horehound drops 14  
Anise Squares 13  
Peanut Squares 14

## Cough Drops Bxs

Putnam's 1 35  
Smith Bros. 1 45  
Luden's 1 45

## Specialties

Pineapple Fudge 13  
Italian Bon Bons 14  
Banquet Cream Mints 20  
Handy Packages, 12-10c 85

## COUPON BOOKS



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

<b>Pearl Barley</b>	
0000	7 00
Barley Grits	5 00
Chester	3 50

<b>Sage</b>	
East India	10

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

<b>Jiffy Punch</b>	
3 doz. Carton	2 25
Assorted flavors.	

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

<b>Lee &amp; Cady Brands</b>	
Home Baker	
Cream Wheat	

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

<b>FRUIT CAN RUBBERS</b>	
Presto Red Lip, 2 gro.	
carton	70
Presto White Lip, 2	
gro. carton	76

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

<b>JELLY AND PRESERVES</b>	
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

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

<b>Margarine</b>	
<b>I. VAN WESTENBRUGGE</b>	
<b>Food Distributor</b>	



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

<b>Wilson &amp; Co.'s Brands</b>	
<b>Oleo</b>	
Nut	10
Special Roll	13

<b>MATCHES</b>	
Diamond, No. 5, 144	6 00
Searchlight, 144 box	6 00
Swan, 144	5 00
Diamond, No. 0	4 75

<b>Safety Matches</b>	
Red Top, 5 gross case	5 45
Polo, 5 gross case	4 75

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

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

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

<b>Salted Peanuts</b>	
Fancy, No. 1	7
24 1 lb. Cellophane case	1 95

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

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

<b>OLIVES</b>	
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, Stuffed, doz.	1 15
8 oz. Jar, Stuffed, doz.	2 25
10 oz. Jar, Stuffed, doz.	2 65
1 Gal. Jugs, Stuffed, dz.	2 40

<b>PARIS GREEN</b>	
1/2s	34
1s	32
2s and 5s	30

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

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

<b>ISO-VIS MOTOR OILS</b>	
<b>In Iron Barrels</b>	
Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1

**Polarine**

<b>Iron Barrels</b>	
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
Finol, 4 oz. cans, doz.	1 45
Finol, 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

<b>PICKLES</b>	
<b>Medium Sour</b>	
5 gallon, 400 count	4 75

<b>Sweet Small</b>	
5 Gallon, 500	7 25

<b>Dill Pickles</b>	
Gal., 40 to Tin, doz.	7 15
32 oz. Glass Pickled	2 00
32 oz. Glass Thrown	1 45

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

<b>PIPES</b>	
Cob, 3 doz. in bx. 1 00@1 20	

<b>PLAYING CARDS</b>	
Battle Axe, per doz.	2 65
Bicycle, per doz.	4 70
Torpedo, per doz.	2 50

<b>POTASH</b>	
Babbitt's, 2 doz.	2 75

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

<b>Veal</b>	
Top	11
Good	10
Medium	9

<b>Lamb</b>	
Yearling Lamb	15
Good	14
Medium	10
Poor	08

<b>Mutton</b>	
Good	08
Medium	06
Poor	04

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

<b>PROVISIONS</b>	
<b>Barreled Pork</b>	
Clear Back	16 00@20 00
Short Cut Clear	16 00

<b>Dry Salt Meats</b>	
D S Bellies 18-29@18-10-8	

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

<b>Sausages</b>	
Bologna	13
Liver	15
Frankfort	15
Pork	20
Veal	19
Tongue, Jellied	25
Headcheese	10

<b>Smoked Meats</b>	
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

<b>Beef</b>	
Boneless, rump	@22 00

<b>Liver</b>	
Beef	10
Calf	40
Pork	04

<b>RICE</b>	
Fancy Blue Rose	3 50
Fancy Head	06 1/2

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

<b>SALERATUS</b>	
Aarm and Hammer	3 75

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

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

<b>HERRING</b>	
<b>Holland Herring</b>	
Mixed, Kegs	76
Mixed, half bbls.	
Mixed, bbls.	
Milkers, Kegs	86
Milkers, half bbls.	
Milkers, bbls.	

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

<b>White Fish</b>	
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

<b>SHOE BLACKENING</b>	
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

<b>STOVE POLISH</b>	
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

<b>SALT</b>	
<b>F. O. B. Grand Rapids</b>	
Colonial, 24, 2 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

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

<b>WASHING POWDERS</b>	
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 05
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 10
Grandpa Tar, 50 lge.	3 50
Trilby Soap, 100, 10c 7	2 50
Williams Barber Bar, 9s 50	5 00
Williams Muz. 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.

### Is Shoe Industry "Fashion-Slow?"

Style has speeded up. It no longer waits for acceptance at the top. It no longer slowly percolates down to the bottom. It smashes right across the country in weeks instead of seasons. If business hopes to ride on the wings of fashion, it must learn to speed up its pace.

We can look from our editorial windows right into garment lofts producing by day and night dresses in a new color. We can see messengers hurrying to supply houses for fabrics, trimmings, thread, ornaments and all the accessories to harmonize with the fashion wave of "burgundy" color.

A style or a color can ride into popularity to-day with such speed as to upset all previous calculations. Such a meteor across the sky of fashion is the "burgundy" color.

No definite indication of this vogue was apparent to the Styles Conference in May. A word or two was said about the "wine reds" but, in the main, fashion opinion was fixed on blacks and browns. In July, however, the color best described by the name "burgundy" spread into the dress trades, and in a month it had touched practically every house making garments, suits and coats. One enthusiastic dress manufacturer made the prediction that at least a million dresses would be manufactured, sold to retailers and selected by women of America this Fall.

If such a color fashion is to flash into popularity, it must naturally carry with it a number of accessories. The first showings of models in New York were with black shoes or with brown shoes to contrast; but somehow or other the depth of the color makes even black look dusty. The deeper browns have perhaps a closer affinity.

Can it be said that tanners were caught unaware and have not moved with the speed of the apparel weaver and dyer?

Can it be said that the shoe manufacturer was caught unaware of the possibilities of a market for extra shoes in an extra color?

Can it be said that the retail dealer was similarly unaware of his opportunity—or is it an indictment of an industry that has gone sluggish in its acceptance of the "new" and out-of-the-ordinary colors and fashions?

As an industry, is the development of new things resisted because we have made a platform and wish to adhere to it?

Are we standardizing all footwear for sweet economy's sake?

If a modest million dresses are made up in a particularly popular color, isn't there a store here and there that will take a chance through ordering and buying the darkest shade of "burgundy" to be a fit foundation for a very pleasing color ensemble?

We do sense a belated flash of action. Some shoes, but very few, are in the works, but at that they trail the sale

of the garments. It isn't too late, however, to "take a chance" if the burgundy shade hasn't as yet arrived in your community. It may be the fashion of a moment—to fade out like the Eugenie hat—but it is too substantial a color to be a fad alone.

Even if the store does take a loss on the few trial pairs that it orders, it at least gets a reputation for following the fashion. Any new shoe color has its hazards. Blue was retarded more by trade inertia and trade fears than by the resistance of the public. Blue is here to stay because of the acceptance of the public—and in many cases in spite of the shoe merchant.

The deep burgundy color lends itself admirably to footwear, and in spite of the lateness of the movement in shoes, it is worth considering. Leather tanning and shoemaking has speeded up so there is no unsurmountable difficulty in that direction.

The basic complaint is the attitude of the man within the industry who lacks the spirit to venture and who seems to think that the problem of sizes and widths is such as to make imperative standardization of colors, patterns and lasts so that all possible risks are eliminated.

What this trade needs more than all else is an "open mind and a spirit to venture."—Boot and Shoe Recorder.

### Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 11)

Thelen Lumber Co., Grand Rapids	579.13
Thelen Materials Co., Grand Rapids	169.02
Louis C. Voss, Grand Rapids	406.64
Jos. Siegel Jewelry Co., Grand R.	54.60
Herpolsheimer Co., Grand Rapids	35.84
Anton Vanden Berg, Grand Rapids	172.50
E. O. Cilley, M. D., Grand Rapids	44.00
Mich. Bell Tele. Co., Grand Rapids	7.80
Marion Koprowski, Grand Rapids	26.34
Andrew Kwajkowski, Grand Rap.	5.00
John & Harriet Marszal, Grand R.	175.00
Henry Smith Floral Co., Grand R.	13.00
Quality Shoe Store, Grand Rapids	10.50
Ideal Shoe Store, Grand Rapids	2.00
Jos. Zoet Hdwe., Grand Rapids	45.30
Creston Hudson & Essex Garage, Grand Rapids	29.10
Stocking Ave. Garage, Grand Rap.	18.45
Mess Rinner & Co., Grand Rapids	22.50
Houseman & Jones, Grand Rapids	44.50
Dr. C. Droste, Grand Rapids	28.00
Ed. De Vries, Grand Rapids	14.70
West Side Sheet Metal Works, G. R.	108.77
Garrison Tile & Marble Co., G. R.	10.75
Furn. City Glass Co., Grand Rapids	42.26
Choals Elec. Co., Grand Rapids	80.45
Watson Hdwe., Grand Rapids	100.81
Dunham, Cholette & Allaben, G. R.	50.00
Paul Steketee & Sons, Grand Rap.	47.57
Standard Builders Sup. Co., G. R.	490.00
Aug. 25. We have received the schedules, order of reference and adjudication in the matter of Metzgar Co., Inc., Bankrupt No. 4985. The bankrupt is a resident of Grand Rapids. The schedules of the bankrupt show assets of \$1,808.19, with liabilities of \$47,607.38. The list of creditors of said bankrupt is as follows:	
City of Grand Rapids	\$2,091.29
Geo. Mitchell, Grand Rapids	30.00
Geneva Slayman, Grand Rapids	30.00
Frank Alaria, Grand Rapids	38.13
Samuel Van Etten, Grand Rapids	46.50
L. E. Perrine, Dallas, Texas	1.00
Glen P. Crissman, Detroit	12.40
Ira Vis	6.00
Eloise Metzgar	20.00
Old Kent Bank, Grand Rapids	25,000.00
G. R. Savings, Grand Rapids	1,700.00
L. W. Smith, Grand Rapids	170.00
Fice & Rice, Grand Rapids	175.00
Welmers-Dykman Fuel Co., G. R.	300.61
Mfgs. Supply Co., Grand Rapids	11.88
High Speed Hammer Co., Rochester, N. Y.	10.82
Dickinson Bros., Grand Rapids	327.35
G. R. Electrotyping Co., Grand Rap.	12.34
Don G. McAfee, Grand Rapids	84.26
Roler Br. Co. of Am., Trenton, N.J.	33.87
Central Engraving Co., Grand Rap.	16.05
C. O. Porter Mach'y Co., Grand R.	44.62
Camera Shop, Grand Rapids	5.75
Bostwick-Braun Co., Toledo, Ohio	28.21
Tisch-Hine Co., Grand Rapids	1.00
C. A. Roberts Co., Chicago	62.70
Mich. Welding Co., Grand Rapids	21.36
Foster-Stevens Co., Grand Rapids	.68
G. R. Forging & Iron Works, G. R.	1.03
Stalter Edge Tool Co., Grand Rap.	2.63
C. W. Mills Paper Co., Grand Rap.	13.35
Kellogg-Burlingame Co., Grand R.	11.97

Snow-Church Co., Grand Rapids	10.62
Sweets Catalog Service, N. Y.	187.60
Wrought Washer Mfg. Co., Milwau.	192.67
F. & L. Label Co., Chicago	18.60
Lamso & Sessions Co., Cleveland	14.85
Townsend Co., New Brighton, Pa.	42.81
Etheridge Co., Grand Rapids	260.00
Automatic Stapler Co., Chicago	7.63
Allen G. Miller Co., Grand Rapids	25.00
Amer. Envelope Co., Chicago	80.21
Globe Vise Truck Co., Grand Rap.	5.15
S. & J. Van Horn, Middleville	317.45
G. R. Machinery Co., Grand Rapids	50.00
Home Fuel Co., Grand Rapids	44.87
Lansing Stamping Co., Lansing	175.00
MacRae's Blue Book, Chicago	225.00
Industrial Serv. Corp., Grand R.	9,106.53
Dickinson Bros., Grand Rapids	452.63
Colonial Oil Co. of Ind., Ft. Wayne	26.85
Carborundum Co., Niagara Falls	4.70
Detroit Ball Brg. Co., Detroit	7.32
Davies Lumber Co., Grand Rapids	27.44
Madison Mfg. Co., Muskegon	2.49
Robert Metzgar, Grand Rapids	1,844.22
Leroy Metzgar, Grand Rapids	4,134.71

### Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 30—The CaChoa Club has arrived and will swell the tourist business during their stay here. The CaChoa members are the peppiest summer visitors we have during the season. They held their annual picnic at Alcot Beach last Wednesday. Seventy-one members attending the picnic. The manager of the Temple theater invited the club to a complimentary show. They also attended a dinner and dancing party at the Hotel Ojibway last week. The country club will also entertain the club next week and a number of other entertainments are scheduled during the next two weeks. At the Alcot Beach party a picnic lunch of weiners, sweet corn, baked beans, potatoes, salad and all the customary picnic edibles was served on a long table. This was one of the most enjoyable events held thus far by courtesy of Mrs. Clawson, proprietor of the Pavillion. The hall was used for dancing and card games after the picnic. The victims of hay fever surely are fortunate in having the Sault as their headquarters, where life is worth living and the depression seems only imaginary.

Ned Mahoney, a former Sault boy, who distinguished himself as one of the best cornet players now with the Columbia University band, and also with the 69th regiment band of New York City, is spending his vacation with his parents here. His many Sault friends are pleased to know of his unusual success since leaving the Sault.

William McGuire, one of the live merchants at DeTour, was a business caller here last week.

Gov. Wilber M. Brucker paid us a visit last Wednesday. He told of his honest and sincere administration in solving state problems, which made a lasting impression with all who attended the meeting at the Temple theater, which was too small to accommodate the people. It looks as if he will get a big majority in this county, as he has done much for the Upper Penin-

sula and made good on all of his promises since he has been in office.

Some people seem to think that prosperity won't come from around the corner until it sees somebody rushing the growler.

We were pleased to learn that the carbide plant here expects to increase production about Jan. 1. Last winter the plant operated on full time, but we can hardly expect a full time operation under present conditions.

Harvey Morris, representing Swift & Co., Chicago, paid the Sault a visit last week. Harvey has just returned from a trip to Texas, where he said the depression is far more severe than most of the places he has visited. After meeting his Sault friends and noticing the activity in this, his former old town, he said the Sault seems to be the liveliest place he found in his travels.

Congratulations to the farmers of the Sault district who again have won first place at the Upper Peninsula State fair at Escanaba. This is the fifth year for the annual exhibition and it is a source of pride that all the stock from this end of the Peninsula continues to win high honors and good prize money. The incentive to raise best crops and stock is greatly increased by the right kind of a fair and there is a great field for such development in the Upper Peninsula, where farming will become more important each year as we learn just what each section can best produce. Escanaba showed splendid initiative in securing an institution that, rightly conducted, will mean real dividends.

One thing which hasn't been cut in these slicing times is the amount of talk.

Senator James Couzens, of Detroit, spent his 60th birthday here last Friday, fishing in the St. Mary's rapids. It is the first time he has ever been away from home on his birthday. He is "taking a much needed rest."

The residents of Marquette National Forest may obtain free permits to take fuel wood from Government land, which will give them an opportunity to lay in a season's supply of firewood. Last year eighty-nine families availed themselves of this offer and cut 1,400 cords of wood, which did much to relieve the poor conditions.

William G. Tapert.

A new corrugated fiber board liner in which metal wires are buried is said to increase efficiency of carbon dioxide cooled shipping containers. The wires conduct incoming heat into the carbon dioxide.

A hot water bottle which stays hot has been developed. An electric heating unit, thermostatically controlled, is in the stopper. It is said to be safe, economical to use.

**Positive protection**  
**plus profitable investment**  
*is the policy of the*

**MICHIGAN SHOE DEALERS**  
**MUTUAL FIRE INSURANCE COMPANY**  
Mutual Building • Lansing, Michigan



## DETROIT DOINGS.

## Late Business News From Michigan's Metropolis.

Day Krolik, receiver of A. Krolik & Co., Inc., reports that two proposals were mailed to creditors last week, one offering 45 per cent. cash with note of new company for 5 per cent., payable in March, 1933, making a total of 50 per cent.

The other proposal is to pay 10 per cent. cash on acceptance, and on Sept. 15, 10 per cent. more; also 5 per cent. on Oct. 15, Nov. 15, together with 10 per cent. additional on Dec. 15 and Jan. 15, with a final payment of 10 per cent. on March 15, making a total of 60 per cent. of approved claims.

Acceptances of one or the other proposal have been already received from a number of creditors, and from present indications practically all creditors are expected to accept one or the other proposal. Offers of co-operation on the part of creditors appear to be general.

The time limit on these proposals expires Aug. 31.

Henry Ford announces that a 20 per cent. reduction in the pay of all of his employees, from the highest to the lowest, will go into effect, Sept. 1.

Joseph Leach and Harry Leach, together with Bancroft Brien, have formed the H and J Shoe Co., Inc., with present offices at 3804 Cortland avenue. The company has secured a Michigan charter. The company will conduct a chain of shoe stores, of which seven are now in operation as a nucleus in Detroit and Michigan. The former stores and business of Brien Brothers (Brien Wholesale Shoes, at 139 East Larned) and the Dollar Shoe Stores, both groups formerly conducted by the Detroit Comfort Sleeper Co., and the two West side stores of Leach brothers form the nucleus of the new chain.

John M. Bonbright of Brooke, Smith & French, Inc., who for five years has directed publicity for the Graham-Paige Motors Corporation, has been adjudged winner of a National advertising contest sponsored by John Wanamaker, New York, who sought the best slogan descriptive of a newly patented construction now used in Silver King golf balls. The prize is a trip to Europe for two persons, including a week's golfing at St. Andrews and Gleneagles, Scotland. The winner, accompanied by Mrs. Bonbright, sailed Aug. 27 on the Ile de France.

Judges of the contest, which was advertised nationally by Wanamaker, sole distributor for the Silver King in the United States, were Jack Kofoed, Nan O'Reilly and Grantland Rice, editor of the American Golfer.

Bonbright is a former Philadelphia newspaper man. Since 1927, he has been associated with the Graham-Paige Motors Corporation and Brooke, Smith & French, Inc., which handles the Graham account.

Here's the winning slogan:

**Its core adds distance when you whack it  
Because the patent inner jacket  
Imparts live power where others lack it.**

An invitation is going forward to Roy D. Chapin, Secretary of Com-

merce, asking him to be the honored guest at a banquet to be tendered him at his convenience. The date may be late in September. The Board will sponsor the affair and it is expected that Mr. Chapin's host of friends will show, by their presence, the genuine Nation wide enthusiasm that has resulted from his recent appointment. You will be notified when date is set.

## OUT AROUND.

(Continued from page 9)

in a loss of many thousand dollars to Muskegon county for advertising and undertaking to sell the lots, which were so small in size that owners had to purchase the surrounding lots if they decided to build a cottage of any size thereon.

I have since denounced every swindle Parker has undertaken to exploit. When he started a National bank and trust company in New York City I wrote the New York Times, giving it a complete history of the man and his methods. A little later the Times warned the public against Parker, who retaliated by bring a million dollar libel suit against the Times. The suit was thrown out of court by the judge and Parker went back to Chicago to resume his criminal career. The only thing I regret is that the trial judge in Chicago last week gave Parker such a short sentence. He ought to be placed under restraint for the remainder of his life.

I had a very interesting talk with a country postmaster one day last week. As near as I can repeat his remarks, they were as follows:

"It is no wonder to me that money is scarce. Uncle Sam and the banks conspire to make it so. My wife had a few hundred dollars which she kept in our local bank. A woman's intuition told her something was wrong, so she drew it out and placed it in a bank in Grand Rapids. Our bank failed the next day. The Grand Rapids bank charges her \$1 per month for keeping her checking account, which is a misnomer, because she adds to her balance every month, but does not check any money out. The transfer of her account to the city means that much money taken out of circulation in this community. Every day I have people call at the office for postal notes, which they have made out in their own names. They are afraid to keep the money in their homes for fear of burglars. That money I have to keep in hand in the bank to meet their requirements in case they present their postal notes for payment. Burglars would not touch a postal note under such conditions. Other patrons of my office buy postoffice certificates, on which they draw 2 per cent. interest. That money goes direct to Washington, and does our community no good. Our town is not a large one, but I have handled over \$50,000 which is absolutely removed from circulation. I cannot help feeling that the Government is educating the people wrongly to force people into using one of its governmental functions in this manner. Certainly the policy of the Government is impoverishing the towns it ought to build up instead of tear down."

The Cadillac Evening News publishes a very illuminating article concerning the way in which our through highways are disfigured by offensive signs. Some of the worst offenders are men who attach signs to trees and paint tobacco and other signs on barns and outbuildings. In an address before the Cadillac Rotary Club recently it was stated that Canada had done away with this abuse by appropriate legislation. The News remarks:

This is nothing new in Canada, only the latest step. All nine provinces are getting rid of roadside eyesores. Ontario began seven years ago with partial regulation, and four years ago went sled-length by giving its highway commission full power over all signs within a quarter of a mile of the highway. Half a million signs had been demolished and removed by the beginning of this year, and a half of the remaining ones were due to be removed by this time. The rules apply to buildings as well as signboards; no sign can be painted on buildings except to advertise business carried on there. Business signs can be used only where the business is carried on—not peppered along the roadsides for miles each way. No sign can be put on trees, rocks, fences, barns or other places where goods are not sold.

They do it in Canada. Why don't we do it in Michigan? Several reasons might be suggested.

Are the Canadians a more civilized people than we and do they have better taste? Michigan people would hardly be willing to admit that.

Are they more progressive, and we a little slow and dull? That would hardly be admitted either.

Is it because Canada has outdoor beauty that is worth protecting, while Michigan has none? Just ask any Michigan resident if that is true. Compare Michigan's beauties with the flat plains of Manitoba.

Are the Canadian provincial governments firm and independent while Michigan's government is under the thumb of advertising interests? We doubt if you could get that admitted at Lansing.

Do Michigan people like to have the roads lined with signs, do they enjoy reading them and do they love to gaze on a barn covered with a gaudy tobacco sign or to look past a billboard to see a beautiful landscape? Ask any person above the age of five years.

Or is it supposed that we are helpless, and that somehow or other we cannot stop the abuse? Every lawyer and member of the legislature knows that is not true.

I cannot help feeling that this is a timely topic and that someone who possesses the element of leadership could sponsor a movement to improve the present situation with credit to himself and with satisfaction to the people.

Martin, Aug. 24—I am enclosing a cover advertisement which is being run by every so-called farm paper in the country—an advertisement glorifying the chain system of merchandising—and you will note that the source of the advertisement was your Michigan State Agricultural College, or its spawn, the extension service.

I cannot understand why the independent merchants of Michigan or anywhere else help in their taxes to support this institution, which is boosting the chain store and do it without protest. They go to the polls and vote to retain its office men from whose brains this gigantic vote retaining bureau springs and men who favor it. And this advertisement should be shouting evidence of how they are repaid.

I am a farmer (because I don't know enough to do anything else) and

have made a study of this so-called extension service and find that it is of absolutely no value to anyone but those holding public office and those occupying sinecures created by a pernicious bureau which is costing us more than any other except that of war and I stress the importance of working and voting against anyone favoring it, especially township supervisors.

I would suggest that you get the subject before your readers in a manner that will convince them that a vote for any man or woman who is in sympathy with this utterly useless (to the farmer, but not to those holding office, for it enables them to perpetuate themselves in office) agricultural bureau is a vote against their own interests.

E. L. Potter.

I am sorry to give place to the above complaint, which is the fourth letter I have received on the subject. I am compelled to admit the practice complained of is a very common one, due to the inclination of college professors and agricultural experts to accept what they call retainers—but which I call bribes—to exalt the questionable methods of the chain stores in their dealings with farmers. The recommendation referred to by Mr. Potter is so clearly unfair and indecent that the man who made it either did not sign his name to it or the A. & P. eliminated it for reasons of its own. I hope to live to see the time when the retainer system will be abolished, so far as it applies to the corruption of public officials.

E. A. Stowe.

**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



### Campaign For the Bettering of Business Conditions.

Indications at the present time point to better business in the very near future. Prices have increased in some of the basic commodities, especially farm products, and the stock market, one of the surest indications of business, shows a decidedly strengthened tone with more confidence as the evident factor in the general increase. This is generally causing the American people to feel that business has finally passed its lowest mark and is definitely on the upgrade. It means that if it continues in a short time there will be more sales and more purchases in every part of our great nation.

The time is now ripe for the manufacturers and the wholesalers to begin their most earnest efforts to increase sales, and the only way in which sales can be increased is by the employment of salesmen who are willing and anxious to work.

For almost eighteen months the United Commercial Travelers have been working with a view of helping to re-establish confidence among the business men of the continent. We have urged team work on the part of the manufacturer with the salesman and team work by the salesman with the manufacturer. It has been and remains our belief that only a realization of our complete dependence upon one another will ever again bring business back to its proper level. We hold that there has been too much price cutting; that there has been too much misrepresentation in advertisements and that there has been too little real courage shown on the part of the men who had products for sale. We have stated many times that the withdrawal of the salesmen from the road has had a serious affect on business conditions and has, in part at least, been responsible for the slacking business conditions which have existed. We now say that if these men who formerly employed salesmen will once more put them out to spread the doctrine of team work in business and to create in the minds of the people a desire for the products which they represent, the recovery in business will surpass the fondest expectations of the most hopeful optimist.

As an organization, we would warn that there cannot be any lasting improvement until the lessons of quality and service are again learned by the nation. We believe that the present tendency of cutting prices and lowering the quality of products is the most disastrous and most unwise practice which has ever been adopted by any nation. We believe that the purchasing power is being crippled because of the inability of the potential purchasers to buy the sort of things they wish to use. We have found numerous instances, particularly among the women buyers, where they were unable to purchase clothing or furniture in keeping with their own standing in the community and in keeping with the standard of living which they have established over a long period of years.

The responsibility for this condition rests entirely upon the shoulders of the men who once dealt in quality and then changed their ideas. This is not

a shoddy Nation, and it will not continue to buy shoddy goods. It is not a cut price Nation and does not demand cut prices of products. Naturally in the days which have just passed, when everybody was lowering prices even below the cost of production, the public watched the process with interest and awaited the time when the lowest possible price might be reached. It is but logical that under such conditions all purchasing practically ceased, and when purchasing ceased, production ceased, labor ceased, wages ceased and the whole continent was at a standstill.

It would not appear difficult for any clear thinking man to see that when the public became satisfied that no further reductions were to be made that purchasing would then proceed along its former lines, and when purchasing does resume, employment will necessarily also be resumed, wages will again be paid and the laborers will be able to buy. The general indication of improvement and the increase in prices are putting new hope in the hearts of the people and we face the peculiar situation of having the public actually thankful because it is being asked to pay more for products than it was paying a few years ago. It is only in the realization that quality lasts and brings satisfaction coupled with the determination of the producer to render a full measure of service for the money that we may hope to bring again a prosperous continent. We wish to warn our readers that unless the lessons of quality and service have been learned and unless the lesson of conceding a fair profit to the producer has been learned our present prospects of better business will soon sink and we will face a bitter disappointment. We must be willing to live and let live; we must concede to our business associates the right to earn their livelihood; we must work together in harmony as brothers of one great family if we are to become a prosperous continent. This is what we mean when we talk of team work. This is what we mean when we ask our readers to practice team work with their neighbors, with their associates and with their business rivals as well.

For the first time in many months the newspapers are all carrying the news of gradual increasing employment and gradual rising prices. It is a splendid indication of a better future and we would beg our readers to look back upon the things which we have said in the past few months and again come back to the old American standard of brotherhood and consideration and build on a permanent basis of fair dealings and fair play.

A. G. Guimond.

### Help Him And He Can Help You.

Lansing, Aug. 30—Our former president, James T. Milliken, of Traverse City, is a candidate for the office of State Senator from the twenty-seventh senatorial district. This district is composed of the counties of Antrim, Kalkaska, Missaukee, Leelanau, Benzie, Grand Traverse and Wexford. Within this district are the cities and villages of Cadillac, Traverse City, Kalkaska, Lake City, Frankfort, Bellaire, Elk Rapids and Mancelona.

Mr. Milliken's name will be on the Republican primary ballot. It is unnecessary in this bulletin to comment regarding Mr. Milliken's ability and standing in his portion of the State. He is a capable man and thoroughly equipped to serve the State with honor and ability. The mercantile interests of the State will, if Mr. Milliken is successful, have a man who can intelligently champion their cause.

We request members to write to your friends in this district urging them to vote on primary day, Sept. 13, and be sure to put a cross opposite Mr. Milliken's name. Please bear in mind that a letter written to your friends after that day will be of little account. If Mr. Milliken is nominated in the primaries, it will then be a party contest between himself and his democratic opponent. Please give attention to this without fail.

"In 1837 a great land boom collapsed, farms sold for 2 per cent. of their values and banks suspended specie payments. In 1857 every bank in the United States suspended payments in cash and industry stopped almost entirely. Property values fell 25 to 75 per cent. The sub-treasury in Washington was stormed and only saved by Federal troops. In 1893 as high as 360 per cent. was offered for call money with no money available. In 1837, 1857 and 1893 they said prosperity couldn't return, but it did. And now you hear the same cry. They say prosperity cannot return, but it will." Quoted.

Some financing organizations offer seemingly fair propositions which will hang like millstones around the necks of those who sign their contracts. Many credit and collection agencies rob the merchant just as surely as though they had pointed a pistol at his head. There are sales promotion and advertising schemes that are nothing but cleverly disguised plans for separating the merchant from his money. Sign no contracts with any organization unless you know absolutely that the firm is a reputable and responsible one. Beware of wolves in sheep's clothing. Most of the contracts never would have been signed if the dealer had taken the trouble to read what he signed. Write your Association about any sales promotion or credit collection agency that solicits you.

In Kalamazoo recently we were pleased to learn that Mr. Streng has returned to his home with a good prospect for recovery, after undergoing a serious operation at the hospital. Mr. Streng has severed his connection with the firm of Streng & Zinn and will rest for a while. We hope he will be fully restored to health. A new organization has been made by Mrs. Zinn and her son. They will continue the business under the old name. Knowing Mrs. Zinn as we do, we prophesy a successful business future for them. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

### Swagger Suit Volume Large.

An excellent business continues to be done in swagger suits and ensembles, with these styles figuring notably in the re-orders which have been reaching the manufacturers. The bulk of consumer buying of these types is concentrated in the popular price to low end lines. At the same time, however, an increase is reported in calls for better grade coats. The belief is gaining ground that the consumer demand for better coats will be larger than was anticipated at the start of the wholesale season. Some retailers in their forthcoming promotions will confine stocks to eight carefully selected models, feeling that concentration will be desirable and profitable.

### Offices Urge Advance Orders.

The delivery situation has reached the point where leading resident dry goods buying offices in New York began advising retailers that it is "absolutely necessary" that requirements be anticipated and orders placed for future deliveries. Mail orders for ready-to-wear and accessories are heavy and the bulk of the calls stress quick shipment. Stocks on hand, however, are so low that it is almost impossible to meet such requests. Moreover, price advances are now beginning to be noted in finished merchandise, particularly coats, dresses and fur jackets, in addition to textiles.

### Call Starts For Fireplace Sets.

Bronze and wrought iron fireplace sets, in retail ranges up to \$15, are in fair demand for early Fall delivery. The majority of orders are confined to the \$7.50 and \$10 sets, with a sprinkling of demand for better price offerings. Stores are purchasing in larger quantities than they did last year and are asking for much earlier delivery on orders. In some instances retailers said they expect to do a heavy volume of business on low-end sets throughout the early Fall and will replenish stocks with higher-price goods in November for the holiday trade.

### Prepares For Home Wares Sales.

Last-minute purchases on the part of home wares buyers bring exceptional activity to the wholesale markets. The majority of retail stores will launch promotions after labor day and have been building up stocks in anticipation of the event for the last two weeks. In kitchen equipment, cooking utensils retailing from 10@75c and cutlery to sell up to 50 cents are wanted. Electrical appliances, including irons, coffee percolators and toasters to retail around \$5, were ordered in quantity for immediate delivery.

### American Woolen Withdraws Prices.

The American Woolen Co. withdrew prices on its men's wear line, departments 1 and 2, effective at the close of business last week. The company's announcement contained no additional information, but the move is regarded as preparatory to a general advance in quotations before the end of this week. Other mills are reported planning to mark up prices 2@12½c per yard on various numbers, including both men's and women's fabrics. Orders have come into New York selling offices in larger volume during the week and some mills have already raised quotations 2@5c per yard.

### Expect Rise on Fall Underwear.

Price advances ranging up to 50c per dozen on standard lines of heavy-weight cotton ribbed underwear are expected before the close of the week. Many are surprised that the rise has not already been put into effect, but the opinion is expressed that mills are waiting for buyers to assimilate the advance on the cheap lines before taking action on the regular goods. As a result of the cotton spurt, Spring lines may be offered shortly after labor day instead of in October, as originally planned.

A woman of charm is as rare as a man of genius.



# FAILURE OF LAW ENFORCEMENT AS INCENTIVE TO CRIME

I have not studied crime from the standpoint of the scientist. The most of my ideas on crime and criminals have been gained through actual contact with the criminal and experience in our penal institutions.

I served two years as assistant county attorney, six years as county attorney, almost a decade as district judge, and six years as parole attorney in the governor's office. In the last few years I have spent more than nine months within the walls of the penitentiary and reformatory.

There are so many different kinds of criminals that it is very difficult to classify them. In a general way we may classify criminals as normal criminals, subnormal criminals, and neurotics.

The normal criminal is a person who is antisocial and should be punished until he recognizes the right of society to make laws for its safety and preservation.

The subnormal convict is treated as a criminal but is not really a criminal at heart. He is an unfortunate who should be cared for by society. His is properly a custodial case, and with the proper attention he can usually be taught some useful trade whereby he may become self-supporting and happy.

The neurotic is likely to commit a crime, and when he does he is classified as a criminal; but he is mentally sick and needs medical treatment, and not punishment. The more punishment he receives the more nervous he becomes, and consequently the more menacing to society and to himself. In such cases punishment defeats the ends sought.

According to Freude, we are all born criminals. I shall say we are all born anti-social.

The fact is that we all have instinctive drives which would control our lives but for the fact that society demands that certain of the instinctive drives must be held in control; and the sooner we are taught to conform to these rules the better it is for us. If we are not taught to control these drives while we are yet in our homes, we must be taught to do so in the school of hard knocks, or be classified as criminals.

If the conscience, or super ego as some of the psychoanalysts call it, is properly developed it can and will control our instinctive drives. If it is not properly developed we shall be controlled by the instinctive drives and remain antisocial.

Society virtually says to the individual: "For the good of society you must permit the regulation or supervision of certain of your instinctive desires; and you will be protected in the enjoyment of those not relinquished or submitted to regulation."

So long as society respects the rights reserved to the individual and protects him in the enjoyment of same, the individual may be expected to respect the contract and live within the regulations prescribed by society. But if society fails to keep its part of the contract, then the individual feels at liberty to breach the contract and express the instinctive drives denied to him by the implied contract. Society must of necessity have the right to punish and restrain those who are antisocial.

Tennyson said, prophetically: "The individual withers; but the world is more and more." In our complex civilization it is necessary for the individual to give up some things that are not harmful in themselves and that are perfectly proper in thinly-settled communities, but these things can not be tolerated in cities.

On the farm a man may well keep his milch cows and his pigs; but when he moves to the city he has to give up these things. They are proper on the farm, but are a menace to comfort and health in the city.

I do not agree with the statement that a man cannot be a free moral agent, and that he is wholly a creature controlled by the influence of heredity and environment. Was it not said that no good thing could come out of Nazareth? Other leading figures in history might be cited to show that many leaders have been developed who had no background, either of heredity or environment, to which they might point with pride.

It is probably true that the moron is very largely a creature of heredity and environment, as he does not have the capacity to rise above the community in which he is raised. Our instinctive drives and our super ego are constantly contending for the mastery.

If the super ego becomes careless or ceases to guide the instinctive drive we readily become the victim of our natural instincts. The moron does not have the capacity to control the instinctive drives, and for that reason is likely to become a dangerous criminal; and this is especially true in regard to sex crimes.

It is probably true that the man with strong instinctive urges, in whom the super ego is in constant danger of losing its control over the ego, may find some satisfaction in seeing others punished for crimes that his super ego has had trouble in repressing. He fancies the punishment of others aids his super ego to keeping the upper hand.

Freude says: "Fear of punishment and hope of being loved represent the two social regulations of human instinctive life."

We strive to adjust ourselves to obtain pleasure and avoid pain; human instinctive drives demand expression of gratification. We must adjust ourselves so as to allow the greatest freedom permissible consistent with the rules laid down by society.

The renunciation may go so far and it may be impossible for it to go further. Any attempt at further renunciation disturbs the equilibrium. A failure to gratify the demands of nature is one form of punishment.

The fear of punishment has a tendency to cause one to curb his instinctive impulses. This is a form of punishment; and when one has endured this punishment it tends to make him feel freer to follow his instinctive drives. If we threaten him with too severe punishment the inner moral influence may be lost.

When some criminal who is clearly guilty is not punished and some innocent man is punished it makes one feel that his rights and the rights of his neighbors are not safe. He naturally rebels against his repressions and is likely to become a criminal.

One trouble with our law enforcement is that our attitude toward laws and law officers is wrong. When an officer starts out to uncover a crime and brings the wrong-doer to justice he is likely to be called a snooper.

We applaud the criminal who confesses his crime, but condemn him if he assists the officers in the capture and prosecution of his accomplice, or any other criminal, and brand him as a "squealer." We thus align ourselves with the convicts, who brand this man as a "rat" when he enters the penitentiary.

In other words, if the prisoner lines up with those who are trying to protect society we condemn him; but, if he lines up with the criminal and refuses to give evidence necessary for the conviction, we applaud his action.

A person may become a criminal by the influence of heredity, environment, and mental or physical conditions. A weak mentality yields more easily to temptation than a strong one.

A sick man is more irritable than a well one. There are some reputable authorities on crime who claim that the failure of the endocrine glands to function properly is the cause of much crime.

I would not like to close this discussion without offering some suggestions that, in my judgment, would tend to cure some of the present errors in our manner of handling crime and criminals. I am convinced that long sentences do not tend to reform the criminal, but have the opposite effect.

If two or three years in a penal institution is not sufficient to work a reformation in a convict, no amount of punishment will do so. The only legitimate reason for keeping him long is to keep him out of circulation, and possibly to make him afraid to commit another crime, although I do not believe ten years will make him any more afraid than would two years.

The fact is that the normal man who commits a crime does not expect to be punished at all for his offense. If he knew he would be captured and compelled to serve two years in the penitentiary he would not commit the crime.

The habitual criminal is not imprisoned for his own good, but is kept in confinement for the protection of society. He should never be released.

Prisoners should be sentenced to the penitentiary until released by the parole board, and not given a definite sentence. Then the prisoner would be kept in prison until the parole board was satisfied that he would not again violate the law when released from confinement.

Many prisoners are now released from the penitentiary upon the expiration of the full term, when all the authorities who have anything to do with the prisoner are satisfied that he will be returned to prison in a short time because of some new crime he has committed.

Our sheriffs should serve longer terms than they are now permitted to serve under our Constitution. The proposed amendment which permits sheriffs to serve more than two terms should be adopted.

A great deal of time is wasted and unnecessary money expended in the selection of twelve jurors to try lawsuits. It would be much more expeditious and a great deal less expensive to use six high-class jurors; then the peremptory challenges could be reduced to half what is now permitted. This would help, rather than hinder, the administration of justice.

Notice should be required to be given to the prosecuting attorney before alibi evidence could be offered in defense of the accused. The different degrees of crime should be greatly reduced, or entirely abolished.

If every man could be reasonably sure that he would have to pay the penalty if he committed a crime, there would be fewer crimes committed. At present the percentage is very largely in favor of the criminal. A very large per cent. of the crimes reported are never solved, and no one punished for the commission of these offenses. A. S. Foulks.



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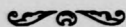
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