

MICHIGAN TRADESMAN

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Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, JANUARY 22, 1930

Number 2418

A PRAYER

Let me do my work each day, and if the
Darkened hours of despair overcome me,
May I not forget the strength that comforted
Me in the desolation of other times, May I
Still remember the bright hours that found me
Walking over the silent hills of my childhood,
Or dreaming on the margin of the quiet river,
When a light glowed within me
And I promised my early God to have
Courage amid the tempest of the changing years.
Spare me from the bitterness and sharp passion
Of unguarded moments. May I not forget
That poverty and riches are of the spirit.
Though the world knows me not,
May my thoughts and actions be such
As shall keep me friendly with myself.
Lift my eyes from the earth and let me
Not forget the uses of the stars.
Forbid that I should judge others lest
I condemn myself.
Let me not feel the glamour of the world,
But walk calmly in my path. Give me
A few friends who will love me for what I am
And keep ever burning before my vagrant steps
The kindly light of hope; and though
Age and infirmity overtake me, and I
Come not within sight of the castle of dreams,
Teach me still to be thankful for life,
And for Time's olden moments that are
Good and sweet; and may the evening twilight
Find me gentle still.

**TWO
PRODUCTS**



EASY TO SELL

KNOwn and approved by housewives throughout the Middle West, Semdac Liquid Gloss has been for years an easy selling and profitable product to handle. Now, with the addition of Semdac Furniture Dressing, you have *two* products that will sell quickly.

The name Semdac is extensively advertised. Many of your customers have used the Liquid Gloss—and without doubt liked it. Those who try Semdac Furniture Dressing will like it fully as well.

Take advantage of the sales opportunities that these two products offer you—stock them.

STANDARD OIL COMPANY

910 S. Michigan Ave. (Indiana)

CHICAGO ILL.

4124



SEMDAC
FURNITURE DRESSING
LIQUID GLOSS

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

SUBSCRIPTION RATES are as follows: \$3 per year, if paid strictly in advance. \$4 per year if not paid in advance. Canadian subscription, \$4.04 per year, payable invariably in advance. Sample copies 10 cents each. Extra copies of current issues, 10 cents; issues a month or more old, 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

Entered September 23, 1883, at the Postoffice of Grand Rapids as second class matter under Act of March 3, 1879.

JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

GONE TO HIS REWARD.

Death of J. B. Shaughnessy, Well-Known Traveler.

James B. Shaughnessy, 55, of 1206 Bemis street, prominent in Kent county political circles and several years proprietor of a hardware store on Division avenue, died last night after a long illness. The funeral will be held in St. Stephen's Church, Friday morning. Father Leo J. Farquharson



J. B. Shaughnessy.

officiating. Interment will be in St. Andrew's cemetery.

Biographical.

James B. Shaughnessy was born on a farm five miles north of Flint, on October 30, 1876. His parents on both sides were of Irish descent. Two years later the family removed to a farm near Grand Blanc, where Mr. Shaughnessy lived until he was 20 years of age, attending the district school summers and the Flint public schools during the winter. In October, 1896, he went to Holly, where he secured employment with the Elliott & Nicholson Hardware Co. as clerk. He remained with this house three

and a half years, when he was offered a clerkship in the retail store of Morley Bros., at Saginaw. Four years later he was tendered a position on the road and for eight years he covered Northwestern Michigan for Morley Bros., retiring from that house on June 1, 1912, to make a new connection with the Michigan Hardware Co., of this city, in which he was interested as a stockholder and director. He subsequently sold his interest in that company and engaged in the retail hardware business on South Division avenue. For some years he had represented the New York Life Insurance Co. During the 1928 elections he served as secretary of the Kent county Democratic committee. He was a member of Holy Name Society.

Mr. Shaughnessy was married June 11, 1902, to Miss Lulu Copp, of Holly. There are two living children—boys—and the family reside in their own home at 1206 Bemis street.

Mr. Shaughnessy had no hobby but work. He attributed his success to close application to business. He had a genial disposition and made friends easily and held them strongly. He was one of the few traveling men who did not think it necessary to finish his trip Thursday night or Friday night of each week. He invariably stayed out until Saturday morning, which gave him an extra evening with his trade, and to this fact was probably due, in no small degree, the remarkable success he achieved as a traveling salesman. Mr. Shaughnessy was fond of his children and seldom left home, outside of business hours, unless his family was with him. He made it a rule to take long walks with his children every Sunday.

One of the pleasant features of Mr. Shaughnessy's life was his love of everything Irish. He was naturally partial to green, which accounts for the preponderance of green furniture and furnishings in his home.

Late News From Michigan's Metropolis.

At the annual meeting of Lee & Cady, a cash dividend of 6 per cent., or an equivalent of 60c per share, was declared payable Feb. 1, to stock of record Jan. 15. The officers and directors were re-elected as follows: Gilbert W. Lee, president; Thomas J. Marsden, vice-president and manager of the Detroit branch; George R. Treble, secretary and treasurer. George E. Kelley a director, was appointed general manager of all branches, which included Detroit, Kalamazoo, Grand Rapids, Lansing, Bay City, Saginaw and Flint. The company is also operating fifty cash and carry wholesale grocery stores in the State, eighteen of which are located in Detroit. James A. Casey was appointed manager of

the Kalamazoo branch; William L. Berner, manager of Grand Rapids and Lansing branches; Hoyt N. Smart, manager at Bay City, Saginaw and Flint.

Benjamin Marx, proprietor of a meat market at 8466 Grand River avenue, discovered that burglars had broken the combination off his safe and taken \$300, when he went to the place late Sunday. The robbery occurred sometime between midnight and noon Sunday, police said. Marx lives at 1703 West Grand boulevard.

Two of the largest automobile factories in the lower price field this week jumped into heavy production and present indications are that both these plants will produce more cars this month than they did in January, a year ago, although they broke all previous records then.

The week after the National Automobile Show in New York always sees a considerable increase in output at the various Detroit plants, and this is true this year. Executives, on their return from the metropolis, expressed themselves as satisfied with the success of the exposition.

While executives of the industry feel that good business will be the rule during the first six months of the year, they have no mistaken ideas about a "boom." They are of the opinion that there will be a steady increase throughout the Spring months, but they are not making any predictions as to what will happen after June 1.

From present indications, buying by motor car manufacturers this year will be very close and they do not intend to carry overly large stocks of materials until steady buying on the part of the public begins. Although large commitments for materials have been made, the majority of these commitments are for future delivery.

It is not the intention of makers to stock dealers heavily throughout the country. They are just trying to fill the dealers' requirements.

Employment conditions have greatly improved in Detroit in the last two or three weeks. Many men have gone back to work in the factories following the lull in business in November and December. This is expected to continue, but it should be remembered that there is plenty of labor in Detroit to take care of present requirements at the factories.

Money and credit are not mechanisms of finance but are bound up with life and with basic moral problems of every man and woman. Thus high business standards require men who are technicians in the sense of making the connecting link between the golden rule, on the one hand, and the most complicated business transaction on the other.—Owen D. Young.

Kept Meat in Toilet Room.

W. T. Linzy, manager of a chain (Skaggs-Safeway) store at Great Bend, Kansas, was recently arrested on complaint of the State food inspector for storing his uncut meat in a toilet room in the rear of the store. This had been his practice for several months. He entered a plea of guilty and was fined \$25 and costs, which he paid.

A Great Bend merchant, in writing to the Merchants Journal about this extraordinary case says:

"The local paper here — we have only one—has so far declined to print this news. If we can't get it printed in the local paper, we will find other means for giving it publicity.

"This Skaggs-Safeway chain store has a slogan, which it prints in every one of its advertisements. The slogan is 'Distribution without Waste.' The local manager is simply trying to live up to that slogan. The toilet room where the fresh meat was stored was not warm, and hence it saved the Skaggs store the wholly unnecessary expense of buying an ice box and keeping ice. That is what I would call real economy and efficiency in operation. None of these efficiency experts have ever suggested the idea of a combination toilet room and ice box. It is an exclusive and original Skaggs idea, but now that it has become public property, I suppose it will be adopted by other chain stores that pride themselves on their efficiency and economy.

"I have been in the retail grocery business for twenty-six years, but I never knew of any grocery which could come up to this Skaggs scheme for economy. I wonder how the Skaggs customers will relish those nice juicy beef steaks when they know that they have been preserved and stored in a toilet room, some hanging up on nails, and some down on a shelf so close to the bowl—well, let us draw the curtain. It is not a nice picture."

Eight New Readers of the Tradesman.

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

Rev. M. E. Trotter, Grand Rapids.
Robert W. Gibson, Grand Rapids.
Coopersville Lumber Co., Coopersville.

Hotel Seaver, Ithaca.
Clipper, Cedar Springs.
Chamber of Commerce, Benton Harbor.

B. D. Lull, Kalamazoo.
A. C. Christofferson, Cadillac.

TRAILING A LANDSCAPER.

Spending a Half Day Near To Nature.

The Landscaper and I are spending the heart of winter away from the snow and ice and blizzards which characterize the winter where we call our homes. We are relaxing from all responsibilities and duties which we know will await us when we again resume the regular routine of professional and official life.

I call him a landscaper because he likes the term. He has made a reputation all over the country under the title given to his profession — landscape architect. He says that architecture and engineering and sculpture and painting come into the field of his profession, but he prefers a term which shall belong peculiarly to the profession which he has adopted. And while a number of people think of him as a landscape gardener, and he has written a work which is a classic—which is entitled "Landscape Gardening"—he still contends that he would like the men in his profession to be called landscapers.

In our recreations we discuss many interesting things. We sing the songs of our boyhood, we play the games of our childhood and we naturally talk about the interests which have given character to our lives during all the years of our pilgrimage. This morning we indulged in a game of dominoes, then we went out to the croquet ground and cleared away the arches and, with an improvised land plane, we smoothed the surface so that it would have a smaller number of hazards. Just as we were finishing this interesting piece of work he said to me, "Don't you want to take a ride with me this morning?" And I assented with pleasure.

At 10 o'clock the chauffeur appeared and we drove five miles out in the country to an area of land which he has enclosed with a fire fence, containing a hundred acres or more; and within its confines is a beautiful little lake. Here he plays several hours almost every day with things which comport with his profession.

We first followed a drive which had recently been laid out around the entire lake, stopping off at various places. And he pointed out to me sites for home building and called attention to desirable qualities of these locations.

At one point he said, "Do you see that wonderful skyline over the lake? Do you note the various tints of foliage here and there beyond the water? Just now the water is ruffled by a passing breeze, but wait a few moments."

Then he pointed out, when the water was placid, the wonderful reflections at the margin of the lake. He said, "Can you picture a sunset as viewed from here across the sheet of water, and can you envision what that would be to a permanent home?"

Then as we went from one residential location to another he pointed out the various attributes of each one which would make an appeal to people of different types and tastes.

We drove to his little shelter house and took off our coats, and he said, "Now we are ready to follow some trails."

He calls the place Spring Hammock, and it has a fine application and indexes the leading features of the place. Here and there all about the lake are active springs and little rivulets flowing into the central body of water. And the land, in Florida parlance, is called hammock.

"Now," said the Landscaper, "follow me. Do you see along our pathway little thistles coming up? They are not of the Canadian variety, but they are Floridian and when they come into bloom make a distinguishing feature of our landscape. Do you see that log nearly decayed? It illustrates how rapidly disintegration of wood material takes place in this climate. That log fell there only three or four years ago, and soon it will be entirely incorporated with the soil and add something of humus which is greatly needed in these sandy plains lands."

Just then as we looked up through an open space in the tree tops he said, "See that airplane passing over?"

And I looked up and there was a buzzard languidly moving about, possibly looking for something below him to satisfy his hunger. The particular ease with which he moved through the air, going for some distances without moving a wing, and then with just the flex of his wings he changed his course and exhibited a grace of movement and energy in propulsion wonderfully attractive against the blue dome of heaven.

"When I was a lad," the Landscaper said, "like Darius Green, I had a vision of what an airplane should be, and I thought there would be some day wonderful undertakings through the study of the movements of our feathered friends. I never have had time to work out my thought, but others have done it, and I still think they have many things to learn in watching the movement of the larger birds which move with such wonderful facility and ease through the air."

This was just a by play, and I reached to pick up a bit of moss from the ground which attracted my attention, and he said "I'm glad you noticed that treasure in my domain, for there are wonderful varieties of these lower forms of life everywhere apparent. As we go along, we will gather some of them."

Just then we passed an old stump and he called my attention to the various forms of fungus growth on the top of the stump and said, "Here we have a veritable museum and the glass, as you will notice, reveals the wonderful perfections of the details in plant growth as we find it here."

From various places, as we moved along, we gathered other specimens, until I had quite an array of delicate forms and brilliant growths, as illustrated by these lower forms of vegetable life.

We came upon a little pond which I was told was the head of a spring.

He said, "I have scooped this out and you will note that there are very interesting things on the margin of

this little pool; and from it emanates a rivulet which gradually makes its way to the lake. Let us follow it down."

My attention was called to a number of things along the margin of the rill and how he had isolated here and there certain plants which added to the marginal beauties of the banks, and everywhere there was a profusion of the most delectable mosses that produced perfect land-covers. I was greatly impressed by the beauty developed along the banks and the cover of things displeasing to the eye by the various mosses. After passing two or three miniature waterfalls, we came upon a piece of log from an oak tree that had fallen, and on this piece of log were several burls.

The Landscaper said, "In working up that old tree into wood, I found this remarkable piece containing burls and I'm going to put it down where that little dam is made, and allow the water to percolate over the block, tracing its way among the burls. I believe it will be a very interesting feature in the rivulet."

From here we passed to an open space on the body of the little ravine and he took from under his arm a large square of brown denim and spread it on the ground, saying, "Here is where I recline during the lunch hour, and don't you see how completely isolated we are? Now look upward and see that open space between the tree tops. And just at the lunch hour, the sun comes out in its full glory and here I recline for my sun bath. Now sit down," he said, "and take off your shoes and stockings. I will not make the quotation to you in connection with this process and say 'because this is holy ground,' for the whole earth, according to Dr. Bailey, is holy. But I want to give you a little pleasurable experience."

We took off our shoes and stockings and rolled up our trousers and underwear, and he said, "Now follow me."

"But," I said, "my feet are tender, and this seems like a pretty rough place for a tenderfoot."

And he replied, "It is only two or three steps, when you will find the most delightful place to put your feet you ever thought of."

And stepping down the bank over soft moss, we stood upon the basin of the rivulet. It was a bed of white sand. We waded along for many rods, stopping here and there to view the wonderful things along the banks and enjoying to the full the pleasures of seeing attractive features in nature unspoiled by man's art.

My Landscaper said, "Doesn't that feel good to your feet? Doesn't this appeal to one of your five senses in a most delightful way? Just listen," said he. "Do you hear that water purling through its crooked pathway — isn't that a delight to your ears?"

And then he reached to the bank and took a little handful of leaves and crushed them in his hand and held them up to my nose, saying, "Do you catch that delightful aroma? Doesn't that appeal to another of your senses? What finer illustration can you have than in this bit of abandon of the joys

which can come to all our senses when we place ourselves in touch with the wonderful things that nature presents to us in her favorite haunts?"

We returned to our denim blanket and he said, "I forgot to bring along a towel, but if we sit here a few moments in the sun, the drying process will be taken care of." And reaching for a handful of soft Florida moss, he handed me a little bundle and said, "I think this will brush off the particles of sand and you can restore your footwear."

Then we followed farther this trail and entered a number of other tiny valleys with rivulets and embroidery, and my attention was directed particularly to the wonderful range of plants which grew on this hammock land. I think the ordinary traveler passing through this domain in an automobile would simply call it a barren waste, and still, with the eyes of the Landscaper and his wonderful vision, I found here wonderful revelations in God's created things which are not placed on display in the open.

"One of the most important problems," said the Landscaper, "here in Florida is to find a ground cover that will take the place of our grass of the North. I would have no expectation of finding anything satisfactory in the grass family, but there are many other plants, which, if carefully selected and utilized, might make a soil covering as attractive as the grasses. I am looking for these plants and I am finding indications that we have here in Florida native plants adapted to the climate which will stand conditions which disqualify our grasses for a soil-cover that can be used in connection with landscape work and add greatly to the beauty of grounds about residences and public buildings."

"I want you to note," said he, "the wonderful variety of oaks. We generally think of an oak tree as a sturdy creation with rugged body and fine canopy. But here are oaks which are just shrubs. They are dwarfs which can be used in landscape work just as we use our most attractive shrubs, and I am finding here in Florida many attractive things of this kind which ought to be used instead of importing things from outside which are emphasized in the catalogues."

My attention was called to the trees which are peculiar to the sub-tropical region and the methods of adapting them to landscape work. And I was impressed with the thought that there are treasures here which are rarely used in the making of pictures connected with residential homes.

With the sound of purling brooks in my ears, the aroma of many varieties of aromatic shrubs in my nostrils, with the feel of the soft sand in the brook fresh in my mind, with the beautiful pictures that appeal to the eye directly about me, I heard the call of the chauffeur, and bidding adieu to my Landscaper, who smiled at me from the door of his shelter house, I was hurried back to my temporary home in Deland with this story which I have told, palpitating with sympathetic heart beats.

Charles W. Garfield.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Otsego, Jan. 20—I am writing you regarding a deal an extra smart salesman has put over on me and, as I understand it, several others as well.

Oct. 21 a salesman came into my store and talked for an hour on what an ideal place my store would be for toilet goods. I refused to order, telling him I was next door to a drug store which carried several kinds of toilet goods. Nevertheless, he talked until I, like a dunce, signed notes for two, four and six months at \$46 each. In one moment he was out of the door. He had stated I should send the company the names of 150 ladies to whom the company would send coupons which would apply on each purchase to help advertise the goods. Then just as he left he stated the company did not redeem the coupons, my assistant was with me at the time, and no sooner was he out of the store than I discovered he had left no duplicate order and no company address—nothing except an envelope with his personal address, Mr. Mount, Drake Hotel, Chicago. I immediately wrote a letter and cancelled the order and asked him to return the notes, as they would be no good and that I would not accept the order. One week later I received rather a sarcastic letter from him. Nov. 30 I received a letter from the Boerner-Fry Co., Iowa City, Iowa, stating the goods were shipped, also an invoice.

I immediately called the freight agent and asked him to return the goods. He said he would write the company first and tell them the goods were refused.

I wrote the Boerner-Fry Co. the circumstances and asked them to order the goods returned and to kindly return my notes, as they were absolutely worthless. In about ten days I received notice from the Cedar Rapids Finance & Thrift Co. to send remittance, as the Boerner-Fry Co. wanted their money. I wrote them at once to advance no money to the Boerner-Fry Co., as the order had been cancelled and the notes were worthless. A second notice came, also a third. Then one from the Bankers Commercial Agency, saying they received the notes from the Cedar Rapids Finance Co. and for me to send remittance to cover the same. I wrote them that I had written the Cedar Rapids Finance Co. not to advance any money to the Boerner-Fry Co. on the notes and that the Boerner-Fry Co. order was cancelled within twenty-four hours from the time given. Would they kindly look to the Boerner-Fry Co. for the return of the money advanced.

Now, another letter which I have not answered.

In the letter from the Boerner-Fry Co. they state that if I wanted the notes renewed they would try and have the finance company do so. The notice from the finance company stated I should send remittance, as the Boerner-Fry Co. wanted the money. I wrote again to the Boerner-Fry Co. that the order was cancelled in time not to have been sent, and that the goods were at the freight house subject to their order.

The salesman also stated that the company would take back all unsold goods, also send two beautiful beaded bags extra for placing the goods in the store.

If their agent represents them in taking orders, is he not representing them when the orders are cancelled?

Mrs. Wm. Palmer.

Above is the old, old story which has been told and retold in the Trades-

man every week for nearly fifty years.

Buying goods of a stranger is bad enough, but giving notes to a man who represents a house the buyer has never heard of—may not even have an existence—is the height of absurdity. Of course, the notes have no value whatever, because the company in whose name they were made has never obtained a license from the Secretary of State to transact business in Michigan. Resort to the "innocent third party" dodge will not avail the owners of the notes, because no subterfuge can be adopted to make a bad note good. All Mrs. Palmer needs to do is to sit tight and turn a deaf ear to any attorney who writes her or calls on her for satisfaction. If she signs any more notes for strangers, however, the writer will undertake to arrange with the fool killer to happen in on Otsego some day that would be pleasant enough for a funeral.

More cheats and frauds have emanated from Iowa City than any other town of its size in the country. There must be a School for Crooks in that locality.

Harry L. Shearer, who has charge of the Board of Commerce investigations of solicitors, is warning business men to be on the look-out for a woman who is representing herself in Michigan as an authorized solicitor for the National League of Nursing Education. The League has notified Mr. Shearer that the woman does not carry its authorization and that it has never received any funds thus collected in Michigan.

Household Problems of Food, Clothing and Budget.

The Department of Agriculture through its Bureau of Home Economics during the last year continued and broadened its studies of practical, everyday home problems important to health and satisfactory living.

Nutrition principles were expressed in daily menus, and recipes for the preparation of foods were tested. The food habits of children were studied and a bulletin prepared giving nutrition facts, menus, and recipes.

Designs for children's clothing were published in Department leaflets and popular articles. Co-operative relationships were maintained with manufacturers of patterns and ready-to-wear garments, so that mothers might purchase patterns or garments based on the designs.

The quality of family living depends almost as much on how the income is spent as on the amount of the income. Accordingly, studies were made to help the housewife in planning and recording family expenditures. A bulletin was prepared describing various methods, and a supplementary, loose-leaf account book was issued to simplify the keeping of household records.

A bulletin in preparation discusses family expenditures and gives typical budgets at different income levels. Two preliminary reports were made on how time is spent in the home. These were based on the records of 1,000 rural home makers.

They will be followed by popular publications on the preparation of time schedules and the planning of household tasks. Some information on the equipment used in the home laundry and the preparation of food was assembled, but much more is needed as a basis for advice on the wise choice of such equipment.

Studies on home refrigeration compared the cost of operation and management of ice and mechanical refrigerators. Bacteriological studies showed the most desirable temperatures for the household refrigerator.

The relative utility and economy of agricultural products used in the home was studied. This work included palatability tests to determine the influence of methods of production and other factors on the palatability of foods. Tests of the palatability of meat were made to help producers determine how the most palatable meat can be produced most economically. Facts were thus established which should enable them eventually to produce the kind of meat that is most acceptable to consumers.

Efforts to develop uses for all the grades of different crops, so that the entire output may find a profitable market, produced significant results. The Department suggested a number of uses for osnaburg, a fabric made from low-grade cotton, and the sale of this material was stimulated so that its increased manufacture absorbed more low-grade cotton. A study to determine the influence of the quality of cotton on the durability of fabrics was begun. This and similar studies should

assist manufacturers to select the grade of cotton best suited to their requirements.

Study of food handling costs resulted in recommendations for improvement. Education in the choice of foods, an important phase of home economics, necessitates keeping in touch with the home on the one hand and the food supply on the other. It is important to consider the food supply not only as a source of economic return to the producer but also as a source of adequate human nutrition.

Also it must be regarded from the standpoint of the supply as a whole, rather than from the standpoint of a single group of commodities. The need for education in the choice of foods has been increased by unethical advertising used to promote the sale of special foods.

Arthur M. Hyde,
Secretary of Agriculture.

Hot Drinks Popular.

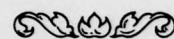
Hot drinks are becoming more and more popular. When you hear Mrs. Brown is giving a bridge party suggest hot malted milk or cocoa, or some such item. She will not only buy that but will probably buy some crackers, cake, cookies, etc., too. Also suggest bread for sandwiches and then sandwich spreads.

Jennings Manufacturing Co.
Manufacturers of Standard
Flavoring Extracts for
56 years.
1314 Division Ave., South
GRAND RAPIDS, MICHIGAN

HAVE YOU

Protected Your Life Insurance?

By arranging a Life Insurance Trust, you can afford your family the fullest possible benefit from your insurance funds.



GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

MOVEMENTS OF MERCHANTS.

Fraser—The State Bank of Fraser has increased its capital stock from \$20,000 to \$50,000.

Corunna—The Old Corunna State Bank has increased its capital stock from \$30,000 to \$50,000.

Benton Harbor—Mrs. H. Little has opened a grocery and meat market at 275 North Winans street.

Rogers—Erwin Hassenburg has engaged in the grocery and meat business in the Erkfits building.

Battle Creek—George Heatke succeeds Goddard & Kelley in the grocery business at 930 Maple street.

Detroit—Isadore Wolk, 7407 West Warren avenue, dealer in boots and shoes, has filed a petition in bankruptcy.

Lansing—George McLean has sold his grocery stock and meat market at 943 East Mt. Hope avenue to Alfred B. Kloog.

Saginaw—The Winkler-Lucas Ice & Fuel Co., 1203 South Washington avenue, has increased its capital stock from \$30,000 to \$80,000.

Detroit—The Ideal meat market, 17540 John R. street has been incorporated with a capital of \$50,000 by Alfred Berry and others.

Marquette—Fire damaged the Sam Fine store building and grocery stock, West Washington street, to the extent of several thousand dollars.

Palo—Gerald and LeRoy Udell have purchased the drug stock of the H. D. Pew estate and will conduct the business under the style of Udell Bros.

Detroit—The A. J. Erwin Drug Co., Inc., 9103 Twelfth street, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in.

Harbor Springs—D. M. Sparks succeeds A. G. Canada in the ice cream, soda water and luncheon business which will be continued under the same style, the Polar Cub.

Milford—Rice & Reid, Inc., has been incorporated to manufacture and deal in merchandise with an authorized capital stock of \$5,000, \$3,000 of which has been subscribed and paid in in cash.

Muskegon—J. A. Boucher & Sons, Hackley Bank building, are closing out their stock of clothing and men's furnishings and will retire from trade, after thirty years of successful merchandising.

Detroit—The Welding Equipment & Supply Co., 2232 Buhl building, has been incorporated with an authorized capital stock of 5,000 shares at \$10 a share, \$1,000 being subscribed and paid in in cash.

Baroda—The Baroda Coal & Lumber Co. has merged its business into a stock company under the same style with an authorized capital stock of \$60,000, \$54,000 of which has been subscribed and paid in.

Detroit—The Cusenza Gas & Generator Co., 5167 Cadillac avenue, has been incorporated with an authorized capital stock of 100,000 shares at \$1 a share, \$61,001 being subscribed and \$10,001 paid in in cash.

Decatur—H. G. Hudson has sold his stock of clothing and men's furnish-

ings, store fixtures and store building to Ervin Goodrich, who will continue the business under the style of the Goodrich Haberdashery.

Lansing—Fred A. Egeler, hardware dealer at 1215 Turner street, is remodeling and modernizing his store building. A new front of pressed brick, copper and tile, with plate glass windows will be among the improvements.

Detroit—The National Rubber & Salvage Co., 1532 Mack avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

Ferry—Elmer Sumner has traded his store building and stock of general merchandise to Roscoe Converse for his 80-acre farm, located near here. Mr. Converse has taken possession and will conduct the business under his own name.

Cadillac—Charles Sinclair has remodeled the building at 616 North Mitchell street into a modern mortuary with a crystal chapel in connection, and will occupy it with his undertaking business under the style of the Sinclair Funeral Home.

Detroit—The Reigel-James Co., 3-221 General Motors building, has been incorporated to deal in boilers, stokers, oil burners, etc., with an authorized capital stock of \$30,000, \$10,000 of which has been subscribed and paid in in cash.

Midland—The Midland Ammonia Co. has been incorporated to manufacture and deal in chemicals with an authorized capital stock of \$250,000 preferred and 8,000 shares at \$1 a share, \$250,000 being subscribed and paid in in cash.

Hudson—Cruse & Son, West Hudson street, has merged its business into a stock company under the style of the Cruse Lumber & Supply Co., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Detroit—Hamel's Jewelry Shoppe, Inc., 1252 General Motors building, has been incorporated to deal in jewelry and silverware at wholesale and retail with an authorized capital stock of \$25,000, \$21,800 of which has been subscribed and paid in.

Stambaugh—S. Willard Lindstrom has merged his electrical and novelty business into a stock company under the style of the Lindstrom Electric & Specialty Co., with an authorized capital stock of \$6,000, all of which has been subscribed and paid in.

Howell—Purdy & Woodruff, dealers in fuel, lumber and building supplies, have merged the business into a stock company under the style of the Purdy & Woodruff Co., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Pontiac—George A. Thompson & Co., plumbing and heating, 69 Dakota Drive, has merged the business into a stock company under the style of the Thompson Plumbing & Heating Co., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

Detroit—The Thermodor Co., Inc., 501 Kresge building, has been incorporated to manufacture and deal in receptacles for handling and holding cream, milk and dairy products, with an authorized capital stock of \$20,000, of which amount \$10,500 has been subscribed and \$5,500 paid in in cash.

Waldron—Cruse & Son, dealer in lumber, fuel lime, cement, etc., branch of the Hudson plant, has merged the business into a stock company under the style of the Waldron Lumber & Supply Co. with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Iron Mountain—Earl M. LaFreniere, 706 Carpenter avenue, retail dealer in electrical goods of all kinds, radio and radio supplies, has merged the business into a stock company under the style of the LaFreniere Electric Co., with an authorized capital stock of \$10,000, \$6,000 of which has been subscribed and \$3,000 paid in in cash.

Bay City—The Booth Fisheries Co. is completing a modern plant at this place, with an ice storage capacity of more than 700 tons, in addition to two fish freezing rooms. The ice storage room measures 70 by 23 feet. A ramp is being constructed at the river front and as soon as the ice leaves in the spring a new dock is to be constructed.

Alma—The Look-Patterson Drug Co. has dissolved partnership and the business will be continued by Harry J. Patterson who has taken over the interest of his partner, D. G. Look, who will devote his entire attention to his drug store at Lowell. The partnership has existed for fifteen years and during that time Mr. Patterson has had complete management of the store.

Lake Odessa—O. B. Garlinger and Miss Beatrice Henty, of Detroit, were recently united in marriage at the home of the bride's mother, Mrs. Belle Shibley, of Alma. They were attended by Mr. and Mrs. Neil Roe, of Lake Odessa, and the groom's mother, Mrs. Millie Garlinger. Mr. Garlinger has been a merchant in Lake Odessa for the past eighteen years. Mrs. Garlinger has been employed in the office of a large manufacturing firm in Detroit.

Manufacturing Matters.

Sparta—The Sparta Foundry Co. will erect a large addition to its plant, work to commence very soon.

Alpena—Two new industries here, manufacturing rustic furniture and wood novelties, are the Cork Cedar Products Co. and the Woodcraft Shop.

Coldwater—The Wadsworth-Campbell Box factory has become a part of the Auto-Kraft Box Corporation, in a \$5,000,000 merger, which includes forty-two factories.

Bay City—Frank L. Michelson, of Detroit, was elected President of the Columbia Sugar Co. at the annual meeting of stockholders held here last week. Mr. Michelson was chosen to succeed the late John C. Ross.

Coldwater—The Wolverine Portland Cement Co. announces the purchase of the building formerly used by the Coldwater National Bank at Chicago

and Monroe streets. This building will be used as the company's uptown office.

Marshall—The Marshall Machinery Co., established here eight years ago and operated under the management of Leo D. Barnard, has been sold to Charles L. Leonard, of Caledonia, and will hereafter be known as the Marshall Implement Co.

Detroit—The Wayne Show Case Co., 632 Catharine street, has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, all of which has been subscribed, \$582.51 paid in in cash and \$45,657.49 in property.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 21—The committee in charge of the winter sports here are busy mapping out a programme for February, which they expect will be a huge success. Now that we have a large toboggan slide which was dedicated last year, with all of the extra space for winter sports, a regular winter carnival will be put on. The ski tournament will attract competition from the copper country as well as the Canadians. An elaborate street parade and a shoepac dance at the armory will attract many visitors. The city manager is making preparations to clear the ice on the river for races and other events. This will be the beginning to make the Soo the coming winter city, as well as a most delightful summer resort.

The ferry operating between the two Soos ceased operation last Friday on account of the heavy ice. The walking across the river is now safe.

The general store at Blaney has added a meat department which is being installed this winter.

The deer have returned to Hulbert again for the winter and many visitors are enjoying the sight, where the deer are fed during the winter. The hotel at Hulbert is also doing an excellent business in consequence. It surely is a wonderful sight to see so many deer. They become very tame at this time—a sight worth driving many miles over the good roads to see.

The University of Michigan has purchased 200 acres of land between Dexter and Pinckney as a site for the proposed new observatory to be erected in the near future by the State.

The Bankers and Commercial Snow Shoe Club had their first tramp last Sunday, being entertained by Herbert Fletcher, of the Sault Savings Bank, at his cabin near Brimley. Another good time was had by all.

P. E. Gallagher, the well-known pioneer meat merchant at St. Ignace, has closed the market for the winter. He has had no vacation for many years and feels that he needs the rest and will enjoy himself.

Old timers who remember when the boys first began to part their hair in the middle now part it in the same way themselves—with the parting about five inches wide.

R. G. Ferguson, of the Soo Hardware Co., left last week with his wife to spend the remainder of the winter in Florida.

The new mill at the Algoma Steel Corporation in the Canadian Soo, known as the 12 inch merchant mill, will be completed this week, which will add to the activities in business.

Paris dressmakers win again. They have decided to have short skirts for daytime and long ones for evening wear. Thus everyone wins but father.

William G. Tapert.

Essential Features of the Grocery Staples.

Sugar—The market is the same as a week ago. Jobbers hold cane granulated at 5.95 and beet granulated at 5.75.

Tea—The past week has been rather one of routine. There has been no development of any kind, neither in market conditions nor in price in markets of this country since last week. There is a fair demand for Ceylons, Indias and Javas, and somewhat smaller demand for Formosas, Japans and China greens. Eastern primary markets, however, have shown advances in Ceylons and Indias.

Coffee—With the exception of slight advances in Rio and Santos futures, green and in a large way, the market has been another record of soft and easy trading. Reports came from Brazil early in the week that Brazil expected to float a loan pretty soon, the proceeds of which were to go to support the market. This caused some strength which lasted a little while and subsequently disappeared. There is no sign of a loan as yet. Actual Rio and Santos coffee shows no change for the week. The market, however, is on a slight higher level from the lowest point reached. Santos coffee of the desirable grades is relatively firmer than Rios. Mild grades are working up slightly. The jobbing market on roasted coffee continues somewhat weak in sympathy with greens. Chain stores have made very sharp declines in coffee during the last month.

Dried Fruits—In a week that has been marked by a fair all-around movement of dried fruits, the market has shown few changes of importance, and what price variations have occurred have been within narrow margins. The major dried fruits, peaches, apricots and prunes, have met with a somewhat improved demand generally with the approach of the season of heavy consumer demand. Oregon prunes have attracted interest in the past two weeks, and there has been a fair amount of buying from the source by local operators on an advancing primary market. Pacific-Northwest Italians have advanced from $\frac{1}{4}$ @ $\frac{1}{2}$ c per pound on what sizes there are left. Packers have practically no small sizes left. In California prunes there has been a better demand for the large and medium sizes this week, but there has not been enough activity to strengthen the spot market materially. Prices have remained at former levels. Raisins have been showing more strength on the Pacific Coast. Prices have been believed to have been ruling at bottom for some time, and lately there has been a disposition among packers to hold more firmly. Choice bulk Thompsons and the sulphur-bleached varieties have shown a tendency to advance.

Canned Fish—The situation on Japanese crab meat this season developed a very strong market. World consumption has increased, in the first place, as may be indicated from the rise in exports from Japan from 217,000 cases in 1924 to 508,000 cases in 1928. Another factor that has aided in the stability of prices has been the rise

in the value of the yen, which increased costs to importers, and brought about higher prices. Shrimp is moving in a moderate way locally. The market has been uneventful, but there has been little price cutting, either here or in primary markets.

Salt Fish—Another quiet week has passed in the local market for salt and cured fish. With consuming demand light, movement from primary markets has died down to practically nothing. Quotations on salt mackerel have been fairly well maintained in spite of the dullness of the market, owing to the close cleanup of stocks. Other varieties have shown no material price fluctuation during the week.

Beans and Peas—Early in the week the market on pea beans and red kidneys showed some improvement and prices advanced slightly. Later, however, this disappeared and with California limas very weak, the week ends with the whole situation soft. Dried peas are also easy.

Canned Foods—The canned foods market is still dull, as it always is early in the year. Southern tomatoes are still firm, but quiet. Holders are predicting an advance. No change has occurred in any other staple. Everything is at a standstill until after the canners' convention in Chicago this week. Corn, string beans, spot lima beans and California fruits are all quiet and unchanged in price.

Cheese—The cheese market has had a quiet week. There is a regular everyday trade, with no feature. The undertone is rather easy than otherwise at the present writing. Many sellers will shade prices.

Olives—Spot stocks of olives, both new and old crop, are cleaning up fairly well and the market is generally in healthy shape. Pepper-stuffed manzanillas have come in only in a limited way owing to the short crop of those types in Spain; consequently, old crop prices still largely prevail here on that type. The bottling trade is normally active for the time of year, which means that business is rather slow. Another shipment of olives from Spain is due to arrive in a few days, in which there will be a moderate supply of pepper-stuffed manzanillas.

Nuts—There is a normal activity in nuts in the shell this week, and the market is generally steady on most varieties. The Brazil market is at a standstill, with distribution reported slow. Prices are practically unchanged. Stocks of Brazils are now centered in two or three hands, who are trying to maintain the market in the face of a rather slow demand. Almonds in the shell are not moving briskly. Foreign almonds in the shell are in small supply. In the shelled almond market conditions continue mixed. Shelled walnuts are the most active of the nut meats.

Rice—The market has shown no particular change this week, so far as prices are concerned, but a stronger tone has developed. Wires received from the South yesterday told of a moderately active market, with the tone firm and in some directions higher prices being asked. The general

trade is good here, with domestic demand improving.

Sauerkraut—Jobbers and dealers report a satisfactory business both in bulk and in tins. Spot prices are unchanged with a steady tone.

Syrup and Molasses—Sugar syrups are still showing restricted production and quiet demand. The result is steady market without change in price for the week. Compound syrup fairly active at unchanged prices. Molasses of the fine grocery grades seems to be wanted. Prices are unchanged.

Vinegar—Trading is slow but there has been no recent change in the market. First hands are holding steady in their asking prices.

Review of the Produce Market.

Apples—Wealthy command \$1.75@2; Wolf River, \$1.50@1.75; (bakers, \$2.25) Shiawasse, \$2@2.25; Jonathans, \$2.50@2.75; Snow, \$1.75@2; Baldwin, \$1.50@1.75; Talman Sweet, \$2.25; No. 1 Northern Spys, \$2@2.50; No. 2 ditto, \$1.50; Michigan Delicious, \$3.50 for A grade and \$3 for B.

Bagas—\$1 for 50 lb. sack.

Bananas—5½@6c per lb.

Beets—\$1.60 per bu.

Brussels Sprouts—32c per qt.

Butter—The market is 1c higher than a week ago. Jobbers hold prints at 37c and 65 lb. tubs at 36c.

Cabbage—\$1.35 per bu. for white and \$2.25 for red.

Carrots—90c per doz. bunches for Calif. grown; \$1.25 per bu. for home grown.

Cauliflower—\$3 per doz. for Calif.

Celery—40@60c per bunch for home grown; Florida stock is now in market, commanding \$3.50 for 4s and \$3.75 for 6s.

Celery Cabbage—\$1.20 per doz.

Cocoanuts—90c per doz. or \$6.50 per bag.

Cucumbers—\$2.35 per doz. for Ill. grown hot house.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$6.75

Light Red Kidney ----- 7.00

Dark Red Kidney ----- 7.50

Eggs—The market has fluctuated both up and down during the week, mostly down. Demand seemed to lack confidence and buyers were very cautious. Receipts ample, with the demand quiet during most of the week. Local jobbers pay 35c for strictly fresh hen's eggs and 30c for pullet's eggs.

Grape Fruit—Extra fancy Florida or Texas stock sell as follows:

No. 36 ----- \$3.75

No. 46 ----- 4.25

No. 54 ----- 4.50

No. 64 ----- 5.00

No. 70 ----- 5.25

No. 80 ----- 5.25

No. 96 ----- 5.00

Choice, 50c per box less.

Texas (sweet) Grape Fruit is now in market, selling as follows:

46 ----- \$5.25

54 ----- 5.50

64 ----- 5.50

70 ----- 5.50

80 ----- 5.50

Grapes—Calif. Emperors, sawdust lugs, \$3.25.

Green Onions—Shallots, \$1.10 per doz.

Green Peas—\$4.75 per bu. for Calif. grown.

Lemons—The price this week is as follows:

360 Sunkist ----- \$7.50

300 Sunkist ----- 7.50

360 Red Ball ----- 7.50

300 Red Ball ----- 7.50

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate ---- \$4.50

Imperial Valley, 5s, per crate ---- 5.50

Hot house grown, leaf, per lb. ---- 12c

Limes—\$1.50 per box.

Mushrooms—75c per lb.

Oranges—Fancy Sunkist California Navels are now on the following basis:

100 ----- \$5.50

126 ----- 6.00

150 ----- 6.50

176 ----- 6.75

200 ----- 7.00

216 ----- 7.50

252 ----- 7.50

288 ----- 7.50

Floridas are held as follows:

100 ----- \$4.50

126 ----- 4.50

150 ----- 4.75

176 ----- 5.00

200 ----- 5.00

216 ----- 5.00

252 ----- 5.00

Onions—Home grown yellow, \$1.75 per 100 lb. sack; white, \$2.25; Spanish, \$2.50 per crate.

Parsley—50c per doz. bunches.

Peppers—Green, 90c per doz. for Calif.

Potatoes—Home grown, \$1.50 per bu. on the Grand Rapids public market; country buyers are mostly paying \$1.25; Idaho stock, \$4 per 100 lb. bag; Idaho bakers command \$4.15 per box of 60 or 70.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 23c

Light fowls ----- 23c

Heavy Roasters ----- 23c

Light broilers ----- 18c

Old Toms ----- 20c

Young Toms ----- 23c

Hen Turkeys ----- 20c

Radishes—60c per doz. bunches of hot house.

Spinach—\$2 per bu.

Squash—Hubbard, \$6 per 100 lbs.

Sweet Potatoes—\$3 per bu. for kiln dried Jerseys.

Tomatoes—\$1.75 for 6 lb. basket, Florida stock.

Turnips—\$1.40 per bu.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 18c

Good ----- 14c

Medium ----- 12c

Poor ----- 10c

Howard City—Arthur J. Crook has sold his stock to the Chain Stores, Inc., organized by the National Grocery Co. He retains an interest in the business and will manage the local store, which has always been conducted along up-to-date lines.

Our present prosperity has resulted more largely from a flow of ideas than a flow of money.

MEN OF MARK.

Loyal E. Knappen, United States Circuit Court, Retired.

Our country's greatness has been evolved from hard and strenuous initial conditions. It is doubtful if any real greatness pertaining to individuals or to humanity in general was ever attained but through laborious and indurating beginnings. Generally speaking, the great men of this country, in whatever career they may have reached success, were born and bred in a lowly and toilsome life which involved hardship, discomfort, strict economy and abstinence from anything like luxury. The majority began life on farms or in the village store or mill, and their early labor was mostly physical. They were taught in the old school of farmers, clerks and mechanics, the curriculum of which indoctrinated a contempt for bodily weakness, the virtue of hardihood, strength, courage and indomitable perseverance under difficulties. Under such a tuition and such a physical and heroic culture boys grew to be strong men in body and mind; their characters formed under such influences were aggressive and steadfast; their purpose was to encounter and overcome all opposition and win success if labor, persistence and sacrifice could accomplish that desired end.

The men of the old heroic school never schemed for soft places, easy jobs, short hours, holidays or recreation. Incessant work for the object sought they thought was the natural and inevitable condition of accomplishment. Probably they were not so quick of apprehension, so easily trained to special lines of business as the young men of the present generation, but they were men of strong muscle, sound and steady nerve, unflinching courage, moral and physical, and their judgment in legal, commercial, financial and executive departments of progressive activities was usually prescient, sound and unerring. The main features of their characteristics were strength, a dominating purpose and an unyielding will to accomplish things. When we scan the list of successful men among lawyers, merchants, bankers, railroad magnates, manufacturers, and all men of large affairs we find that they are all possessors of the traits here indicated.

Loyal E. Knappen was born in Hastings, Jan. 27, 1854. His father conducted a general country store in partnership with his brother. The ancestors of Mr. Knappen's father were Welsh. His mother's ancestors were Scotch-Irish, that wonderful strain which has given America so many remarkable men who have won distinction in all the avenues of human usefulness and endeavor. Two of Mr. Knappen's great grandfathers were members of the Connecticut Militia in the Revolutionary war.

Mr. Knappen attended the common schools of his native city, graduating from the high school in 1869. He then entered the Michigan University at Ann Arbor, graduating from that institution in 1873 with the degree of B. A. In 1876 the degree of M. A. in

course, was conferred on him and in 1913 he was endowed with the degree of L. L. D. He studied law in the office of James A. Swezey, of Hastings, and was admitted to the bar in 1875. He was associated three years with Mr. Swezey and four years with his brother, Charles M. Knappen. From 1879 to 1883 he served as Prosecuting Attorney of Barry county. From 1880 to 1888 he served as U. S. Commissioner. From 1884 to 1888 he was in partnership with C. H. Van Arman, as Knappen & Van Arman. In 1888 he removed to Grand Rapids, forming a partnership with William J. Stuart and Mr. Van Arman, which maintained offices at both Hastings and Grand Rapids, as Stuart, Knappen & Van Arman. On the latter's death in 1890,

February, 1910, to accept the appointment of U. S. Circuit Judge. He continued in this position until five years ago, having become Presiding Judge in 1919. In 1924 he retired from regular active practice as Circuit Judge, but has since continued to serve a considerable part of each year when needed to keep up the work of the Circuit Court of Appeals.

Mr. Knappen was a member of the Grand Rapids Board of Education from 1898 to 1900. He served as Regent of the University of Michigan from 1904 to 1911. He was President of the Grand Rapids Bar Association from 1905 to 1906. He is a member of the Phi Beta Kappa, and S. A. R. He is a member of the Peninsular and University Clubs. He is a member of

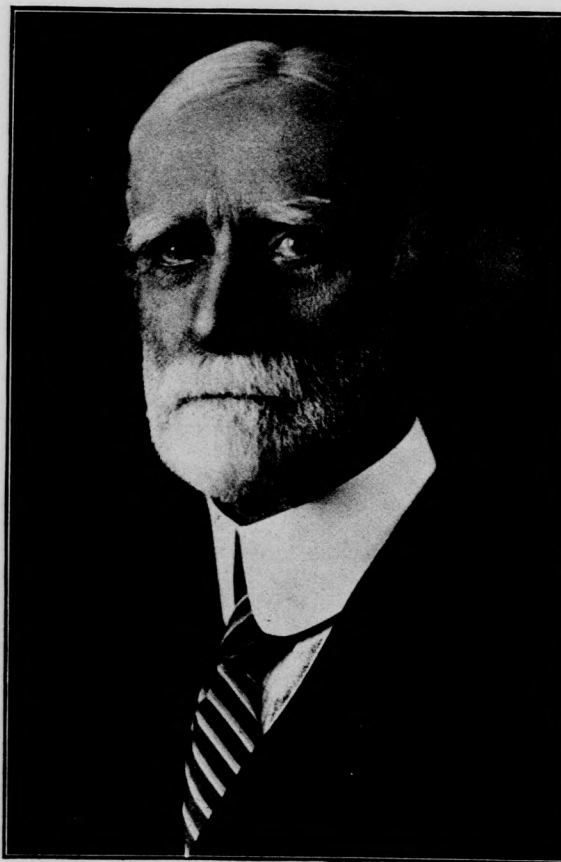
The daughter is Mrs. A. D. Perry, whose husband is President of Foster, Stevens & Co. The family reside in their own home at 330 Washington street.

An outstanding feature of Mr. Knappen's career has been his unwillingness to accept anything for granted. No opposing lawyer ever made a statement having a vital bearing on a case at issue or presented a situation purporting to have a bearing on the case that they were not carefully looked up from original sources and given due consideration from Mr. Knappen's standpoint. When he came to Grand Rapids, forty-two years ago, attorneys who were somewhat slipshod in their methods and careless in their statements of alleged facts soon found they could not pursue such methods with Mr. Knappen as their opponent without protest and rebuke. No member of the Grand Rapids bar has done more to elevate the practice of the local courts than Mr. Knappen has done in this respect.

Perhaps the most remarkable feature of Mr. Knappen's career at the bar and on the bench has been his unflinching courtesy and good nature, without encroaching on the dignity which is a time honored tradition of the legal fraternity. Even as a young man, he never resorted to the tactics which some attorneys assume they must use in order to accomplish their ends. In all the years he practiced at the bar he never lost his temper, never treated a witness on the opposing side with anything but the utmost courtesy, never spoke slightly or disparagingly of an opposing attorney. Because of these fundamental characteristics he is universally respected by judges, court officials, attorneys and jurymen, who always admired and frequently commended the high standards which had to prevail in every legal controversy with which he had any connection.

The above statements are set down by the writer without Mr. Knappen's knowledge or consent. They are based on the experience and observation of the writer in his contact with local courts during the past fifty years.

When asked what his fundamental ambition in life had been, Mr. Knappen promptly replied, "To be a good lawyer." That he has succeeded in the accomplishment of his ambition goes without saying. The same may be said of his career as judge, which has been marked by great care and thoroughness in the decision of every cause before his court as well as in every one which has been assigned him for interpretation and conclusion. Mr. Knappen regards the law as an exact science, to be administered in exact accordance with the best thought, deepest investigation and widest experience of the age. Those who have had contact with Mr. Knappen only through the decisions he has given to the world readily discern the work of a diligent, careful scholar, who is at pains to be accurate, just, open minded and who brings unwonted acquisitions to the service of his special task; that he is one who follows the argument wherever it leads; a man convinced, indeed, of his own principles and position, but



Hon. Loyal E. Knappen.

Mr. C. M. Weaver, took Mr. Van Arman's place in the firm. After Mr. Weaver's retirement, the Grand Rapids office was for a time maintained alone as of Stuart & Knappen. In 1893 Mr. Knappen joined hands with Edward Taggart and Arthur C. Denison under the style of Taggart, Knappen & Denison. On the death of Mr. Fletcher he joined forces with Geo. P. Wanty under the firm name of Wanty & Knappen. When Mr. Wanty was appointed District Judge he formed a co-partnership with Jacob Kleinhans under the style of Knappen & Kleinhans, his son later becoming the junior member of the firm. In 1906 he received the appointment of Judge of the U. S. District Court, which position he relinquished in

York Lodge, F. & A. M., and Columbian Chapter. He is affiliated with the Knights of Pythias. He attends St. Mark's church.

Mr. Knappen was one of the founders of the Hastings City Bank and continued as a director as long as he remained in Hastings. When Mr. Hodenpyl retired from the position of director of the Fourth National Bank to engage in his remarkable financial career in New York, Mr. Knappen succeeded him, remaining on the board several years.

Mr. Knappen was married Oct. 23, 1876, to Miss Amelia Isabelle Kenyon, of Hastings. They have had three children, all living. Stuart is the well-known attorney. Fred is connected with the Grand Rapids Veneer Works.

of studied fairness to those of others. But not in those decisions do they find the living personality, with its sensitive humanity, its schooled sympathy, its perfect gentlemanliness, courtesy and deference, its affection and humility, combined with a truly stoic elevation and breadth of vision which have made him at once revered and beloved by all with whom he has to do. None can be more lofty in his aims and ideals, more exigent in the demands he has made upon himself. His is the perseverance of the saints, the dedication of the Spirit.

Four Federal Generals in the Civil War.

Grandville, Jan. 21—The United States was so unused to war at the time the civil strife dawned on the Nation, there were few generals capable of handling a large army. At the time of the fall of Sumpter Winfield Scott, of Mexican and 1812 fame, was at the head of the army. He was far too aged to think of commanding a great army and younger men came to the front.

While Lee hailed from Virginia, and thought he must go out of the Union at the behest of his state of Virginia, there was one equally trained soldier from the same state who thought it his duty to cast his lot with his country—George H. Thomas, who became one of our four leading generals of the Union.

There is no disputing the fact that the South at that time had their pick of the leading military men of the old U. S. army, Lee among them. At the close of that war the four outstanding generals were Grant, Sherman, Sheridan and Thomas.

Sheridan was great as a dashing cavalry leader, probably the peer of any officer of cavalry in the world. His ride from Winchester to Cedar Creek on a horse presented to him by the ladies of Grand Rapids and the turning of defeat into a splendid victory has been immortalized in song and story. "Cavalry Sheridan" was the idol of the American people as a great cavalry commander at the close of the civil war.

Sherman is well known as the instigator of the march through the heart of the Confederacy from Atlanta to the sea, one of the most brilliant campaigns in recorded history. Grant's helpers were worthy of the praise he bestowed on them, more especially on Sheridan who, let him tell it, was capable of commanding all the armies the United State ever had together.

It was the presence of Sheridan on the Mexican border after the close of our civil war that sent the invading Frenchmen out of Mexico at hot speed. Immediately thereafter Maximilian, a monarch installed by the French emperor, was taken out and shot to death by the Mexicans.

Sherman was a strategist and fighter every way worthy the position he held; he certainly ranks next to Grant as a capable general. Coming down to Pap Thomas, what have we to say of him? A slow and easily thwarted commander was once the thought, but when at the battle of Chickamauga he held the center of the Northern line while both wings of the Union army fell back in confusion, even Rosekrans, the commander at that battle, was forced to give the brave Virginian his due. He certainly saved the day at that historic battle, and thereafter wore the title of "Rock of Chickamauga," a title he well deserved.

Grant was fortunate in his selection of subordinates. At one time General Hood with a large army was sweeping across Tennessee while Thomas seem-

ed too timid to attempt to stem his progress.

From Washington came an order for the removal of Thomas. General John A. Logan was sent to relieve Thomas of his command and at least give battle to the hordes of Hood. On arriving at the scene the army under Thomas had halted its retrograde movement, faced about and was giving fierce battle against the rebels at Franklin.

Logan was magnanimous enough to withhold his hand. Thomas fought the battle to a finish, completely routing the rebels. Immediately he pursued the enemy and succeeded in driving him from the state. From that hour the status of George H. Thomas was assured and he held his high place until the last gun was fired concluding the war for the Union.

There is no disguising the fact that Lee was a great commander, but he was outmatched by his opponent, and there is no general in our whole military history who compares with U. S. Grant.

America has a just right to be proud of her citizen soldiery. In the kaiser's war there were no cowards among the boys who crossed over, yet the European battle fields were not calculated to give America an opportunity to display her real capability as soldiers. General Pershing did his duty to the uttermost and every American is proud of him and his lads in khaki.

It took four years to suppress the slaveholders' rebellion, from which we must argue that the soldiers of the South were every inch brave fighters. Lee was a first class general as were Stonewall Jackson, Bragg and others, else there would have been no glory in accomplishing their defeat.

"When Greek meets Greek, then comes the tug of war." An old saying which was never more true of the ancients than it was here in America when Americans met Americans in mortal combat. Not another country in the world could have held out four years against the onslaughts of the picked soldiers of the North as did the men who fought under Lee and Jackson, and we are not chary in giving them credit for gallantry and courage in time of battle.

I note that a public man has made the statement that without war betimes all nations will go into a decline, wherefore it is idle to prate for peace when, could that come about, many nations would pass out from sheer indifference for life.

Philip H. Sheridan went into the civil war as a commissary officer for an Ohio regiment, but through the influence of Gov. Alger he was soon made colonel of the Second Michigan cavalry. He was even a short stride ahead of his later commander Grant.

War is a sifter of fortunes. No imposter or self constituted great leader can long exist unless he has the genuine stuff which makes good. Many dress parade officers at the beginning of 1861 fell out by the wayside long before the close of the civil strife.

Old Timer.

If your rugs curl at the corners and along the edge, you can re-size them and make them flat again. At your hardware store, buy flake glue. Dissolve it in your double boiler in hot water—one-fourth pound glue to one-half gallon water. Sprinkle this solution generously over the back of the rug which you have stretched tight and straight, face down. Tack it down where the curls appear. Let the rug dry without disturbing for two or three days. It is then ready for use again.



For Partners ~ The Advantages of an INSURANCE TRUST

Grand Rapids and Western Michigan business men whose businesses are organized on a partnership basis will find many features of the modern Insurance Trust arrangement particularly fitted to their situation.

For instance, the death of a partner sometimes brings an awkward situation in the necessary settlement. Such situations can be handled with the least disturbance to the business and the greatest satisfaction of the heirs through an Insurance Trust Agreement.



Remember that you need not be a man of great wealth to leave an Estate in Trust. If your Estate consists of no more than a substantial amount of Life Insurance, it will pay you to come in and let one of the Officers in our Trust Department tell you how it can be managed and protected for the benefit of your heirs.

THE MICHIGAN TRUST CO.
GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN

COTTON TEXTILE CONTROL.

The conference of representative cotton textile executives with President Hoover and Department of Commerce officials during the past week might, in the customary circumstances of this industry, be construed as merely another of the numerous moves undertaken since the war to discuss problems and offer solutions in an effort to relieve the business of depression. However, the circumstances of the industry have become a little unusual, in that for the first time there is real evidence that the mills are striving to adjust output to demand.

This winter sees, it is pointed out, the first real curtailment of operations in order to keep production in line with sales, and those who are close to the problems of the business believe that at last a measure of control is in prospect. That the effort required to obtain this control is not so exacting as might be imagined from the stress imposed by its lack has been pointed out by one of the leading authorities in the market. He shows from the operating statistics of the year that the excess of supply over demand on standard goods was only 2 per cent.

Besides the progress being made by the industry in its education on control, another line of attack on the evil of overproduction is found in the desire to end night work in Southern mills. It was charged at a converters' meeting in New York last week that a group of only ten mill owners are opposing this step, and it was pointed out that theirs is the responsibility for causing price unsettlement and stock surpluses which disturb the entire industry and the trade.

Fundamentally, of course, the textile business as a whole has considerable progress to make in research, employe conditions and marketing before it can be considered other than backward. The steps it has been taking, however, promise well.

EDWARD BOK.

Edward Bok's "Americanization," as told by himself in that remarkable book, was one more of the typical romances of this country. The little Dutch boy, who came to Brooklyn from Holland in 1869, went forward and upward until he put upon American life far deeper and fairer marks than those who started simultaneously with both native origin and fortune on their side.

Journalistically, for example, Mr. Bok invented and syndicated the "woman's page." He thus created the first special impulse toward making women readers of newspapers. He carried this impulse further in his editorship of the Ladies Home Journal; he made it the model of its type. Again, he had here a marvelous influence upon American life, a combination, as it were, of the power of the pastor and of the teacher in an earlier day.

Through music, through flowers, through constant contribution to the fine arts Mr. Bok still held his hand on America in his later years. His daring \$100,000 peace award shows that the largeness of his vision was unabated.

Of late in Florida he had devoted himself to one of the most lovely and imaginative undertakings that the country has known. On the highest spot of land in the state he landscaped and planted a "sanctuary" with a fairy-like tower carrying a carillon of bells such as used to strike his ears in Holland. He meant it as a sanctuary not only for the birds which he loved but also for stricken and weary human souls.

Edward Bok, during the years of his active career, developed the currents of our people's life. In his sanctuary he leaves a beautiful idea that may be a guidepost for the America that is to come.

FURTHER PROGRESS NOTED.

While it is yet too early to pronounce industry and general business clearly on the mend, there is further evidence of this and more observers who are taking such a viewpoint. Considerable headway will have to be made, of course, before the level of operations can make a favorable comparison with a year ago but indications are that recovery has begun. Steel activity has gained further, there is more production in the automobile industry and building contract awards so far this month are close to those of January, 1929, and some 23 per cent. ahead of the December average daily totals.

The theory that recovery though actually started is likely to be slow is based on the setback suffered by purchasing power not only through the losses sustained in the stock collapse but by reason of the sharp ebb in employment over recent months.

However, there is this angle to employment developments — the decline has been quite abrupt. The recession in 1927 was preceded by easing down from 1926. The drop this time came sharply after a rise from late in 1927 which exceeded the 1923 level. The assumption is, therefore, that the effect on purchasing power may prove less disturbing than would be the case if there had been a downward trend before the marked decline.

It is to be remarked, however, that although the state of employment may show improvement at an early date, the reports on payrolls may not disclose equally good progress. The reason for this would lie in the effort being made by many companies to divide what work there is. This cuts down average earnings more than employment is affected.

TWO KINDS OF FIGHTING.

In dealing with the chain store problem the Tradesman has always aimed to be constructive rather than destructive; to avoid the use of abuse and the utterance of statements of a drastic nature unless it had documentary evidence to prove their truth; to suggest methods by which the bad features of the chain store can be modified or eliminated. In other words, we have placed more reliance on argument than condemnation; depended more on conservative methods of warfare than bitter vituperation and constant condemnation. That this policy

meets the approval of our readers is plainly shown by the flood of letters which come to the office every week, commending our course and urging further effort on our part along the same lines we have pursued in the past.

In harmony with this programme, our senior editor presents in his Out Around department this week one of the most important propositions which has ever been suggested in connection with the curtailment of chain store activities. We commend to the consideration of our readers the suggestion that local newspaper publishers be induced to eliminate all chain store advertising, because we believe that such an accomplishment would do more to reduce the patronage of chain stores than anything which has ever been undertaken along that line.

Because the supremacy of the chain store will involve the destruction of the local newspapers, it is believed that every newspaper man who has the good of his town and the well being of himself at heart will cheerfully and promptly co-operate in putting this plan into effect.

TO PROTECT THE EAGLE.

Everywhere lovers of wild bird life will rejoice at the fact that the need of protecting the bald eagle is attracting the attention of Congress, and they will be joined in their rejoicing by those who have a sentimental interest in and desire for the preservation of a bird which has long been the emblem of our National independence.

The eagle is already protected in five states; in thirty-nine it is supposed to be protected under the Audubon law, but the birds are killed whenever chance affords and rarely is any one arrested for the offense. In three states the eagle is on the unprotected list. One State, Wyoming, has no laws with reference to non-game birds.

Dr. T. Gilbert Pearson, president of the National Association of Audubon Societies, has made investigation of the habits of the birds in Alaska, where they are plentiful and where a bounty is offered for every one killed. The eagle is popularly supposed to catch many fawns, lambs and foxes in fox farms, but Dr. Pearson is convinced that such cases are rare. He watched them for years in sheep country, although he has seen them carry off dead lambs. They feed, he says, almost entirely on fish and carrion.

Congress, unfortunately for the gratification of the bird lovers, is powerless to do anything to prevent the destruction of the eagles save in Federal territories under its jurisdiction.

DRY GOODS CONDITIONS.

Trade progress locally was called quite good last week with increases mentioned in many cases. Buying centered on apparel of all types which is now being cleared at attractive prices to make room for early spring stocks. Reports received here from stores outside this city emphasized that a more cheerful spirit is now in evidence. Storms and other unfavorable weather have affected business in many dis-

tricts, but optimism has become more general with the appearance of sales results which are better than retailers expected.

As a final indication of department store progress in 1929, the "flash" report of the Controllers' Congress was issued during the week and put the increase for the year at 2.08 per cent. This compared with a gain of 3.43 per cent. in 1928 sales over those in 1927. Of the stores reporting 58 per cent. did more business last year. The showing by reserve districts, however, was spotty and the ratio of those having increases to those where sales were lower ran from 38 per cent. in the Atlanta area to 76 per cent. in the San Francisco territory. The ratio was 55 per cent. for this district.

BUNYAN STILL LIVES.

Although "Pilgrim's Progress" has appeared in many languages, requests are still made for its translation. There are now in the files of the American Tract Society requests for editions in such unfamiliar tongues as Tamil, Telugu, Llwena, Urdu and Sgaw Karen. Some of these requests emphasize the desire for children's editions. This new appreciation of John Bunyan's classic work is not confined to peoples which are learning of it through missionaries. A Danish seaman recently wrote to say that a copy of the volume in his own language had been given to him on shipboard, that he had read it and that it had changed his life. Persons who read the adventures of Christian every year are not unknown. Immediately following the celebration two years ago of the tercentenary of Bunyan's birth a fund was raised to provide for translations and new editions to meet requests from distant parts of the world. Later it was decided to establish a permanent fund of \$50,000 for this purpose. Contributions will be acknowledged by the American Tract Society, New York, which is translating Bunyan into languages of which he had never heard.

REAL HUMOR OF CAMPAIGN.

In the campaign he has been waging against chain stores, the owner and announcer of the radio station in the South has promised, after complaint was made to the authorities, not to use "cuss" words in the future. However, he has made this promise, he explains, in order to preserve harmony so that the fight on the chains might go on and the public not lose sight of the main issue by his injection of colorful language.

Most radio listeners no doubt have thoroughly enjoyed hearing a bit of this campaign from time to time and probably few have been offended by its invective. The real humor of this campaign against the chains, however, is found not in the flow of sweeping adjectives applied to the creations of the mass distributors but in the fact that the broadcaster is selling products of his own to towns and hamlets throughout the country. He is taking money out of these communities even as he thunders against the practice.

Success without sincerity is failure.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The past week brought me the following letter from a live merchant located in a live Michigan town:

"Here is another problem you may be able and willing to help me solve. I have been trying to induce the local editor to refuse chain store advertising, even going so far as to guarantee the sale of the same space they might use in an attempt to convince the people that the policy was wrong, but he is rather weak-kneed and makes the claim that he cannot do so and continue his present mailing privileges under the postal laws. We have written the Third Assistant Post Master General for an opinion. I called his attention to the article regarding the East Grand Rapids Advocate and he counters with the statement that he believes this paper is a free distribution proposition and each individual paper carries separate postage. What have you on this? Your kindness in giving me some information will be thankfully received."

I think I am pretty well grounded on the rights and duties of a newspaper publisher in relation to the postal franchise. The law and the rulings of the courts define the situation very clearly. The Federal Supreme Court has held repeatedly that a man who has commodities to sell can sell them or not, just as he pleases. No one can force him to do business with people he prefers not to serve. There are only three exceptions to this rule—the physician, merchant and landlord. If a man is suffering for medical or surgical attention, food, drugs or hotel service, the law says he must be served if he tenders the price of such service. These matters are governed by State law and the principles involved come down to us from the common law of England.

When local option loomed large on the horizon twenty years ago, a local brewing company evidently wanted to secure the kindly offices of the Tradesman and tendered me a contract for a full page advertisement for a year—a matter of nearly \$4,000. I peremptorily declined the offer, because I have made it the rule of a lifetime never to accept any advertising having an ulterior motive in view. The brewers frankly stated they would "throw me out of the mails"—meaning that they would deprive me of my pound rate franchise—and I told them to go ahead. I knew where the Government stood on that question. The reply they received from the Postoffice Department was strong enough to satisfy them they were on the wrong track.

I have steadfastly refused to accept cigarette advertising. Several times my stand has been challenged, but an appeal to Washington has always sustained the correctness of my position.

I have steadfastly refused the announcements of bond and stock houses when I knew their offerings were not

good or were couched in language which was susceptible of a double meaning. Some years ago Howe, Snow & Co. sent me a page advertising Wurzburg Dry Goods Co. bonds and inferring that the bonds covered the building as well as the stock. I knew the building was then owned by Philo C. Fuller and refused the order. They undertook to bluff me and told me they would withdraw all advertising from me if I did not reverse myself. I frankly told them I was in business before they were born and that I would probably be on earth long after they were out of business—which prediction has proved to be true. Furthermore, that if they insisted on using the advertising in the daily papers as it was originally worded, I would play up the offering in my Realm of Rascality department and warn my readers not to buy the bonds. They reluctantly backed off the track. Hardly a week passes that I am not called upon to decline to publish advertising copy sent me, because it involves an unworthy undertaking or makes statements which the advertiser cannot carry out in good faith. A publisher has just as much right to exercise discrimination in these matters as a housewife has to draw the line on guests she entertains in her own home.

The East Grand Rapids newspaper is a subscription paper. The editor tells me he has no free list except to foreign advertisers.

The solution of the situation presented to me by my correspondent is simple. It is merely a question of local patriotism, good citizenship and civic virtue. If the local editor is loyal to the community and wants to see his town grow and prosper he will close his advertising columns to chain stores, because they will ultimately DESTROY THE TOWN by draining the community of money.

I would advise my correspondent to circulate a paper and secure the signature of every independent merchant in the town, requesting the editor to array himself on the side of loyalty to home interests by refusing to accept any more orders from the interest which will ultimately ruin the town, unless it is restrained. In consideration of the publisher making the above concession, I think every merchant should agree to increase his space in the paper 10 or 15 per cent., to make up the loss the editor will sustain by throwing out the chain store (town destroying) advertising. I would embody a paragraph to the effect that if a competing newspaper puts in an appearance and accepts chain store advertising, no one who signs the paper will give it a penny's worth of patronage. If this suggestion is carried into execution and does not meet with prompt and cheerful acceptance by our editorial friend, I can suggest a more drastic method of approach.

I am frank to confess that I am at a loss to understand why any small town publisher should accept any orders for chain store publicity, realizing,

as he must, that the ultimate outcome of the chain store means death to the town as a town. The reason for this can be plainly stated. Surplus money made by a local dealer is invested in home town undertakings—homes, store buildings or investments in banks, elevators, warehouses or factories. Surplus money made by the chain stores goes straight to the headquarters of the chain stores at New York, where it is disbursed in dividends among people who have no touch with the town in which the money was made. Aside from the fact that the publisher is betraying the trust reposed in him by playing into the hands of the common enemy and arraying himself in opposition to the best interests of the people who make the town and contribute to its growth, he is rapidly destroying his own investment in a printing establishment, because if the chain store succeeds in driving all the independent merchants out of business—and that is frequently the boast of large chain store executives—his printing plant will not be worth 10 cents on a dollar.

I am aware that this is pretty plain talk and that my friends of the country press may think I am a little radical, but I know I am everlastingly right on the subject and that the publisher who makes light of this warning and prediction will soon be eating the bread of bitterness.

The tenth anniversary of the enactment of the Volstead law reminds me of an experience we had with proposed local option legislation about ten years before the Volstead law was enacted. Sentiment in favor of local option was greatly strengthened by the action of the brewers in buying many of the best corners in our cities and occupying the stores as saloons on the ground floor. The upper floors were cut up in small rooms where a hoary headed old sinner could take a girl with her hair braided behind her back, fill her full of beer and abuse her. In other words, the brewers insisted on coupling prostitution of the most revolting description with the sale of beer. The saloons were placed in charge of young men who were given this assurance: "Sell beer. If you get arrested, we will pay your fine. If you get in jail, your pay goes on just the same. Sell beer."

The brewers defied every law, human and divine. They instructed women who were conducting assignation houses that they must take out Government licenses, but need not go to the trouble of taking out State licenses so long as they bought beer of their protectors (the brewers).

I was President of the Grand Rapids Board of Trade—predecessor of the Association of Commerce—at that time and these facts were brought out very clearly by a committee I appointed to investigate the subject, headed by Rev. A. W. Wishart. This report and the universal indignation which resulted from the disclosures made therein created a strong feeling against the brewery owned saloon and its accompanying horrors. We finally decided

to devote a session to the discussion of local option, which was largely attended. The church deacons who constituted a considerable percentage of the stockholders of the local breweries came to the meeting and pretended to be horrified at the disclosures. They got up, one by one, and solemnly pledged themselves to purge the breweries of this evil. The brewers got up and registered solemn vows that if we would not support local option they would not only discontinue their brewery owned saloons, but would secure the enactment of a law by the next Legislature, prohibiting the ownership of saloons by brewers. We took them at their word and decided to refrain from supporting local option legislation.

Did the brewers keep faith with us? Not for a moment. They never made any attempt to legislate brewery owned saloons out of existence. They kept on buying more corner lots and erecting more buildings to be devoted to the sale of beer and the spread of prostitution. From that time on the iron entered my soul and I did all I could to destroy the brewery owned saloons. I voted for the Volstead law. I would vote for it again if it were modified so that hard liquor could be obtained for invalids and old people. I have not tasted hard liquor since 1876—fifty-four years ago—but I fully realize how necessary it is that it should be made easy for honest people to obtain it in cases of illness. Under existing conditions the method of obtaining necessary supplies for invalids is certainly open to criticism. I think condemnation would be a better word.

I have no patience with the man who thinks the Volstead law owed its existence to the arbitrary attitude of the whisky distillers. The Volstead law is a legitimate outcome of the determination of the brewers to associate prostitution with the sale of beer, to defy every law and to commit every crime in the calendar of criminality.

Two arrests of crooked Kroger clerks were made last week. A clerk at Jackson was fined \$25 and costs for putting up short weight packages, which he paid. A clerk at Ann Arbor was fined \$20 and costs, which he also paid. The statute covering this class of offense provides a fine of \$20 to \$100, but in most cases it is found that the justices of the peace are patrons of the chain stores and favor them so far as they can do so consistently, imposing the minimum fine instead of the maximum penalty.

Here is a chance for the independent merchants of Michigan to get busy and insist, when an arrest of this kind is made, that the maximum fine be exacted. The result, of course, would be that the fine would be paid by the clerks who would soon take alarm and refuse to work in chain stores where they are forced to resort to criminal practices in order to hold their jobs.

The State Chemist has ascertained

that a peck of potatoes weighing fifteen pounds, put up in a paper sack and kept in a warm place will lose an ounce in weight per day for fifteen days. This shrinkage may account for some of the short weight packages which are found in the chain stores, but, of course, the law cannot take cognizance of shortages of this kind, because when a peck of potatoes is sold it must weigh fifteen pounds and not fourteen pounds and one ounce.

E. A. Stowe.

Ten Years Consideration of Michigan's Forest Needs.

Forest Service Dept. Circular No. 112 was published in June, 1920. It shows the advice and counsel set forth under the direction of Wm. B. Greeley, U. S. Forester, and I quote the salient points. "The public has very large interests at stake. Certain fundamental causes of forest devastation can be removed only by public action. Chief among these are the fire hazard of forest properties and a property tax system which discourages or may prevent the land owner from engaging in the business of growing timber. The equitable adjustment of timber land taxes in such ways as will promote timber production is a responsibility of the individual states. And there should be responsibility recognized by forest owners to keep their lands productive. The adjustment of existing methods of taxation to the growing of timber crops is one of the most essential steps for arresting devastation."

Technical Bulletin No. 92 of the Forest Service was issued in January, 1929. It is a portrayal of Michigan's devastated land conditions with a statement of a forest program. The main ideas presented are as follows: Need of a more complete system of State forests, at least one unit of about 20,000 acres in each Northern county, leaving out the counties having that much National forest land. Promotion of county, town and city forests and encouragement and assistance to private owners. It is specifically stated that the State should provide technical advice and instruction for owners in methods of handling their forests. One outstanding element of the program is stated thus: "The public clearly has the right to require and should require that forest land be kept productive."

We now have a Commission of Tax Enquiry from whom should come in 1930 recommendations for more just and equitable tax methods.

In their consideration of taxation on growing timber they should plan for the adjustment of existing methods to fit the needs of the business of timber production. The growing forest has a law of its own through which it functions in the continuing production of timber whenever that natural law is safeguarded from destructive human activities or omissions. Where land is held in private ownership the State should set up a law whereby the land can be registered by the owner whenever he has the intention of keeping the forest productive.

This registration law will furnish the opportunity for land owners to place themselves on record as intend-

Lieutenant Governor of Wisconsin Still on the Trail of Chains.

Lieutenant Governor Henry A. Huber, of Wisconsin, who in the past has delivered several addresses and written much about the effect of the chain store on the community, is still continuing his crusade. In talking before the Kiwanis Club recently, Mr. Huber had in part this to say of the chains:

The threat of war could be no more destructive to the spirit of community life than the encroachments of the chain store—lock-step bank movement which is now fastening its tentacles on Wisconsin as its prey. I am not a believer in socialism, and 'isms' not founded on public welfare I detest. But there is more inflammable kindle in chain monopoly to stir the anger of oppressed men than can be stirred by all the soap-box agitators and communists that could be sent over this State in the next fifty years.

By robbing communities of the advantages of individual initiative, chain monopoly will breed more ill-feeling, fire more discontent, and make more lawless agitators than competition among our own citizens engaged in commercial life could willfully engender in many centuries.

What is at that has made Wisconsin distinctive among the states of the Union? Has it not been the peaceful pursuits of its own citizens, co-operating for the common good, building up each new community; offering to every citizen, both humble and rich, a better chance to live; affording greater opportunities for advancement; giving higher advantages of education and more wholesome surroundings with the quiet, contented home and fireside as the pivot. That spirit has made this State glow on the pages of history. Wisconsin people have not been a subject class.

What is it that has made Wisconsin distinctive? What has made La Crosse, Superior, and all the other cities and villages in Wisconsin distinctive? Walk down the streets of this or any other city of Wisconsin. Count its fine buildings; view its factory smokestacks, and in the shade of every structure you will be able to read the name and lengthened shadow of the city's pioneers who built it. Opportunity at home for home people is what makes cities prosperous.

Now it is proposed to change this entire economic system. Instead of your own citizen running a store, aiding in the development of the community, you are to have a clerk—a hireling of a great chain corporation or bank in New York. The city is to become a vassal with the commercial overlord in Wall street, to whom all the profits of business must be sent. Instead of a bank, home owned and home directed, it is proposed that the banks shall become chain members and the profits hurried to New York.

ing to fully co-operate with the State in the maintenance of permanent forests. It will be an obligation that runs with the land and there must be a reciprocal duty recognized by the State in the matter of taxation and protection and as a co-trustee guarding the perpetual growing stock on which the continued productive capacity must be founded.

This registration law will be the stepping stone whereby we pass from spoilage of the forest into preservation of the growing stock and its protection and maintenance by co-operative action of the owner and the State. The owner can do his bit throughout the time that he holds title. The State must see to it that the forest then passes to the new holder of title with the growing stock unimpaired and all rights preserved under the registration law.

The owner undertakes to keep the forest at work, which it will do under good management. He must maintain the requisite amount of growing stock or there will be no continued production. This growing stock with the land constitutes the foundation structure of the forest and cannot be diminished without curtailing the productive capacity.

That foundation stock must be safeguarded by the State to protect the rights of the public in the continued productive capacity of the forest.

Referring to the statement in Technical Bulletin No. 92 that the public clearly has the right to require and should require that forest land be kept productive, there is but one conclusion and that is this: Tax methods must be fitted to the work that the forest can actually do and a registration law as here proposed will be the best form of approach to the problem of securing recognition by the forest owner of the responsibility of keeping the land productive.

When the public decrees by law that the forest shall be kept productive it will mean State protected growing stocks established as legal reserves and held in trust under State supervision to assure adequate maintenance of the productive capacity of the forest.

This will necessarily be the substance and effect of any such law. Then we can have permanent forests.

The owner will get from the forest the periodical cut equivalent to the periodical increment of growth, but subject to the responsibility of caring for the entire growing stock and maintaining it in a workmanlike manner. Taxation of a forest which is to be kept productive naturally must be in accord with the net proceeds that the owner gets. From the proceeds derived from the periodical cut there must be reserved an amount to cover cost of maintenance, then taxation can be equitably rated on the remainder with just regard for the owner's interest.

This is essentially the same as the French system outlined by Col. Greeley in chapter one of Woolsey's "Studies in French Forestry."

Frederick Wheeler,
President Michigan Forestry Association.

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HOME OFFICES — GRAND RAPIDS, MICHIGAN

FINANCIAL

Review of Business Conditions in Michigan.

Business in general throughout the United States in the last weeks of 1929 and the first part of January, 1930, has recovered somewhat from the recession stage commenced several months ago. This recovery, most manifest in trade, is tinged with artificiality, however, resulting as it does in part from the extra purchasing power released through Christmas clubs and bonuses, and in part from the spirit of giving engendered by the Christmas tradition. Real recovery is hardly to be hoped for for several months, and business meanwhile is marking time.

Production in basic industries during December was at a very low ebb, and the developments of the first two weeks of 1930 indicate little which can be used as a basis of forecasting greatly increased activity during the year. The interest shown by both dealers and the public in the automobiles exhibited at the New York automobile show last week may be considered a bright spot in that industry's 1930 outlook. Automobile producers are still waiting to see the effect of the new models on the public before setting their production schedules for the year. The building industry may be expected to get under way a little earlier than usual because of the stimulus supplied by the Hoover program. Steel ingot production in the past week has increased and the industry is now operating at 65 per cent. of capacity. With uncertainty still persisting in the automobile and building industries it appears unlikely that further increases in the rates of operation of steel manufacturers will occur in the near future. Recent increases in crude oil production and imports, together with price cuts by several principal producers, are not indicative of successful co-operation in that field of production. Employment seems to have declined less, relatively, than production since mid-summer.

Retail trade based on department store sales, according to the Federal Reserve System's preliminary report for December, was 2 per cent. less in December, 1929, than in the corresponding month of 1928. Sales, especially in the Middle Western States, were smaller than last year. The foreign trade balance of the United States in 1929 was considerably less than in 1928. The outward movement of gold, however, may stimulate foreign purchases in this market during 1930.

Liquidation of bank credit, which began early in November, although somewhat retarded by seasonal demands during December, is again under way. The credit situation is, therefore, better than it has been for a number of months. Together with the low money rates prevailing, it is one of the most important factors making for recovery in business.


Industry and trade in Michigan, reflected in the reports of a number of bankers and other industrial leaders throughout the State, have been slow,

but not depressed, since the holidays. Manufacturers for the most part are operating below normal. Unemployment is still large in a number of cities, but a few of them show some improvement as compared with earlier months. Volume of trade, wholesale and retail, is indicated as fair in most trade centers and none report volume as poor. Credit is scarce in a number of cities, but is sufficient for local needs in the majority of those from which reports have been received.

Automobile production in December again registered a decline, amounting in that month to 41.8 per cent. of November production as compared with the 47.1 per cent. decrease of November production from that of October. Partial explanation of the decreased production is, of course, to be found in the fact that inventories are taken during December and that preparations are then being made for producing the new models. In a number of instances 8 cylinder motors are being used instead of 6's. This naturally requires changes in productive processes, from the foundry up through the assembly line. Little can be said of production since the beginning of the year but it is expected that gains in output will be registered in the coming weeks, less rapid gains, perhaps, than in 1929, but fairly steady. Shipments of the new models for demonstration purposes are now almost completed.

Two conditions which will probably retard sales of new cars in the immediate future are: first, the large stocks which the dealers still carry, and second, the smaller purchasing power of the general public. All in all, the situation is unfortunate, for automobile production has become one of the leading industries of the country, ranking with the steel and the building industries in importance. It is integrally related with such a large number of businesses, whether located in cross-roads, villages or large cities, that business men throughout the country are watching Detroit and other automobile manufacturing centers for the first sign of change in the present status of industry and trade.

The situation of other important industries in Michigan varies greatly. Farm implement manufacturers have been working on their 1930 schedules for several weeks, and look for a favorable season. A number of conditions favor an increase in the demand for farm machinery: first, the farmer's purchasing power has been affected but slightly by the business recession, and is as large if not larger than in the previous year; and secondly, the mechanization of farm production is proceeding rapidly since it reduces costs of production materially. Furniture manufacturers are waiting to appraise the effect of the recent furniture shows in Grand Rapids and Chicago on their dealers and the public. Although the demand for industrial chemicals has abated some, operations in the chemical industry are well sustained. The production of pharmaceuticals is likewise normal. In the machine tool and machinery industry a good volume of

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business is presaged on the basis of enquiries received.

Michigan building declined sharply in December. Total building for the month reported in twenty-four cities of the State amounted to \$5,449,194 compared with \$9,595,654 in November, 1929, and \$14,019,251 in December, 1928. Of the forty-one cities from which reports on the building situation have been received, about half indicate a fair to normal outlook and the other half indicate a poor outlook.

Electric power production in the State decreased from the November totals during December. The decrease occurred only in plants operating outside Detroit which report current consumed in homes and factories together. Industrial power consumption of electricity in Detroit registered a 5.6 per cent. increase for December as compared with November, 1929. Cereal manufacturers have increased their facilities to meet the increased demand for their products, but are still operating at capacity. Copper mines are maintaining the high rates established in 1929. Iron mines are again producing at a fair rate, and logging operations are above normal. Radio manufacturing has been severely curtailed and little hope is held out for recovery in this field for some time. A decrease of 5 per cent. in the acreage of winter wheat and an increase of 10 per cent. in the rye acreage sown in the fall of 1929 in Michigan is reported by the Michigan Department of Agriculture.

There is considerable unemployment throughout the State at present, but much improvement is expected within the next thirty to sixty days. Employment in the various industries mentioned above correlate closely with the rate of production indicated. In addition, programs of public utility expansion, highway improvement, railway maintenance and municipal construction will, it is expected, provide a demand for most of the skilled and unskilled labor throughout Michigan.

Retail trade in fifty-eight centers is reported as fair to good with none reporting an increasing tendency. Collections are fair to slow. Similar conditions exist in wholesale trade, except that three cities report increasing business in this field.

In the agricultural areas where beans and potatoes are the main crops trade is only fair because farmers are holding their commodities for higher prices.

The forecast of freight car requirements made by the Regional Shippers Advisory Boards indicate a decrease of 8.1 per cent. during the first quarter of 1930 as compared with requirements in the first quarter of 1929. Principal decreases are expected to occur in shipments of potatoes, ore, and automobiles.

Bank credit in a number of the smaller industrial centers of the State is reported as insufficient. The major portion of the cities reporting on banking conditions, however, state that funds are sufficient for local needs. As in other large centers, banks in Detroit have made good progress in

reducing commercial loan totals which normally increase in December. Little change has occurred in the loans made on real estate and securities. Money rates have eased again after the temporary increases in the last week of December and the first week in January. Wayne W. Putnam,

Director Public Relations, Union Trust Co., Detroit.

Bonds Are Returning To Favor.

Highs for the year in bond prices were set about this time both in 1928 and 1929 but if January so far is any true index of what investors will want in 1930 the market in bonds is headed toward better rather than poorer days.

January bond emissions already total as much as those for that entire month last year. Stocks at that time figured predominantly in the list of new capital flotations. Investment conditions have been reversed in this respect. In excess of \$300,000,000 in new bond issues has been offered for public subscription in the first two weeks of January. The month has yet to witness more than one important stock flotation.

What makes this shift in public financing significant is not alone the change in emphasis on the part of underwriting houses from stocks to bonds but the change in demand which prompts it. Up to the beginning of 1928 stocks for two decades had sold relatively cheaper than bonds. With increasing momentum stocks in 1928 and the first nine months of 1929 rose to levels high indeed as compared with those prevailing for bonds. Last September stocks were commanding a 2.88 per cent. yield basis as against 4.75 for bonds.

The public's attitude toward bonds changed rather abruptly with the collapse of the stock market but to date the transition has induced no great rise in bond prices. Firming bond values rather than rapidly rising prices have been the rule.

When studied in connection with the character of bond flotations in recent weeks these features of the market inspire confidence in its future. Late 1929 brought the reversal in money rates necessary to prepare the way for a substantial improvement in the bond market but something more than a swelling tide of funds was needed. In addition the market needed a return to popular favor.

Slowly but surely the new year is uncovering a greater investment caution than was witnessed a year ago and the demand for a relatively larger proportion of bonds. These seem altogether reasonable conclusions to draw from the hearty reception of January's new bond issues.

Paul Willard Garrett.
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Finds Low Economic Visibility.

Col. Leonard P. Ayres describes the present period very aptly as one of economic low visibility.

What everybody wants to know is how long the current decline in business will continue and how long it will go before the turn comes. In the Cleveland Trust bulletin this economist indicates an expectation that the

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low turning points in the major indicators will be reached before next June. By that time if recession continues the course of business will have been downward for a full year.

Each of the three fundamental industries—iron and steel, automobile manufacturing and building construction—have slowed down in more than normal seasonal degree but preparation for increased activity in each is under way. Fortunately the prevailing sentiment of American business "is distinctly optimistic."

In timing the recovery Col. Ayres properly enough lays his emphasis on the possibility of a vigorous improvement early this year in the motor industry. If a definite turn upward in this great industry comes soon "there will be little cause for concern about the course of general business" but if not "the outlook will be far from clear."

Enough time already has elapsed to demonstrate fairly clearly that more than a decline in interest rates will be required to lift the stock market from its present lethargic state. Apparently more will be required than an adjustment in technical factors within the market itself. The next important movement in stock prices, Col. Ayres believes, "will probably come as soon as the near term prospects for business become better clarified." Signs of a definite turn upward in industry is the stimulant needed by the market rather than any further adjustment in credit conditions.

Col. Ayres this month does not say whether he considers stocks now cheap or dear. He says they are cheap by comparison with last summer's levels which of course everybody knows. He further ventures the prediction that stock yields and bond yields in the future will cling more nearly together than they have in the past.

Paul Willard Garrett.
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National Income Rise Steady.

Percy H. Johnston shares the views of others that "it is difficult to foresee the outlook for business during the current year" but the head of the Chemical National Bank and Trust Company in his annual report to stockholders takes the attitude that the depression in business will not be great or continued.

Properly enough he says that "after such drastic and general readjustment of security values it is natural to look for some slowing up in business during the present year and a consequent reduction of the National income."

Now it is an interesting anomaly that in times past these periodic adjustments in security values ordinarily have not greatly affected the grand total flow of National income. Income in this country seems to grow year by year despite obstacles that seem insurmountable. Even the deflation period of 1921-1922 reduced the level of income in this country but slightly. The corrective setback witnessed in the market during 1926 did not bring even an interruption in the upward trend of income. Consequently even if 1930 income will not be what it might otherwise have been it still remains to

be seen whether the year will show a reduction from previous years.

The National Bureau of Economic Research perhaps has done more than any other independent organization on the growth of income in this country. It finds that in the past twenty years the realized income of the American people has more than trebled. It has risen in an almost unbroken succession to \$89,419,000,000 in 1928. To that high level our National income steadily has mounted from \$29,605,000,000 in 1909.

What bears even more vitally on the general prosperity trend is the diffusion of the increased income flow. That is to say the prosperity gains have been greater in the low than in the high income groups.

Paul Willard Garrett.
[Copyrighted, 1930.]

Publishes First Interpretation of the Louisville Survey.

The National Wholesale Grocers' Association has arranged with Jacob Rosenthal to prepare an interpretation of the Louisville Grocery Survey, which is to be written in a series of twelve pamphlets to be mailed free to all members and for which nonmembers may apply to M. L. Toulme, secretary of the Association. The first of the series is entitled "Distribution Dollars," and announces that the succeeding bulletins will set forth the cardinal issues for the wholesaler as they are indicated in the survey.

By way of introduction the following questions are asked:

"Was your present territory laid out by motives of pride or profit? Are you using or considering selective selling? Can the principles of mass production be applied to your order-filling? What would your warehouse look like if you had built it yourself? Do you have a house detective to discover shiftless commodities? Are you protected against the dangerous loafers among the commodities in your stock? Your customers may be paying their bills; do your accounts show whether they are paying a profit? What are you doing to help your retailers help the wholesaler? Do you have anything in common with other types of distributors supplying the retailer? How do you select the manufacturers whose products you handle?"

Some warning comments for wholesale grocers are:

"The wholesaler frequently travels far from his own headquarters into the home territory of other wholesalers and expends sales efforts in regions that hold little or no profit for him. The successful wholesaler will make intensive study of this problem and will outline for himself a logical economic territory, so that neither he nor his customer will have to bear the burden of this wasteful expenditure of money and of sales effort. He should develop and adopt a method for the selection of customers that will win for him and hold the business of those retailers whom he can serve with most profit to them and to himself; meanwhile he ceases to waste his money, time and sales effort in distant territories. He will thus eliminate a large

part of his loss-producing small-order problem.

"The wholesaler must discover his unprofitable items and make them pay their way if they are to be continued in his stock. Methods of accounting must be devised which will identify profits to customers and commodities without increasing the present overhead. The relations of the wholesaler to his retail customers, to his competitors, and to the manufacturers must be surveyed for points of common interest and for economies that can be achieved by common action."

The Cycle of Salesmanship.

There are at least seven processes in a complete cycle of selling. They are as follows:

1. Prediction of consumer demand.
2. Planning of investment in merchandise.
3. Buying the goods.
4. Comparison of goods with goods of competitors.
5. Advertising the goods.
6. Selling the goods.
7. Review of results.

Every shop, if it wishes to measure its efficiency, should check up on these seven points and find out where the weakness is, if the net profits have been small.

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Fire Marshal Pushes Drive Against Arson.

It is the purpose of the Illinois fire marshal department to make the crime of arson and burning to defraud so unprofitable that the crook will hesitate to use this method of recouping his losses. I do not think that the extent of incendiary losses is fully realized by the general public. It is my estimate that in some recent years the total has reached as much as 50 per cent. of the aggregate fire loss of this state, and perhaps of other states. Always the upward trend is noticed in periods of depression and industrial unrest.

In the early days of the department a number of arson rings were broken up. Some of the leaders were sent to the penitentiary. Others were driven to cover. Arson prosecutions were a comparatively new thing in Illinois at that time. The crooks and the class of attorneys who catered to them were not thoroughly familiar with the loopholes and technicalities of the law which could be utilized for their benefit, but it did not take them long to find out.

We placed on the statute books of this state last July the so-called uniform arson law, which has been adopted in twenty-seven states and has been upheld in all essential features by the supreme courts of New Jersey and Tennessee. This law I believe to be the greatest forward step ever taken in Illinois against the crimes of burning. It closes all the glaring loopholes of the old statute and should make it very much easier to obtain successful prosecutions.

Our department is now completing a re-organization under the administration of governor Emmerson. We will have a total force of thirty deputies, two-thirds of whom have already been commissioned. Some of these will be specially qualified investigators. The balance will be inspectors, but under the new order of things every inspector will be trained also as in investigator and the entire resources of the department will be thrown into the campaign against incendiary fires.

Each of these men has a certain definite territory under his charge and it will be possible to get a deputy to any urgent incendiary case with very slight delay. Wherever the circumstances warrant the most experienced investigators will be sent to assist him and no investigation will be regarded as completed until every possibility has been combed and every bit of possible evidence obtained.

Supplementing this activity, local arson squads have been organized in practically all of the communities of the state. These consist normally of the chief of the fire department, the chief of the police department or his authorized representative and some conspicuous representative of the public at large, usually selected by the chamber of commerce or other civic group. In the larger communities the organization is expanded to meet the needs of the particular city, but the plan of organization is the same. Mem-

bers of the arson squads are officially commissioned by the department and carry credential cards issued by the department.

It is the function of these arson squads to make an immediate investigation of every fire which has any suspicious marks. They are on the ground and are in a position to note and preserve all of the incriminating evidence in any fire, which in the past has often been destroyed or removed before one of our men could get on the ground. We have had a number of conspicuous instances where the department was able to build up very good cases largely as a result of the efficient work of the local arson squads. In three cases which I recall confessions were obtained from the suspects. In another the suspect fled the community and did not return.

This feature is new in Illinois, but it holds wonderful possibilities. This is indicated by the experience of other states which have tried the plan and by the experience in Illinois up to this time. The important thing is that a sure and swift investigation will be made into every questionable loss. This fact of itself is a real deterrent to crime, as the crook does not relish the prospect of being surely and immediately investigated.

All of the arson squads were re-commissioned at the first of the year. Efforts will be made to train them in all of the essentials of this class of investigation and the best possible system of co-operation between them and this office will be built up.

It is too early as yet to show any results under the model arson law. We have investigated a large number of cases since July 1, but none has been brought to trial. We have obtained a number of indictments, but the trial of the cases will come up soon. However, a brief summary of the important changes brought about by the new law will indicate why we expect much greater success under its provisions.

Perhaps our greatest handicap in prosecuting the customary "business fire" in the past has been that an alibi on the part of the suspect was almost 100 per cent. protection for him. If he could show that he was elsewhere at the time the fire started we seldom could prove that he had any definite connection with the burning and in the absence of such proof we had very little standing in the courts so far as his prosecution was concerned. It was necessary for us to identify the accomplice who carried out the job in order to incriminate the principal, and this was usually impossible. The hired accomplice would touch off the job and be well on his way before the fire was discovered.

Under the new law it is possible to prosecute the one who "aids, counsels or procures" the burning. Even though the accused may have a perfect alibi, he may be convicted if it can be shown that he was a party to any of the preparations include over-insurance taken out shortly before the fire, removal of goods from the premises prior to the fire, gathering of combustible materials before the fire which were used to start the blaze,

and other evidence of a similar character.

The new law also covers the person caught in the act of making ready to start a fire. Under the old law it was necessary that there be an actual ignition before a crime had been committed.

Another important feature of the new law is that one who burns his own building willfully or maliciously is guilty of arson. Under the old law arson was committed only if the build-

ing belonged to another person. Hence if a person burned a stock of goods in his own building for the purpose of defrauding the insurance companies, he could usually defeat prosecution by failing to press a claim for his insurance and this was done in several notable cases in which the department had built up sufficient evidence to justify a conviction. Under the old statute also it was possible for a person holding title to property to burn

(Continued on page 31)

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THREE CHINESE PUZZLES.

How They Look To Our Oriental Correspondent.

Some years ago, while traveling on a continental train, the writer of these lines was presented with a small square paper box. It contained a dozen or so of flat pieces of wood, perhaps two inches long each and one inch wide. There were four pieces half that length and one square piece, double the size of the longer pieces. The trick was to move all of these around from starting point to starting point without lifting any of them out. That was called a Chinese puzzle. It seemed very simple, but it was not easy to get on to the trick of properly doing it. There are several Chinese puzzles and some of them we expect to mention in this article written in Honkong, or rather in Kowloon, across from the city of Victoria, which, together with the Kowloon peninsula, forms the British Crown colony, known as Honkong in Southern China.

The first Chinese puzzle we have in mind is the way the great war lords of the republic settle their civil wars. Since half a year or more huge armies were said to be in battle array in the province of Honan, one of the Kuomintang posts under General Feng, fighting for communistic ideals. The other, the Kuomintang troops, under the chairman of the republic, General Chiang Kai Shek. Occasionally these armies would have a clash, more or less bloody. Cities were taken and retaken; rivers crossed and recrossed. The prediction, while we were visiting Nanking, was made freely that the party of Chiang Kai Shek would lose out. Much depended on the attitude of the governor of Honan, who one day was declared to be in full harmony with Feng and the next was offered the post of vice commander-in-chief of the Nanking armies. The war clouds were black and ominous, but all of a sudden they disappeared from the skies of China. Feng and the Honan governor each received eight millions of dollars—or were promised these amounts. And behold—all their quarrels ended. The issues were settled. Their armies sheathed their swords and freely fraternized. The foes of yesterday all of a sudden became fast friends. That bribery could bring this about and no Chinaman seems to brand this as treason or infamy—that is the first puzzle we have in mind.

And the second puzzle is the feeling of the Chinese about Sun Yat Sen. Every Tradesman reader has heard about this remarkable leader. Born Nov. 12, 1866, of peasant parentage, in the Kwantung province, young Sun received his high school training under the American flag in Honolulu city. In 1892 he graduated as physician from the Honkong Medical College, but he never practiced as a doctor. He became an agitator, eloquent, persistent of Chinese republicanism. Time and again he raised the standard of revolt, but as many times he was unsuccessful in his attempts. His friends betrayed him. The officials of the empire set a price of blood on his head.

He was kidnapped in London and barely escaped being sent back to China to be tortured to death. At last his revolutionary endeavors were crowned with success in the year 1911. Dr. Sun became the first president of the republic of China, but he held office only three months, when he resigned in favor of Yuan Shih Kai, who turned traitor to the principles of republicism and attempted to become emperor. Dr. Sun again had a battle on his hands, but once more came out victorious. Then, at Peking, on March 12, 1925, he died rather suddenly, although not unexpectedly. Kidney disease had undermined his system, but his death made him more powerful than his life. Everywhere in Northern China his picture is displayed. Each Monday morning the children of the schools of China spend fifteen minutes in hearing his last will read, and during three minutes all heads are bowed in doing him reverence. His pictures are hung in temples as well as in private homes. In Nanking a wonderful mausoleum has been built for his coffin. Steps are being constructed in front of that mausoleum, furnishing room for tens of thousands to kneel on and to kowtow before his resting place. We have been assured by competent authority that a movement is on foot to have Dr. Sun deified, to become the center of China's newest religious cult. And now, what puzzles us is that any nation, in our days, so soon after the death of this leader, can start a movement of deification. China already has several religions, such as Buddhism, Confucianism and Taoism, and while Christianity is making but little impression, speaking by and large, here we find a people turning its back on the lofty principles of the Christ to bend the knees and to kowtow before a man whose three great principles are all earthly, no matter what may be said about them. These three principles, posted on thousands of buildings and printed on tens of thousands of flags, are those of Nationalism, Democracy and Livelihood. They have been proclaimed as eternal and infallible, but they do not work out well, somehow. As a China paper expressed it recently: Two years of adoption of them has made China more chaotic than ever. Among his very disciples bitter dissension ensued, each faction denouncing the other as the greatest traitors on earth. And yet, in the face of all this, we find a movement to make a god of the author of three principles which somehow refuse to work out well. Truly, to our Western mind this recent attempt of deification looks to us like a puzzle.

There is one more puzzle we wish to name in this present article. It is the peculiar frame of mind of the Chinese which we might describe as their over confidence to solve their own problems with blindness to facts. In a previous article we referred to the eagerness of the Chinese to abolish the extrality of the foreigners as based on certain treaties. Yet they have furnished no proof of their ability to have their courts of justice and processes of law arranged to give a square deal to the poor as well as to the rich; to the for-

eigner as well as to the native. A second and somewhat kindred subject is that of the foreign settlements in several places—cities under foreign control, such as exists in Shanghai and other places. Some foreigners plead in favor of turning over all of these

settlements as well as that of the surrender of extra-territorial rights. Among those who pleaded for this recently is Mr. Malcolm MacDonald, son of the British Prime Minister, and himself a member of Parliament. In an address delivered in Shanghai, he

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expressed his agreement with the utterances of the Kyoto conference, to which we have already alluded, that the international and national settlements in China should eventually come under Chinese administration. That is also one of the great slogans of "Young China." Yet, if one, such as the writer of these lines, is able to compare sanitary conditions, safety arrangements and other things which make life endurable and safe as such things are efficiently handled in Shanghai and Hongkong they are fearfully neglected in towns under Chinese control. Then he certainly smiles at the over-confidence of the men of China to solve their own problems and their blindness to facts, stubborn facts.

We shall mention one more of such things. Among the grievances of Young China is the one that foreign boats are very much in evidence on Chinese rivers, particularly British and Japanese steamboats. Recently, according to the Chinese press, circular telegrams have been sent around "urging the people of the whole country to ride and demand the immediate renditions of foreign rights on the rivers of China." The government, according to this statement, is asked and urged to forbid foreigners to run their ships on Chinese rivers, claiming that "in the navigation rights accorded to these foreigners there have been encroachments on China's sovereign rights."

Now this all sounds well and good and is apt to inflame the patriotic passions of the easily excited Chinese. It seems but rational that Chinamen should insist on it that their inland shipping should be handled by vessels under their own flag. But they forget, strangely, to recall that they themselves originally encouraged foreign capital to invest in boats for inland traffic. And a second thing, they are blind, for it is the very patent fact that they are unable to properly compete with the foreigners, because of their inability to create and maintain conditions on their ships which would encourage their own people to do their shipping and traveling on Chinese vessels in preference to utilizing foreign boats. The writer of these lines has traveled recently both on foreign and on Chinese steam vessels on the Yangtse River.

What a huge difference! No wonder even the Chinese who can raise the price, are traveling on boats under the flags of Japan and Great Britain! We found the Chinese boats unsanitary beyond description and irregular as to departure and arrival. Moreover, the tipping system on these boats is fearful. On one occasion the manager exacted nearly as much for "wine money" for his crew (himself included, no doubt) as for the regular fare! But on the Japanese and British steamers traveled on, things were as good as on any American inland steamer or nearly so, as to sanitation and food and financial matters. Moreover, the printed schedules of Chinese boats are constantly changed or totally disregarded, because these vessels are and at any time may be commandeered by the government for military purposes, something from which foreign boats

are exempt. The only fair way out for the Chinese is to buy out the foreign boats, to equal, if not surpass them in cleanliness and efficient service, or otherwise to drop their specious agitation on the encroachments of the "foreign devils." But we doubt that they will do either, because of the over-confidence and blindness to which we alluded above as another one of China's puzzles. Henry Beets.

Unbranded Ideas in Dispute.

No one supposes that Cremo cigars are mainly distinguished for their freedom from the old spit-sealed wrapper. Presumably they possess many virtues. But the others might have escaped the attention of thousands of smokers if some ingenious mind in the American Tobacco Company had not found a striking theme for advertising discourse in the complete detachment of these cigars from offensive human contact. Now comes Lorillard, however, protesting against the implication of invidious comparison. Its Rocky Ford cigar is also innocent of this taint because it, too, like Cremo and most other cigars nowadays, comes from a mechanism unprovided with salivary glands or any contaminating animal tissue. So, rather than allow a rival to monopolize the glory of sanitary manufacture, Lorillard is going into the newspapers and magazines with copy that will swat the spit "bogey man" and incidentally sing the praises of Rocky Ford. This may not be a case of stealing the other fellow's thunder in the cause of the whole truth, but it suggests something of the sort. In any case it sets up a precedent for questioning claims of advertisers which may mark a new era in merchandising promotion. Lucky Strikes have become celebrated for the heating or "toasting" which we understand cigarette tobacco undergoes before it is rolled. Listerine is the only antiseptic wash that has been made known as the enemy of halitosis, and there are numerous products which have obtained fame by ringing the changes on qualities which other products possess in equal degree but have not profited from by trumpeting. In matters of this kind priority in adoption of an idea has frequently served all the practical purposes which are conferred by legal copyright in the case of slogans.

Feature Low-End Cutlery Items.

Cutlery which can be retailed at a low figure has been given special attention by manufacturers, early showings of Spring merchandise disclose. Several companies are bringing out bread knives and bread boards to be retailed at a unit at prices ranging from 69 cents to \$1. In one instance a three-piece carving set of stainless steel and consisting of a bread knife, kitchen knife and a fork is to be marketed as a \$1 retail special. So far there has been little activity in cutlery, but buyers are expected to start placing orders late this month. At that time, producers believe, they will be particularly interested in articles which can be displayed as unusual values.

The wisest once were ignorant.

WORDEN GROCER COMPANY

The Prompt Shippers

Good All The Way

Morton House COFFEE

It is The Guaranteed Coffee

WORDEN GROCER COMPANY

Wholesalers for Sixty-one Years

OTTAWA at WESTON

GRAND RAPIDS

HEKMAN'S

At Every Meal
Eat
HEKMAN'S
Cookie-Cakes
and Crackers

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

DRY GOODS

Michigan Retail Dry Goods Association.
President—F. H. Nissly, Ypsilanti.
First Vice-President—G. E. Martin,
Benton Harbor.
Second Vice-President—D. Mihlethaler,
Harbor Beach.
Secretary-Treasurer—John Richey,
Charlotte.
Manager—Jason E. Hammond, Lansing.

Packing For the Winter Cruise.

In planning a Winter cruise wardrobe it is well to remember that light luggage makes pleasant traveling and that with a little care all the required clothes can be accommodated in a surprisingly small amount of space.

In the first place, it is well to arrange so that one set of accessories will do for several changes of clothes. This is easily managed by a little care as to color schemes, for one's clothes will all fall into the sports or evening category, formal afternoon wear being superfluous.

The travel coat is important. Here there are an embarrassing number of smart tweeds and homespun to choose from. Excellent is a trim belted coat in beige and brown, the capelet edged with badger. Or one may select a youthful flared coat of coarse diagonal tweed, with mannish notched collar and wide leather belt buckled trimly at a high waistline.

A jacket suit of beige featherweight tweed, with cape collar and single link fastening, will prove a friend by land or by sea, and one should also include one of the new cardigans, in tweed knit fabric, with fitted jacket.

Frocks of soft cotton mesh roll up into virtually nothing and are youthful and chic, with their tuck-in blouses and short sleeves. For hot days, several frocks on the tennis order, with cap sleeves or sleeveless, of shantung, wide wale pique, striped men's shirting, flat crepe or poplin may well be included.

For evening, black lace packs admirably and is very smart with a hip-length cape jacket of lacquer red velveteen. Equally good for tropical nights is a princess frock of turquoise flat crepe, embroidered in tiny gold figures, and worn with a cape of lustrous turquoise panne satin. Or one might choose a frock of flowered chiffon.

Jacquard Patterns Vary With the Clock.

Nothing could be better for the morale during these dull between-season days than the purchase of a gay printed frock to wear beneath one's fur coat and serve as a reminder that Spring, after all, is not far away.

The shops are all blossoming with smart prints suited for immediate wear, North as well as South, and among the smartest are the jacquards, printed in floral patterns on a dark ground and having a small woven satin figure. One which is particularly charming has nosegays of realistic blossoms in lovely colorings scattered on a black ground and betrays its newness by its princess silhouette, short sleeves and lingerie collars and cuffs. Such are the frocks that the younger set is wearing for the pre-Lenten bridge luncheons and tea dances.

But this is only one among dozens of charming models from which one

may choose. Certain it is that every well-regulated wardrobe will contain at least one printed frock this season, for prints are more tempting than ever, and are shown in designs and colorings to suit every figure, every type—and, incidentally, every purse!

In general, prints for daytime and sports wear show small designs on dark backgrounds, preferably black or navy, although some green and bright red are seen. Polka dots have lost none of their vogue, and are shown in great variety of size and coloring. Tiny all-over flower patterns are favored by some designers. Patou uses black or navy flat crepe scattered over with realistic lilies-of-the-valley or small dogwood blossoms. Widely spaced conventionalized floral motifs in two colors, on grounds of red, black or dark blue are effective for the day-time frock. Tiny checks, small plaids and all-over geometric patterns which simulate the effect of woolen weaves are also good.

Many of the more formal prints now being worn in the South, and which will be seen later in the North, are treated as ensembles, with short jackets, capes or three-quarter coats of matching fabric. Fur is used on some of these silk suits.

One ensemble was in a soft rose shade, dotted in white, with a border of black which formed the hem of the skirt and edged the short bolero. In the front was a pleated jabot. With this frock was worn a three-quarter coat of the print, with one of the new capelet collars, and cuffs of black fox accenting the note of black in the border.

Narrow collars and bandings of galyak are also used on short coats or capes worn with matching printed frocks. Green, the brighter blues, chartreuse, yellow and the Capucine shades are all favored in print ensembles for Southern wear.

Capes Featured For All Occasions in the South.

Each year at this season there is a rumor that "capas will be good." This year the rumor is founded on fact, for the smartest women in Palm Beach are wearing capes with every type of costume at all hours of the day and evening.

In the morning one sees cape coats of white or pastel woolen, worn over simple dresses of cotton, silk shirting or flat crepe. Also clever little jacket suits of Shantung, linen or flannel, which have short capes instead of sleeves. A new note is the use of short capes of white or pastel tinted Angora, to take the place of the separate cardigan with sports frocks.

In the afternoon the woman of chic selects a printed ensemble, usually in small floral pattern on a ground of black, navy or green, and this frequently has a hip-length cape, slightly longer in the back, in place of a jacket.

Her evening frock often has a graceful capelet of lace, chiffon or satin, tied casually in the front or on one shoulder, to relieve the severity of the present very long slender line. Her evening wrap may be one of those chic little cape coats of velveteen, in lacquer red, black or green, which are

proving so popular on the Riviera. Or it may be a long cape of double chiffon in two tones, or a crisp taffeta wrap.

Capelets and cap sleeves also threaten the vogue of the sleeveless frock, whether it be for tennis or dancing.

As usual, there is a sound reason underlying such a pronounced trend of the mode. The vogue of the cape is a direct result of the longer skirts and molded lines now established as the basis of the 1930 fashion.

Northern Underwear Reduced.

First prices on Northern-made lines of fleeced and heavyweight ribbed underwear for 1930 were issued to the jobbing trade last week, when the Utica Knitting Co. gave out its list. All fleeced union suits in the line are 25 cents per dozen lower than the opening figures of a year ago, and the fleeced shirts and drawers have been reduced 12½ cents. All ribbed "unions" in the line, as well as ribbed shirts and drawers, have been cut 12½ cents per dozen. The company's "Lambsdown" fleeced line and the "De Luxe" ribbed line are unchanged throughout. Prices on leading wool and part-wool underwear lines have also been made, it was learned in the market. The finer merchandise was reported off \$1 to \$2 per dozen from last year's openings, with a cut of 50 cents per dozen seen in the cheaper goods.

Rayon Orders Now Gaining.

Gains in orders for rayon are reported for this month by leading rayon producers. A degree of stabilization has been reached and less is now heard of price changes in the near future. The business is well diversified as to types of yarns, with both bright and dull finished varieties sharing in the bookings. The underwear trade was said to be covering its needs quite actively and a substantial increase has been noted in orders from the cotton goods mills. The latter were credited with holding back their business for some weeks owing to the price uncertainty toward the end of last year.

More Retail Optimism Noted.

While retailers are still in a cautious frame of mind, it is noteworthy that merchants in the market here during the week displayed a great deal more optimism than had been anticipated. Playing no small part in bolstering up their confidence, it is pointed out here, is the good turnover experienced at retail during most of this month. The sales figures for more than a few stores are substantially better than was expected at the end of 1929. The view is gaining ground that the first quarter of the year may not prove nearly as bad as it was painted in advance forecasts.

Industry Using More Coal.

Industrial consumption of bituminous coal has increased since the first of the year, especially in the steel industry, where increased operations have resulted in heavy orders for fuel. Unseasonable weather cut into the sale of bituminous coal for heating requirements. The weather had a more adverse effect upon the anthracite market. There the demand for fuel fell

off sharply with the rise in temperature. In the prepared coal sizes, chestnut is reported selling in better volume at present. A slight increase in the demand for egg coal was also noticed.

Big Sheer Silk Season Seen.

Recent orders placed for broad silks remove all doubt as to the marked predominance of favor for sheer types for both immediate and later delivery. The business placed during the last few days has been concentrated to a marked extent on both plain and printed chiffons, with interest shown by both retailers and cutters-up. Printed crepes de chine have met with fair buying. Flat crepes, however, continue to do well and are expected to maintain their popularity for some time to come. Recent favor for cantons has been declining somewhat. Black is still sought, with blues and greens favored in colors.

The grand essentials of happiness are: something to do, something to love, something to hope for.

RECEIVER'S SALE

of

THE UPHOLSTERY SHOPS Grand Haven, Michigan

NOTICE IS HEREBY GIVEN that, on the 31st day of January, 1930, at the office of the corporation in the city of Grand Haven, Michigan, I will offer for sale at public auction at ten o'clock in the forenoon of said day, all of the tangible assets and the business of THE UPHOLSTERY SHOPS, a Michigan corporation, pursuant to an order of the Ottawa County Circuit Court, in Chancery, made and filed December 27th, 1929.

Such sale will be made in the following manner and upon the following terms and conditions:

1. All of the business and property of the corporation excepting books and records cash, accounts receivable, notes receivable and choses in action will be offered for sale.
2. Bids will be received either for the entire business and property, and the good will thereof, as a going concern, or for various lots and parcels, or both, as in my discretion shall appear advisable at the time of the sale.
3. Such bids will be received subject to confirmation of the court, which reserves the right to reject any and all bids.
4. The highest bid or bids received from responsible bidders will be reported to the court within five days after the sale and passed upon by the court as soon thereafter as notice can be given to the creditors and all others interested and a hearing had thereon.
5. The bidder or bidders whose bids will be so reported to the court will be required to deposit at the time of the sale a certified check or bank draft for ten per cent of the amount of such bid or bids, to be applied upon the purchase price if such bid or bids are approved by the court, returned to the bidder or bidders if same are not approved, and forfeited by such bidder or bidders if same are approved by the court and such bidder or bidders fail to make payment of the balance of the purchase price within five days after such bid or bids have been approved, a sale or sales pursuant thereto authorized and directed and proper conveyances tendered by the Receiver.

The property so to be offered for sale consists of factory buildings and grounds, subject to certain lines thereon; one Federal Motor Truck; machinery, tools and equipment for the manufacture of upholstered furniture; office furniture and fixtures; and all finished merchandise material in process of manufacture, raw materials including cover materials, frame lumber, crating lumber and numerous other materials used in the manufacture of upholstered furniture on hand at the date of sale, as well as numerous miscellaneous articles and items of personal property used and usable in that business.

The property may be seen and inspected any day, excepting Sundays and holidays, between nine o'clock in the morning and five o'clock in the afternoon and, upon the application of anyone interested, either in person or by mail, the Receiver will furnish any desired information.

Dated December 31st, 1929.
LOUIS H. OSTERHOUS,
Receiver.
Grand Haven, Michigan.

SHOE MARKET

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

Value of Educating the Customer.

Some mighty good common sense is written in a copyrighted article entitled "Foot Talk" that the Coward shoe stores put out to their trade. Things of this nature build up a store's reputation. Some 61 years of constantly striving to elevate shoe fitting to an art have given Coward an international retail trade. In this little leaflet, "Shoe Talk," the Coward firm tells its customers, among other things:

"Many people go hobbling through life—nervous, irritable, only expressing half their real power—knowing only half the real happiness of life because of half-sick feet.

"A wise general knows that sore feet will do more to disrupt his army than the bullets of his enemy.

"The whole magic of foot health is expressed in the one word 'circulation.'

"Water that does not 'circulate' becomes stagnant and impure. Air that does not 'circulate' becomes foul. Blood that does not 'circulate' becomes diseased. This is the law of nature.

"The feet should be bathed daily, not only to keep them sweet and wholesome, but because the sweat glands cannot properly perform their function, unless the pores are kept open and free to excrete the waste material from the blood.

"The next vital thing is to wear shoes that do not strangle the arteries, and impede the free circulation of the blood throughout the feet.

"The shoes should be long enough to permit the toes to rest in a normal position, and wide enough so that the foot can have an adequate easy tread.

"And, finally, a shoe should be so designed that the weight of the body is properly poised and balanced so that the pressure is not exaggerated at any point.

"The nails should be cut straight across—not too close, as they afford a protection to the toes.

"There is a vitalizing and exhilarating sensation in standing and walking in the right shoes—a sense of power, you can go and not be footsore and weary.

"There is a science and art in shoe-making as in other things. What we have learned in our sixty-two years is at the service of every one of our customers."—Harry R. Terhune in Boot and Shoe Recorder.

Cardinal Rules of Display.

There are five cardinal principles of window trimming, Unity, Proportion, Balance, Eye Direction and Color Harmony, says Dick B. Dale, display man for the Robinson shoe stores in Kansas City.

To quote Mr. Dale: "The necessity for unity is quite apparent, especially when circumstances require one to show a large number of shoes at one time. In this window are three units. The right has the shoes at \$10 to \$16.50, the center the hose and the

fast styles, while the display at the left is for the downstairs department.

"Direction simply consists in placing shoes in the window in such a position as to cause a looker's eye to travel from one shoe to another until one that hits the fancy has been discovered. That means, too, that the travel must be toward the store door and not away from it.

"Proportioning the window space so as to bring out the good points of every shoe and so that one shoe or unit will not confuse the one next to it is almost an art in itself.

"In well balanced windows, any shoes may be shown and at the same time not give the impression of being crowded. A symmetrical window is easy to look at and easy to buy from.

"Here the metallic effect so much in vogue is used in with the fall brown tones. The motif is dark brown old oak trees with a lighter brown background. Color harmony is a deeper study than just a pleasing combination. It must not only reflect the mood of the season but the type of merchandise shown."

Getting Rid of Old Shoes.

Here is a thought for some of you big hearted fellows that comes from Dave Petty, of Pittsburgh. Instead of having a cut-priced sale in the winter, an offer is made that \$2 will be allowed on any pair of new shoes when the customer leave the old shoes with the store. Last year between seven and eight thousand pairs were collected. The next step is to have these old shoes put in wearable shape by the store's repair department and then give them to the various city charitable organizations.

With each shoe sale and each repair job, every customer receives a ticket that entitles him to ten free shines. Here is the reason for it. "Even though we do our best to satisfy a customer, there is a chance that we may never see them again. Just a slight chance, possibly, but we do all we can to bring it to the vanishing point. If a new customer, or an old one, for that matter, will have some reason for coming back to our stores before they are ready to buy new shoes, we stand a good chance of becoming better acquainted."

In a recent quarter page advertisement the Petty store boasted of having fourteen members of the sales force whose years of service totaled 136 years. Not a bad idea, that, either.

Late Business News From Holland.

Holland, Jan. 21—Van Putten's grocery is a popular institution in this city. Mr. Van Putten has been a subscriber to the Michigan Tradesman many years. "The Tradesman is a very good trade newspaper," he remarked to the writer. "It serves a useful purpose."

Hon. G. J. Diekema, United States Minister to Holland, has been re-elected President of the First State Bank, also a director of a bank at Grand Haven. His vote will be cast by holders of proxies during his absence abroad.

The banks in this city are in a healthy condition. The First State, now capitalized at \$200,000, has resources amounting to \$4,361,794.50. The Holland City State Bank, capitalized

for \$100,000, has resources valued at \$3,368,341.93. The People's State Bank has a capital stock of \$150,000. Its resources amounting to \$3,496,106.96. The First State has declared a stock dividend of 100 per cent. For a city of 18,000 the banks make a substantial showing to their stockholders and others who may be interested.

The B. & M. Shoe store, owned by Henry Maatman and F. H. Van Lente, was damaged by flames Friday night, involving a considerable loss.

Bell Telephone Company's new building will be completed within one week. Installation of equipment will be commenced at once. The building is an imposing structure in the Elizabethian style.

A. Arendhorst, founder of the Holland Rusk Co., died Jan. 19, aged 90 years. Deceased arrived in Grand Rapids from Holland fifty years ago with a wife, two boys and two dollars. He started the rusk business with two quarts of milk. He settled in Holland in 1898. The Rusk Co. is now a division of the National Biscuit Co.

Arthur Scott White.

Built Profits By Selling Quality.

In order to convince himself that it is often just as easy to sell quality as it is to sell price, Franklin C. Schlitt, Schlitt Hardware Company, Springfield, Ill., tried an experiment with lock sets.

For a specified period, he resolved that the firm would make a genuine effort to sell a solid bronze lock set to every lock set prospect, instead of plated steel. A comparison of the two locks was always made and this was strengthened by an informative sales talk favoring the bronze lock. Results were most gratifying. The firm found

that it was possible, in most instances, to sell the quality lock with little difficulty and instead of making a 30 per cent. margin, the store made a 50 per cent. margin on the same transactions.

Let Billy Do It.

By specializing in selling to children, a far Western grocer has built up a large business and a friendly confidence in his store. He advertises this feature in his handbills. One headline was, "Let Billy Do It."

The handbill said that mothers could be perfectly confident in sending their children to this store; that the clerks would see that the children got exactly what they were sent for and in as short a time as possible. Mothers were urged to save their steps and to send the children, because this store would even see the children safely across the street, if necessary. The handbill also listed the week's specials.

Fishermen May Stun Fish With Bombs.

Experiments are now to be made with special bombs to be used with airplanes in the herring fisheries at the North coast of Norway, according to a report received in the Department of Commerce from Commercial Attache M. H. Lund, at Oslo.

These bombs will be constructed to stun but not kill the fish, so that they will come to the surface and float. It is expected that the observer in the plane will be able to form a definite opinion in this way, as to whether or not herring are present in quantities.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

MUTUAL PROGRESS CASH ASSETS

1912	-----	\$	460.29
1917	-----		7,191.96
1922	-----		85,712.11
1927	-----		151,393.18
1929	-----		200,661.17

Meanwhile, we have paid back to our Policy Holders,
in Unabsorbed Premiums,

\$380,817.91

for
Information write to

L. H. BAKER, Secretary-Treasurer
LANSING, MICHIGAN

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — A. J. Faunce, Harbor Springs.

First Vice-President—G. Vander Hoon, Grand Rapids.

Second Vice-President — Wm. Schultz, Ann Arbor.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—J. F. Tatman, Clare.

Trustees—O. H. Bailey, Lansing; M. C. Goossen, Lansing; Grover Hall, Kalamazoo; O. L. Brainerd, Elsie; Ole Peterson, Muskegon.

Chain Example All Can Emulate.

It is standard chain practice to price new arrivals of fruits and vegetables at a level which shows no profit and often below invoice cost. When this happens—and it happens frequently—there are howls from independents about "unfair competition." Said independents are then strong for some law that will make such practices illegal. Or there are expressions of suspicion that the wholesale fruit merchant is in cahoots with the chains and is conspiring to drive old-line grocers out of business.

Yet the reasons behind this practice are well known. I have printed a complete analysis more than once. The facts are there for anyone to learn. And each man is free to do likewise. More than that, if he is a wise grocer, he will proceed to do precisely as the chains do in this regard, for that is the soundest merchandising practice.

So let's get the picture.

Virtually every fresh perishable commodity comes on the market at the beginning of its season at a high level of cost. Consider California River pears. They are a quick-arriving, rapidly-disappearing product. The entire season is only about six weeks. They arrive on the Omaha market, say, at \$6 cost per box to the retailer. He fixes his price per dozen on the basis of that cost.

Folks may be hungry for those pears and eager to get them; but when faced with such price, they are likely to think they will wait until the pears get cheaper. So the "independent" keeps them until they spoil and after he has dumped half his purchase, he is off pears—wants no more of them. He feels—not altogether illogically—that he must get cost and profit for his pears. Yet it is one of the fundamental facts of merchandising perishables that they cannot be regarded and handled the same as dry, stable groceries. So let us glance at chain practice and the reasons back of it.

Chains know that those pears will start at \$6; that in a few days, say a week, they will be down to \$3 or even \$2.75; that they will hold at about \$3 for four weeks, then peter out with a rising cost at the season end. So they price them below cost to start with and follow down, with gradually widening margin, until cost of \$3 comes. Then they sell for the four weeks at a perfectly good margin. Then, at the season end, when there are few to be had and when other dealers have dropped out of selling, they get a margin fat enough to more than make back their early sacrifice.

On the season as a whole, they have made good earnings; but they have also built trade and good will, as you may see if you think it out.

For here is the reasoning as given me by a prominent, well established, experienced and successful chain grocer: "We price low at the start because, as you say, we know we shall make money in the run of the season. But in thus pricing, we get the cream of the first desire for new things. Folks come to us, perhaps after having noted high prices in single grocery stores, and are pleased to find our figures so low. They buy then, and we sell out clean. We replace and sell again."

"The effect is to show consumers that we are reasonable in our prices and they get the habit of looking to us for first offerings. That is good for our entire business and during the season we make fine earnings on our perishables. Then, at the end, others drop out and the few people who still want the item will pay for it, besides which we then have no competition."

Now then, the cat is out of the bag—once again. Surely that is reasoning as plain as the nose on any man's face. He who runs may read it and there is no copyright on the idea. It is yours for the taking. As a matter of fact, many wideawake grocers have taken it and are using it as I write and as a matter of regular practice. And they are making big money out of its use, too.

Two months ago, single-individual—independent neighborhood grocers in Indianapolis were buying mangoes for \$1.35 per dozen and retailing them at 10c. Asked how come, the answer was this: "Folks are mango-hungry at the beginning of the season, but most of them, even lovers of mangoes, like them ten cents worth—and no more. If we priced them at 15c we'd keep 'em until they spoiled. We'd throw them out and swear off on mangoes."

"But we price them at 10c when they cost \$1.35. We get 10c when they cost 90c. We sell for 10c when we pay 75c per dozen and all the time we have a ready, staple outlet for them. We also enjoy the reputation of being first hands—of having the goods ahead of our neighbors—of selling dainties at reasonable prices."

Now let us think a bit. If you pay \$1.35 for such an item and sell it for 10c, what does that cost you? No, you're wrong. The cost is not 15c per dozen. It is at least 60c, perhaps 81c, per dozen. Why? Because when you pay \$1.35 your price must be at least \$1.80 and it may be 18c or \$2.16 the dozen. So your cost for this sacrifice is as stated.

But what of it? Assume you sell 20 dozen that way, your cost is \$12 to \$16.20. How much advertising can you do for either \$12 or \$16? Not much. And remember that no advertising as usually understood can be as effective as this kind, because this is concentrated exclusively in your own store. It is concentrated because nobody knows it until he finds it there, hence it is centered where you want it. So here, for a small sum, you build up not only your perishables department, but build good will and that means more business for your entire store.

Now you can see how unfair this (Continued on page 31)

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham

Rowena Golden G. Meal

Rowena Pancake Flour

Rowena Buckwheat Compound

Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

ASSOCIATED TRUCK LINES



The Outstanding Freight Transportation Line of Western Michigan.

State Regulation means Complete Protection.

ASSOCIATED TRUCK LINES

Phone 93401 108 Market Av. Grand Rapids, Mich.

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

Quality — we have found — is an invincible salesman. We have given him a job for life in our bakeries.

VALENTINE CANDY

FOR FEB. 14

We manufacture a complete line of Heart Shaped Cream or Lozenge Candy. Don't fail to place your order when our salesman calls.



PUTNAM FACTORY

NATIONAL CANDY CO., INC.

GRAND RAPIDS, MICH.

CHICAGO—GRAND RAPIDS ROUTE

Merchant Freight Transportation with Store Door Delivery
Over Night Runs between Chicago and Grand Rapids

DAILY SERVICE

GRAND RAPIDS MOTOR EXPRESS COMPANY

General Offices 215 Oakes St., S. W., Grand Rapids, Michigan

Chicago Terminal 1800 South Wentworth Ave.

The Toledo Plate & Window Glass Company
Glass and Metal Store Fronts

GRAND RAPIDS

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MICHIGAN

MEAT DEALER

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

Advantages in Graded and Stamped Beef.

During a recent agricultural fair held in New England, where an exhibit of meats was a feature, it was found that many people in that part of the country, including many meat retailers, did not know that the Government is conducting a beef grading and stamping service for those requesting it. This seems a little strange, in view of the fact that less than a hundred miles away—in and around New York—hundreds of hinds and ribs and many whole beef carcasses are graded and stamped weekly. This service is only about a year and five months old, and its value is becoming more universally acknowledged every day.

Grading and stamping beef simply means selecting carcasses and cuts having similar characteristics and placing them in definite groups with a stamp placed on the meat that assures dealers and consumers just how high it grades and what may be expected from it when cooked for the table. Each grade has a definite name, ranging from prime as the highest quality possible to be produced down to the grade known as low cutter. The usual market grades are choice, good, medium and common, in the order named.

Prime beef is perfect, or closely approaches perfection, and there is little eligible to this grade. This fact need not worry consumers at all, for choice grade beef is satisfactory to the most fastidious. Choice beef can always be obtained in this country, though the quantity varies with seasons. Good grade beef is suitable to the palate and pocketbook of most beef eaters, while medium is recommended for its food value and price, more especially than for its tenderness and flavor.

So far the greatest amount of beef graded and stamped under the supervision of the Government falls in the choice grade, though considerable good grade beef is stamped also. While many retailers are buying Government graded and stamped beef the percentage doing so represent only a small part of all retailers, though the plan is receiving the highest possible endorsement from retail meat dealers' associations throughout the land. Everything indicates that in the not too distant future beef and other meat will be universally sold according to grade. This will prove of great benefit to consumers as well as the industry. How soon this plan will be generally in effect depends largely on demands of consumer-buyers.

What Do People Eat in Restaurants?

J. O. Dahl, editor of "Restaurant Management," who recently made a comprehensive investigation of eating habits as manifested in public eating places found that demand for meat in the hotels and restaurants investigated decreased between 1917 and 1927

about forty-five per cent. Other interesting changes during the same period were:

The demand for whole wheat bread increased thirty-five per cent, and the demand for white bread decreased twenty-nine per cent.

Consumption of sandwiches increased 215 per cent.

Consumption of fruits and vegetables increased over thirty per cent., and salads, 110 per cent.

Hog Skeleton Found As Big As Truck.

The fossil skeleton of a giant hog which stood seven feet tall has just been mounted in Morrill Hall at the University of Nebraska. The terrible pig in his prehistoric day was as high as the tallest modern motor car and had a wheel base of about 140 inches.

The fossil was dug up in Sioux county, Neb. Only two of the giants have ever been discovered, the other being smaller. The pig lived some 12 million years ago.

Making Streets Safe For Traffic.

Due to the increasing interest in uniform motor vehicle laws and regulations the National conference on street and highway safety has during the past year had heavy calls for the uniform vehicle code, the model municipal traffic ordinance, and related materials.

There was substantial progress toward uniformity through adoption of laws and ordinances in harmony with the conference models in additional states and municipalities. Toward the close of the year steps were also taken to organize new committee studies of several important subjects not covered by previous conference reports. Twenty states have enacted laws based on the uniform vehicle code.

The model municipal traffic ordinance, which was completed in August, 1928, has been put into effect in two states, New Jersey and Wisconsin, by state legislation embodying substantially its provisions, and has also been adopted by numerous cities and towns in other states.

The report on street traffic signs, signals, and markings prepared for the National conference by a committee of the American Engineering Council and completed in March, 1929, has been widely distributed to cities and towns interested in standardization of these traffic facilities. Robert P. Lamont, Secretary of Commerce.

Four New Spring Colors Cited.

Four new colors recently received from Paris are cited by Cheney Brothers as having high fashion importance for Spring. The shades are powder pink, bud green, new brown and Spring blue. Powder pink has a peach cast, while the green has a yellowish tinge. Both are pastels for resort and evening wear. The remaining two shades are sponsored for daytime wear and also as combination colors for sport in conjunction with pure white. The new brown is of a medium tone, while Spring blue inclines toward navy.

Don't call it an accident when your own dumbness caused it.

"I OWE A LOT TO FLEISCHMAN'S YEAST-FOR-HEALTH"

Mrs. Michael Marich, proprietress of a grocery store in Chicago, says: "I consider that I owe it to the health of others to tell of the wonderful good I derived through taking Fleischmann's Yeast-for-Health.

"I will say that I owe a lot to Fleischmann's Yeast-for-Health."

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Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Store Policies and Store Slogans.

What is your store policy?

Although some may not realize the fact, a definite policy is just as necessary for a hardware dealer as for a political party. The dealer lays down certain principles on which to mould the conduct of his business. The public comes to understand what that policy is, and the prosperity of the dealer depends on whether his policy has found favor or not.

In some cases, the store policy is shaped unconsciously. The dealer who makes it his endeavor to dispose of a large volume of goods and carries a cheap stock would repudiate the suggestion that he had adopted a "Sell 'em at any cost" policy. Nevertheless that is the guiding principle in the management of his store. People find that the goods they buy from him do not last, and they go to him only when they want something at a low price regardless of quality or value.

I once asked a hardware dealer what his store policy was. His response was a rather blank look.

"I don't just understand what you mean," he said.

At that moment a lady entered the store and the proprietor excused himself and hurried to wait on her. She had a saucepan in her hand which she handed over to him with the rather curt remark that she had bought it in the store a few days earlier but wanted him to take it back as it was not "just what she wanted."

That the dealer was annoyed goes without saying, but never for a moment did he reveal the fact to that woman. "We always strive to please our customers," he replied. "Certainly, we will take it back, Mrs. Blank. Perhaps I can find something that will suit you better."

He made a sale to her.

Before this transaction was concluded, a man dropped in to make a small purchase. "How's that range I sold you two weeks ago working now?" asked the dealer.

"Well," responded the man, "it's giving us a little bit of trouble off and on. Perhaps we don't understand yet just how to handle it."

"I'll send a man up," promptly returned the dealer. Then he added, on afterthought, "No, I'll drop in myself on the way home."

That man's policy was obvious to everyone. And it was a money-making, business-getting policy. He was out to give the best service he knew how and to please his customers.

The dealer requires a policy to cover all phases of the business—the buying, the selling, the advertising and the financing. It will generally be found, however, that the same underlying principle is the guiding factor in the handling of each phase of the business. The merchant who carries a cheap stock and relies upon low prices to attract trade will base his buying operations on cheapness alone. He will carry a cheap staff; and will, as a rule,

get the cheapest class of service from his helpers. And once the article is sold and paid for, his interest in it will cease entirely. No after-service there.

On the other hand, the dealer who endeavors to stock his store with first class goods will encourage sales on the basis of quality, will surround himself with capable salespeople, and will finance the business on a sound, equitable footing. And his after service will be comprehensive and dependable; he will stand right behind his goods.

Sometimes conditions govern the policy of the store. A store recently visited was laid out and stocked on a plan which can best be described as antique.

The space was small and cramped. The shelves were filled with goods arranged with no semblance of order. The drawers were fairly bursting open with the overload they contained. The counters were covered with a higgledy-piggledy collection of stuff. A clerk who was badly in need of a shave was waiting behind the counter. He made a credit sale, wrote a memo on a scrap of paper that he found under a heap of mouse traps standing on the counter, and stuck it in a drawer behind him. It was a matter for speculation whether or not the memo would ever be found again; though the chances were against it.

Everything about that establishment reflected the same condition of confusion and lack of system. The proprietor and his clerk were never certain just where to look for things. While waiting on a customer, it took them so long to find the article desired and to make change that they had no time for anything else. The business system was shockingly loose. As might be expected, this dealer was always behind with his payments, always in trouble financially.

Undoubtedly environment had led to the loose methods followed. If the store had been larger and the stock arranged on a better system, the salesman would have been more likely to have kept his work up to the mark. He would probably have kept himself shaved. There is no greater incentive to do good work than the opportunity and the facilities to do good work.

On the other hand, good work, even under difficult conditions, will develop a business to a point where it can afford—and, in fact, must have—better facilities.

In contrast with this exceptional instance of hardware selling under primitive conditions is the crisp summing up of the store policy of a small city firm as embodied in a certain hardware store's annual catalogue.

"We desire to place in the hands of the public our fifth annual illustrated catalogue, and also to thank you for the confidence shown us in the past year.

"We ask your honest criticism; and if you have reason to criticize and don't criticize, the loss is ours, because we don't learn wherein we have fallen short of your expectations and what we should do to measure up to your requirements.

"We want you to criticize if you feel like it. Your failure to criticize may mean the loss of your goodwill, your trade, and your influence for us. A mistake on our part in one small order may involve the loss of many.

"Every order you give us is accepted with the understanding and agreement that if the goods you get are not perfectly satisfactory they can be returned to us and we will refund the purchase price. We strive with every measure of resource to leave no room for criticism; still, occasionally, errors and misunderstandings may creep in. Remember, in such a case, that we are here to make good.

"We do a cash business, and by doing so are able to give the public the best service, and, quality considered, the best price.

"If our goods and our service please you, you cannot do us a greater favor than to tell your friends and neighbors.

"If our goods and our service do not please you, you cannot do us a greater favor than to tell us.

"We have but one price, and that is the price printed in this catalogue. It is exactly the same to you as to the largest buyer."

A store policy is an asset. Kept before the dealer, the salespeople and the public it helps to define the store's basic principles and to give the store a measure of personality.

As pointed out, quite often a store develops a definite policy without the dealer being aware of the fact. The public in time will inevitably identify the store with more or less definite

principles of business. People will say, "Blak's store is a cheap store," or "So-and-So's store has the most dependable stuff," or "You get quick service at Smith's" or "Jones has the politest clerks and they always know where to find what you want."

Quite often this store policy is a reflection or a development of the personality of the merchant himself. The good merchant inevitably impresses his whole staff and his whole business with his own ideas and ideals. The store gets a personality in the eyes of the public.

But while a personality may thus develop without the merchant being conscious of the fact, it is much better for the merchant to carry on business with a definite objective constantly before him. The results are better. If he has a clear conception from the beginning what sort of reputation he wants his store to enjoy with the buying public, he can a great deal more readily, and with a great deal less effort, establish that reputation.

Know what you want your store to do and what you want your store to be, and then work steadily, intelligently and systematically toward that end.

It pays to capitalize the personality of your store. This can be done effectively by the employment of a store slogan which embodies the essential idea in the store policy.

I recall one small city general merchant who started in business with a cash capital of \$250. Early in his career he adopted the slogan of "The Store With the Stock." His aim was

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Michigan Hardware Co.

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GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

to always have in stock the things the public wanted. And though his store was one of the newest in town, it was not long before it had an established reputation which may be summed up in the comment of one shopper:

"When I want anything I always go to Jackson's first. They have the most complete stock in town. I may get what I want at one of the other stores; but I know that if it isn't in Jackson's stock, I can't get it at all."

"The Store With the Stock" sums up, in a brief phrase, the reputation indicated by that comment.

"You Can Get It at Smith's"—or, more briefly, "Get It at Smith's"—is a familiar slogan. "We Fix It," is the slogan of a small city plumbing firm. Creating a slogan is merely a matter of determining your store policy and boiling it down to a few catchy words. And the adoption of a slogan not merely attracts public attention to that policy, but helps to keep your entire store organization up to the standard such a policy implies.

A slogan without a policy behind it is, however, a boomerang. Not merely must you promise service; you must deliver the service promised. Otherwise, your slogan becomes a hissing and a byword in your community.

Victor Lauriston.

The Old Rush Light.

More than a century ago, people had almost no lighting conveniences. Even the common lamps of the present day were luxuries to the poorer classes, and could be afforded only by the rich. The usual method of lighting the homes was by a rush light. The people of Ireland and England were the original users of rushes for lighting, and the process of making such lights is interesting.

Late in the summer, the old people, and all those unable to help with the haying and harvesting, went out in little parties and cut rushes (like our flags of the meadows) bundled them into sheaves, and took them home. First they were soaked for twenty-four hours in water to keep them from becoming brittle; then they were peeled and sorted very carefully into piles, according to their size and plumpness.

The peeling was done only by the expert, for one strip of the green covering was left as a support for the rush when it should be used. If this strip was too wide, it hampered the lighting; if it was too narrow, the rush would "slump" after it was lighted.

The pith of the rush was what burned; so of course the more plump the rush, the better it burned, and the more light it gave. After the peeling, the piths were spread in the sun to bleach and dry thoroughly, and then the entire family took part in trimming and dipping them.

About six pounds of mutton tallow was used to each pound of rushes in dipping. Often, if a family had a large number of bees, some beeswax was mixed with the tallow, and in places where elderberry or waxberry plants were abundant, this wax was also used, for it gave out a delicate, pleasing aroma. The piths were dipped carefully, so that the wax would be spread evenly and soak in gradual-

ly. The older members of the family always dipped the best rushes, and the children, who were learning the art, cared for the smaller and less important ones.

The boys took great delight in making the holders for the rushes. These they whittled out of birch, with a hole drilled in each holder to hold the rush snugly. The base had to be solid and fairly large, so that the rush would not tip over. Sometimes a Y-shaped holder was made, to which was attached a "save-all" to catch the drippings, in order that the tallow or wax might be conserved for use over again. But each family took pride in making individual holders, some with peculiar markings to distinguish them, and some of odd shape, as the maker fancied.

An odd expression arose from this use of rushes for lighting. It was "mending the candle," and it came down through the generations when solid wax or tallow candles came into use. Mending the candle originally meant changing a burned-down rush for a new one and fastening the new one into the holder. Large rushes burned for at least half an hour, sometimes for nearly an hour, and the family would save extra long rushes for special occasions, when parties came to the homes, or for use in holiday seasons.

In those early days, there was little reading material in any home; so rushes were not designed for reading lamps, but were set on the fire mantels, making a very pretty illumination as the family sat by the fireside and talked or told stories. While the work of gathering the rushes was arduous, everybody felt repaid when, in the winter, the family circle thus enjoyed the benefits of that labor.

Man Values and Book Values.

A healthy disposition has been cropping out recently to restore the individual in business to his proper perspective. The importance of the human factor seemed for a time to have been overlooked among the prodigies of the machine, the pyramids of finance and the regimentation of production and distribution. This tendency began with the displacement of firms by corporations. It was intensified by the out-pouring of corporation securities dissociated from personalities. Its climax was reached in the speculative frenzy that took note of nothing but rising quotations. The collapse in the stock market revived memory of elements in appraisals of real values which used to be regarded as essential and are once more gaining recognition. Among these elements none was rated so highly as the character of the men behind the earning statement. Their ability to obtain satisfactory returns was more significant than mere weight of resources shown on the balance sheet. To this fact and the new understanding of it Samuel Crowther calls attention in a timely magazine article contrasting the relative advantages of man values and book values—the worth of management instead of the worth of the things that have to be managed. This judgment lies at the root of the tree of uncertainties that

shadow the merger future and affords the best assurance that individuality in our business life will never yield to magnitude of combinations.

Wool Blanket Prices Reduced.

Reductions made on leading 1930 lines of part-wool and all-wool blankets in this market yesterday were sharper than had been looked for in some quarters. Prices on the part-wool lines of the Chatham Manufacturing Co. were 7½ per cent. under those of a year ago, while the company's all-wool blankets were opened about 5 per cent. lower. The key part-wool number of Leaksville Blankets, Inc., the 4½ pound Lucerne, is about 9 per cent. under the 1929 opening, despite a two-inch increase in length and width. It is now priced at \$2.71½, with discounts. The Leaksville key all-wool number, the Rockingham, is higher than last year, but as it has been made larger and heavier, it was said actually to be priced under the 1929 comparative figure.

When you feel a grouch coming on, think of something funny.



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HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Los Angeles, Jan. 17—George A. Southerton writes me from Battle Creek to the effect that he has again assumed control of Hotel Laverne and proposes to go ahead and improve same. George made a success of the Laverne when operating it previously, and I am right glad to know that he is back at the old stand. During the days of his sovereignty there, the Laverne had a wonderful patronage from commercial sources because of the popularity of the operator and the fact that he was always doing his bit to make the place attractive. Mr. and Mrs. Southerton have been constant and consistent members of the Michigan Hotel Association for many years.

Marquette's latest hotel, the Northland, is practically completed and was thrown open to the public for the once-over, one day last week. Service will be given commencing immediately, but the formal opening of the institution will be the latter part of the month.

The Northland, which is in every way modern, up-to-the-minute, was built by Marquette citizens for Marquette, and the alliance with the Arthur L. Roberts-Degelman Company, for purposes of operation is one of the best laid plans in the whole program. This organization has already shown its hand in the wonderful success of the Ojibwa, at Sault Ste. Marie, which won out instantaneously. The working staff of the Northland has been selected. M. E. Scott, who has been operating one of the company's establishments at Fergus Falls, Minnesota, which is also a new proposition, comes to it as manager, but Mr. Scott has had extensive experience in hotel operation, and he was selected for the Northland for the reason that he fitted into the setting and his organization are free in their claims that he will do himself proud and honor his colleagues. Mr. Scott's assistants are Hugh J. Malloy and Cecil H. Carter, both of Marquette. The new chef, Leon DeSmitte, has already demonstrated to the satisfaction of Marquette patrons that he is well qualified to keep up the high standard of catering which the Roberts-Degelman organization has established. On the advance announcement program of the Northland are featured various luncheons and dinners to be served various clubs and other Marquette civic organizations.

I regret my lack of knowledge of all details of hotel history in the Upper Peninsula, but I traveled up there forty years ago, and my activities with the Michigan Hotel Association, placed me in intimate touch with many of the present-day operators.

Probably the first modern day establishment—and when I say "modern" it is the sense of steam heat and running water—was the Hotel Marquette. It was an enterprise of the early 80's, and was probably one of the best hotels in Michigan. I cannot say who opened the institution, but I do know that prince of old-time landlords, John Lewis, has been there for at least forty years. About the same time, or soon after, the Nelson House, at Ishpeming, was opened. Physically it was easily the finest hotel of its day and age. Bath rooms, with tubs of marble, were featured, and there was a strong rivalry between this and the Marquette, the consensus of opinion among traveling men being, that while the Nelson was possibly more modern, the meals at the Marquette were superior, and I join in that opinion. The Nelson is still in evidence, but little changes have been made there, but

Mr. Lewis has continually added to the attractiveness of the Marquette by a continuous program of improvement. Later on came the Douglas, at Houghton and the Delta, at Escanaba. These were both modern structures, and were the beginning of a new era for the Peninsula. John Mann operated the Douglass for many years, retiring about five years ago to private life with a good record of accomplishment behind him. The S. M. Stephenson was built at Menominee about this time, or perhaps a little earlier. It is now known as the Menominee. Crystal Falls has a modern fire-proof structure, the Crystal Inn, completed about six years ago, and now we have the newer ones, the Ojibwa, at Sault Ste. Marie and the Northland, at Marquette. Two outstanding operators for many years in the Northern district, were James R. (Jim) Hayes, of the Park Hotel, at Sault Ste. Marie, and Louis Mellette, of the Ossawinamakee, at Manistique. Hayes, Lewis, Mann and Mellette were all glorified for the wonderful food dispensed by them in the grand old days when hotel service consisted of a good room and three square meals on a very equitable basis. Northern Peninsula hotel men deserve a conspicuous place in history. I am willing to stand corrected on any statements I may offer, but when I get my fill of "sunshine and roses" I am going to make a good, long visit among my Wolverine friends and try to make myself famous as a real historian.

"At" White tells about Mine Host Leland, of the Warm Friend Tavern, Holland, having the Tradesman constantly in a prominent position in his lobby for the benefit of traveling men who visit his hostelry. I can add there are various others, among them the Heldenbrands, who feel they are doing their guests a service by providing Michigan's most effective trade journal for their enlightenment. I have further held that because this journal treats of subjects vital to the interests of all commercial men, it offers a wonderful channel for the dissemination of knowledge as to just what hotel operators have to offer in asking for this most desirable class of patrons, who have no interest whatsoever in technical hotel publications no matter how much they may mean to the operator himself.

Noel K. Black, for the past two years room clerk at Hotel Pantlind, has been named assistant manager under the management of William R. Duff. Mr. Black spent two years at law studies, but finally decided on a hotel career, joining the staff at Hotel Occidental, Muskegon. Harry Miner, has been advanced to Mr. Black's desk and Edward Brunette, for four years clerk at Warm Friend Tavern, Holland, has been added to the Pantlind staff.

J. S. Stearns, owner of the Hotel Stearns, Ludington, has drafted plans for a three story addition to his house, to be erected across the street from the present structure, an overhead passage way to connect the same with the main building. The Stearns is one of the old Michigan shore landmarks which has been revised up to date frequently, with appendices. It is sure profitable.

Harold Sage, manager of the Detroit Tuller, feels like taking care of a lot of aviation business and is going right after it, and for that specific purpose has organized a promotion department with Floyd M. Showalter at its head. Mr. Showalter, himself a pilot of experience, will chase them down with aeroplanes if necessary.

Eugene LaChance, who was until recently, manager of Grand Hotel, Mackinac, will spend his winter in Miami, Florida. One of the very best fellows I ever knew, and he deserves a real vacation.

Jerry Gordon, who has been steward of Hotel Rowe, Grand Rapids, under Manager Neir, has resigned to accept a similar position at the Pere Marquette, the principal hotel at Peoria, Illinois. Thomas Christensen, formerly at the Nelson House, Rockford, Illinois, succeeds him at the Rowe.

Some operators seem to think that there is justification in making a charge for ice water supplied guests in their institutions. If their hotels are not supplied with running ice water, there will have to be a better reason than I have heard advanced, for the making of these charges. Ice water, and



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Rooms \$2.25 and up.
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RATES—\$1.50 up without bath.
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400 Rooms -:- 400 Baths

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BOYNE CITY, MICHIGAN

Fire Proof—60 rooms. THE LEADING COMMERCIAL AND RESORT

HOTEL. American Plan, \$4.00 and up; European Plan, \$1.50 and up.

Open the year around.

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the
Continental-Leland Corp.

GEORGE L. CROCKER,

Manager.

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

plenty of it, "with a smile," was always one of the services rendered in the good, old days when the landlord was bestirring himself to take on more tonnage at the rate of \$2 per day, American plan. Why doesn't someone suggest a charge for the furnishings of the room, or will they draw the line by charging for steam heat?

The big 2,500 room Hotel New Yorker, in Gotham, was the scene last week of a banquet given to the hotel men of the Nation. Among those from Michigan, accredited as present were, J. E. Frawley, Hotel Fort Shelby, Carl M. Snyder, Book-Cadillac and Peter Miller, Webster Hall, all of Detroit. F. E. Duggan, managing director of Hotel McAlpin, New York, a former Detroit manager, was also among those present.

The Pickwick Stage Corporation, is most certainly attuning itself to President Hoover's program of progress. They are not only turning out modern stages galore, but are investing millions in the construction of hotels along the highways over which they operate. The lowly stage is surely coming into its own in transportation affairs.

Frank S. Verbeck.

Berdan & Co. Desert the Independent Merchant.

Somerset, Jan. 18—You, no doubt, are fully informed of the fact that the Berdan Co., Toledo, Ohio, has seen fit to sell its Chef coffee to the chain stores, which, in turn, are making a football out of it, the same as they are doing with any other article of any merit. I have taken it upon myself to take this abuse up with them as to its unfairness to the independent merchant and expressed myself as I saw fit and felt. I have endeavored to get their reason, but am unable to get this by letter, but they write they would be willing to give it to me in person if I would come to Toledo. In my first letter I suggested to them that they had better sell their entire line to the chain store gang and see how far they would get with it. Their reply, dated Jan. 13, is as follows:

"We received your letter and while it is a severe one, we are not going to undertake to try and defend ourselves, but will request our salesman not to call upon you in the future and regret very much that he is thus forced to follow your instructions. If ever you have occasion to come to Toledo, we certainly would delight in having you call, so that we could explain our side of the matter."

Our reply of the 15th was as follows: "Replying to yours of the 13th inst., I do not expect to be in Toledo in the very near future. We shall be pleased to have your explanation by letter. It is rather hard for the writer to understand how a house like Berdan & Co.—such as it was in the past, at least, when the writer did business with it twenty years ago—could turn traitor to the trade in this manner. You have a legal right to sell your merchandise to whomever you please, but certainly no moral right to sell the chain store gang that item on which you have built your grocery business through the independent dealer. You still want the independent dealer to buy your merchandise. Gentlemen, you well know if the independent leaves you, you will soon be out of business and can serve as a warehouse for the A & P gang. Possibly that is what you have in mind. We certainly shall appreciate a straight-from-the-shoulder explanation for your side of the matter. I thank you for the invitation to call when in Toledo, which I will do at the first opportunity."

Their reply was made on the 16th as follows:

"Your letter of the 15th received and contents noted. You say that you would like to have us explain why we sold the chain stores. Again I wish to inform you that I would much rather tell it to you in person, so that you can hear my side of the story. There are two sides, as you know, to every story, and if I explain my side of it I think I can satisfy you. I will be perfectly willing to pay your fare to Toledo and back and your lodging, if necessary to stay over night, as well as your meals. Then, after you have heard my side, you can decide for yourself what is best to do in the future. I assure you that I will abide by your decision. In the meantime, do as instinct guides you. If it is going to make you unhappy to do business with the Berdan Co., don't do it."

Knowing you are abreast with situations of this kind, I would appreciate an opinion from you. I believe the independent retailers, who are now buying of Berdan & Co. should put up a united front and not patronize them under existing conditions. They, as jobbers, certainly had no moral right to hand the chain stores that one item of their line which they pack themselves and the demand for which was built up by the independent dealers. Instead, they hand it to the chain store gang on a silver plate. It makes very good bait.

I assure you of my appreciation of whatever suggestion you may have to offer and whatever publicity you may be willing to give the matter.

A. Leutheuser.

The writer knew the old wholesale house of Secor, Berdan & Co. fifty years ago when it was head by John Berdan, one of the finest merchants the country has ever produced. If Mr. Berdan were alive he would never have betrayed the retail trade the way W. J. Mandel, the present manager, has betrayed it by inducing the independent merchant to create a demand for Chef coffee and then giving chain stores the benefit of the demand thus created. Our correspondent is within his rights when he decides to withhold patronage from a house which deals so ungenerously with the customers who have made the house rich.

When On Your Way, See Onaway.

Onaway, Jan. 21—And by the way, you should have seen the big wild cat which was brought in last week and delivered to Ed. Belding, the taxidermist. The animal weighed thirty-five pounds, the largest of any which has been captured in this vicinity for years. A ferocious looking beast with a head like a tiger and a beautiful set of whiskers.

Just a word to the unemployed: Why not select a home in Northern Michigan, where land is low-priced (not cheap). I dislike the word "cheap;" it's the cheapest word in the American dictionary; it signifies low value, not respected; "cheap lands" give the impression that the soil is almost worthless. Not so. Undeveloped cut-over hardwood lands up North consist of virgin soil containing humus and all the natural elements for producing alfalfa, clover, timothy, grain, vegetables and fruit. A wonderful dairy country where luxurious grass grows wild and is going to waste. First quality certified seed potatoes are grown in vast quantities.

Factory life in the cities is uncertain. Farm life is an independent life; the place to bring up children with a table piled full of health-giving food raised on the farm. Always a hearty meal to correspond with a good appetite, secured by breathing fresh air and drinking the purest of water.

The cream sold from one or two cows will alone support an ordinary sized family. A nice flock of chickens supply fresh eggs, together with a cellar full of vegetables to carry through the winter. Why worry?

Good schools teaching the English language, liberty for all in a land of beautiful scenery; woods, flowers, lakes and streams where "No trespass" signs are conspicuous by their absence. Think it over, but before spring write to the Secretary of our Chamber of Commerce or the County Agent in Onaway.

In the debate held at the Onaway high school last Thursday evening the Onaway team lost by one point only to the Cheboygan State champion trio. This is the first contest in which Onaway has lost and the first debate where Cheboygan has lost a point. All eyes are now on the result of the future and it will require the finals, to be held in Ann Arbor April 25, to decide the winners.

Dr. A. N. Jorgensen, of the Central State Normal College, delivered a fine lecture to an appreciative audience at the Parent Teachers meeting last Friday night, after which a reception was held and luncheon served at the Schlienz restaurant. About thirty-five business and professional men were present and listened to a proposed plan by Dr. Jorgensen to locate a summer camp for boys at Black Lake. Prospects look good for securing a suitable site with sufficient land and lake frontage.

It is zero weather just now. Skiing, snow shoeing, tobogganing and good sleighing help make life worth living; the snow is white, pure white; the trees are laden with King Winter's annual decorations, studded with millions of diamonds. Cheer up.

Squire Signal.

Clarence Thomas Buys Home in Orlando.

Orlando, Fla., Jan. 18—I will look up Clarence Thomas after he gets located in his new Orlando home. He has purchased one of the fine homes of the city, just across from the winter home of the Tiedke Bros., famous Toledo merchants. It is a beautiful place and a fine location for a winter home.

Cal Coolidge and wife are located at Mt. Dora, about forty miles Northwest of here for the winter. They are over here quite often and were entertained at Winter Park, a suburb of Orlando, this week by the president of Rollins College, one of the beneficiaries of the fund recently distributed by the committee composed of Coolidge, Al Smith and Julius Rosenwald. Al Smith is at Miami playing golf and looking after his interest in Coral Gables and the Biltmore Hotel. Edison, Firestone and Ford are over at Fort Meyers, having their usual winter re-union, so you see a lot of us famous Northerners are enjoying Florida's famous sunshine this winter.

Lewis A. Smith.

Mr. Smith encloses in his letter the following newspaper account of the purchase of the new home:

Sale of the residence of former Mayor L. M. Autrey, at 108 Hillcrest avenue, to Clarence Thomas, millionaire chain store operator of Grand Rapids, Mich., was made public yesterday. The price is understood to have been approximately \$65,000.

Mr. Thomas is a winter resident in Orlando, now living at 7 West Gore avenue. The former Autrey home is one of the show places of the city, and at the time of its construction, about six years ago, was reputed to have cost more than \$100,000.

Mr. Thomas was not at home last night when his residence was called by telephone, and it was said that he

would have nothing to say until later.

He was one of the pioneers in chain marketing in the retail circles of Grand Rapids, and rose from his original community market to become one of the city's leading business men and financiers.

From the initial C. Thomas store, Mr. Thomas gradually expanded his business, adding new stores in various parts of the city until his name, which had become the customer's assurance of the best quality groceries and meats, appeared on upwards of 120 store fronts in Grand Rapids and suburbs.

As he increased the area his stores served, Mr. Thomas made corresponding expansions in his facilities, and after several years in business bought controlling interest in the smaller "K and B" chain stores, an organization formed by two former employes of Mr. Thomas. Following this move, the C. Thomas stores were set up in many cities within a radius of 50 miles of Grand Rapids.

About a year ago, Mr. Thomas sold his complete interests to Kroger Stores, Inc., a similar chain, for a sum said to be approximately \$3,000,000. Recently the name C. Thomas again was offered to retail consumers of Grand Rapids, when he started a hardware store.

The sale of the Autrey home is one of the largest real estate transactions in the city in many months. The residence has been unoccupied for nearly a year, since the former mayor and his family moved to Valdosta, Ga., in the vicinity of Mr. Autrey's naval stores holdings. Mr. Autrey retired as mayor Dec. 31, 1928.

Gabby Gleanings From Grand Rapids.

Otto Weber, who was engaged in the notion and men's furnishing goods business in Grand Rapids for thirty years until he sold out to Daniel T. Patton & Co. a few years ago, is organizing a new company to engage in the same line of business. The corporation will be composed of fifty retail merchants, each of whom will contribute \$1,000 to the capital stock. Goods will be sold to the stockholders at 10 per cent. above factory cost. Shipments will, in most cases, be made direct from the mills where they are produced. Although Mr. Weber is 76 years of age, he is still hale and hearty and regards his new undertakings with much enthusiasm.

Frank L. Palmer, 76, 543 Norwood avenue, died of pneumonia at Blodgett hospital Jan. 16 after a three day illness. He had been a traveling salesman for forty years. He formerly lived at Big Rapids and was employed by the Standard Oil Co. Later he moved to Warsaw, Ind., and traveled, selling a line of shoes. He resided in Warsaw about thirteen years. Joined the Elks Lodge there and became Exalted Ruler of the lodge. For the last few years he has resided in our city and was employed by the Scharf Construction Co. The funeral was held at the Hatch mortuary Jan. 17. Rev. Fiefield officiated. Interment was in Oakhill cemetery.

Names Fennville Man.

Lansing, Jan. 21—Governor Green to-day announced the appointment of Harry D. Weaver, of Fennville, as a member of the Michigan Board of Pharmacy to succeed J. C. Dykema, of Grand Rapids, for the term ending Dec. 31, 1934.

It pays to pay promptly.

DRUGS

Michigan Board of Pharmacy.
President—J. Edward Richardson, Detroit.
Vice-Pres.—Orville Hoxie, Grand Rapids.
Director—Garfield M. Benedict, Sandusky.

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

Michigan State Pharmaceutical Association.
President — Claude C. Jones, Battle Creek.
Vice-President—John J. Walters, Saginaw.
Secretary—R. A. Turrell, Crosswell.
Treasurer—P. W. Harding, Yale.

Some Natural Limitations To Chain Store Monopoly.

As has frequently been said, our greatest worries are about things that never happen.

That the coming of the chain stores has brought new and serious problems to the drug trade will not be denied; that it must result in the discarding of all former agencies of drug production and distribution by no means follows. It is not conceivable that the independent elements in the old system will surrender without a vigorous struggle, and when we take an inventory of their means of defense it will be seen that they are in a position to render formidable resistance.

In the first place there is no evidence that the chains desire the complete elimination of their independent competitors. Competition of some sort there must be, and as astute business men the chain operators would naturally prefer that the competition should be from independents than from other chains between which price wars might be mutually exterminative.

The chains are in business for the same purpose as the independents and are not likely to persistently pursue a policy whereby this purpose will be defeated. Already in cities where chains have been long established they have begun to soft pedal their announcements of cut prices, and are placing emphasis upon other features of the service they profess to render. Within the past year, the writer has heard the manager of a large and successful drug chain take the president of a local retailers' association severely to task because its members were foolishly cutting prices below a fair margin of profit. After the dispute the president of the local association sadly confessed that his fellow independent druggists were more frequently guilty of unreasonable cutting of prices than were the chain stores.

In the long run the chain store offensive is more likely than not to provoke reactions highly beneficial to the independent elements in the drug trade. It will, or should awaken manufacturers, wholesalers, proprietors and retailers to a sense of their inter-dependence, that they must all win or lose together, and that unless they can compromise their petty differences and work for the common interest they are all likely to be put out of business. Already there are signs of such an awakening, which if it proceeds far enough will more than compensate for the temporary panic through which we have been passing.

As far-sighted business men the chain operators must perceive also that the independent elements in the drug business are indispensable factors in the defense against destructive legislation. A smart lawyer may present an able argument before a committee of congress, but his argument will have but little effect unless it is backed up by the interests of independent voters in congressional districts. That the chain owners appreciate the importance of the help which the independents can give in directing the course of events at Washington is well known to all who are familiar with the efforts to resist unreasonable alcohol legislation during the past several years.

The key to the whole situation is the continuance of the independent retailer. If he can be maintained in a sound and flourishing condition, manufacturing and jobbing elements have the means of support against the assumption of manufacturing and jobbing functions by the chains; if the independent retailer be destroyed or badly crippled, the means of retail distribution will be so damaged that manufacturers and wholesalers will have no option but to accept such terms as the chains might dictate, or to establish retailing units of their own. Whether the chains absorb the manufacturers and wholesalers, or whether the latter two establish their own chains of retailing units the final result will be the same.

Also, it should not be overlooked that there are certain physical limitations to the extent of chain development, one of which is that in all economic structures—when a certain magnitude has been reached—the law of diminishing returns begins to apply. Recent careful analyses of the operations of some dozens of chain store systems in various lines very clearly demonstrate that when a certain point has been reached the addition of retail units does not bring corresponding returns, and that there is actually a decreasing average of business and a decreasing average of net profit with each additional unit established.

Of the claimed advantages for the chain combination, perhaps the most important is the large distribution it can offer the manufacturer through which it can obtain the allowance of better trade discounts than are granted to the independently owned store. This is an advantage which always accrues to the large distributor over the small distributor, unless the producer can be made to realize that in favoring the large dealer he will lose the support of so many small ones that there will be a net loss in his total distribution.

A second claimed advantage for the chain system is that of unified price control which enables prices to be simultaneously increased or lessened in all of the stores of the chain at the order of a single individual, thus enabling them to surprise their independent competitors in bargain announcements.

This is not a natural but an artificial advantage due to an interpretation of our so-called anti-trust laws under which if a dozen independent proprie-

tors act in concert to meet chain store competition, or in requesting the proprietor of an advertised specialty to prevent its sale by aggressive cutters, they render themselves liable to Federal prosecution for conspiracy in restraint of trade. To put it more bluntly, the present anti-trust laws permit the owner of a chain of a dozen stores to do lawfully that which becomes a crime if done in concert by a dozen owners of independent stores.

The special irony of the situation is in the fact that these laws were enacted with the expressed purpose of protecting small dealers and manufacturers against the aggressions of large capital combinations, while thus far their principal effect has been to prevent the weak from combining to protect themselves against the strong. The laws are a standing illustration of the fact that legislation aimed at the forcible control of economic processes never produces exactly the results which are expected of it and that it always produces some collateral effects which are neither desired nor anticipated.

The high merit of the pending Capper-Kelly bill is that it is not restrictive but permissive in its provisions, that it does not, like the Sherman act, aim at the confining of trade to artificial channels, but to leave it free to seek its own channels; that while it will not enable either retailers or proprietors to combine for the maintenance of prices, it will enable proprietors to lawfully select their own channels of distribution and to legally keep their products out of the hands of those who would use them as an instrument for the destruction of their independent competitors.

These alleged advantages of the chain system—of large distribution and of unified price control—are not of themselves sufficient to make the competition of independents impossible, and are more than compensated for by certain advantages open to the independent which are not available to the chain store proprietor.

Production of Eggs Declared Not Increased By Drugs.

Hens cannot be induced to lay more eggs, nor can their eggs be made more fertile or more hatchable, through the use of drugs, said the Department of Agriculture Jan. 16 in a statement warning poultrymen against preparations it described as worthless. The Department's statement follows in full text:

"No known drug or combination of drugs when fed to poultry will increase egg production," says Dr. H. E. Moskey, veterinarian in the Food, Drug and Insecticide Administration.

"The Department," he says, "has objected repeatedly, by warning and seizure, to the use of any label on drug preparations for fowls which indicates the preparations will increase egg production. Veterinarians agree that such claims are unwarranted and consequently fraudulent. The Department will not relax its effort to keep from the channels of interstate trade all products for which such exaggerated promises are made to poultrymen."

Other preparations equally objection-

able, Dr. Moskey says, are those sold to increase the fertility of eggs and to improve their hatchability. This is not within the power of drugs.

Drug preparations offered as a cure for poultry diseases for which there is no known drug cure are also receiving the attention of officials. These diseases include typhoid, cholera, coccidiosis, fowl pest, roup, diphtheria, chicken pox, diarrhea, and gapes of chicks, and blackhead of turkeys. Some of these can be prevented by proper precautionary methods but once contracted do not respond to drug treatment.

Doctor Moskey explains, also, that a worm remedy for fowls must be labeled clearly; the specific name of the worm or worms for which it has been proved an effective vermifuge must be stated. Veterinarians, he says have found that certain drugs are effective for certain worms but no combination of drugs is effective against all worms. Furthermore, drugs administered by way of mouth have not been found effective against those known as pin or caeca worms of poultry. Products of this type when labeled to be given by mouth are subject to seizure under the law.

The labeling of mineral mixtures, stock powders, so-called conditioners and regulators, and tonics, to indicate that they remedy or control worm infestation, constitutes misbranding under the Federal food and drugs act, Dr. Moskey says. Preparations of this character have not proved effective in this manner. Neither may the labels on tonics, minerals, or other products indicate that they will increase disease resistance of fowls or ward off disease.

Judgments have been obtained by Department officials against products containing the word "health" in the name of the preparation. The use of the word "health" as in the term "poultry health," is considered misleading in that the purchaser expects some curative or disease-resisting properties in the preparation, Doctor Moskey says. Insecticide officials of the Department have also found that drugs administered in drinking water are not effective in removing or destroying lice on poultry.

The Department will continue actively its action against any preparations appearing in interstate commerce violating the law in any of the described manners.

Correspondence Cards in Demand.

A continued growth in the popularity of correspondence cards this year is looked for by stationery manufacturers who are giving them a prominent place in assembling their spring lines. The cards were a big factor in sales last year and show no signs of losing ground this season. Buyers seeking specially priced items for sales are still in the market. They have shown little interest in the regular spring goods. Producers of medium and high-priced stock are holding back their new styles until the demand for special goods abates. The majority are planning to open lines either late in February or early in March.

Does It Pay To Pay the Price?

Two men I knew were partners in a business which had flourished for many years. It happened to be a highly specialized manufacturing business marketing a product which automatically brought about extremely profitable repeat orders. As it sometimes happens among partners, these two men disagreed, made an equitable division of assets and each went his way.

After they had been separated for a period of nearly two years each of these men added to his existing lines a new type of novelty which had come on the market and between them they had secured the marketing rights on this product.

The sale of this merchandise required personal interviews with the men at the very top of important businesses.

When they had launched on this new venture I took a very considerable interest in the progress each was making and shall set down here the sales activities as they parallel each other.

Early in the proceedings one of the men told me that he had been influenced perhaps by my advice and that of several of his friends to hire salesmen only of known ability and with a record of delivering the goods for other concerns, and he had gone so far as to make it a rule to hire no man whose earning capacity in the preceding five years had averaged less than ten or twelve thousand dollars a year.

That was a daring and brilliant stroke and his business to-day shows the wisdom of the path he elected to follow.

The other man put advertisements in newspapers inviting salesmen to join his business on a commission basis, and I shall not venture to state the endless hours he spent in inter-

viewing men who answered the advertisements.

In the course of time he has sent out as his representatives literally hundreds of men, for the turnover in that type of labor has proved tremendous in his case. Of course, many of the calls these men made did his business more harm than good and he has finally reached the conclusion that it is best in the end to allow men on his selling staff small drawing accounts averaging in the neighborhood of fifty dollars a week.

The net result of the operations which I have discussed is that the man first cited holds a highly respected position in the trade and his business has reached the point where it is practically sought, while the second man continues to struggle and fight for business, while his position in the trade can hardly be said to be strongly entrenched.

John Fletcher.

Nashua Blanket Prices Reduced.

The last of the important lines of blankets for the 1930 season was priced last week, when Amory, Browne & Co. quoted on Nashua all-cotton and part-wool numbers. The new prices were not given out for publication, but the all-cotton lines were said by an executive of the firm to be about 5 per cent. under the opening 1929 prices. Quotations on the part-wool show reductions from last year's opening that range from 5 to 10 per cent. The new prices were said to be well received by the jobbing trade. Buying throughout the market was better yesterday than earlier in the week, and a considerable volume of business was placed from all accounts.

May Come To This.

"I'm sorry, lady, but you'll have to put that cigarette out. There's a gentleman in the car."

BLANK BOOKS FOR 1930

LEDGERS, JOURNALS, DAY BOOKS,
CASH BOOKS, RECORDS, ORDER,

Petty Day, Counter, Tally, Auto and Wagon Delivery Books,
Income Tax Records, Memorandum Books, Pass Books,
FILES—Fremont and Weis Account Files, Shannon's Arch
Files and Parts, Popular Box Letter Files, Cap Size Files,
Card Index Files, Perfection and Crane's Prescription Files,
Hook and Spindle Metal Files, Etc.

Hazeltine & Perkins Drug Co.
Grand Rapids Michigan Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed	1 35@1 50	Belladonna	@1 44
Boric (Powd.)	9 1/2 @ 20	Cubebs	5 00@5 25	Benzoic	@2 23
Boric (Xtal)	9 1/2 @ 20	Eigerson	4 00@4 25	Benzoic Comp'd	@2 40
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Buchu	@2 16
Cutric	52 @ 66	Hemlock, pure	2 00@2 25	Cantharides	@2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Capsicum	@2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	@1 44
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cinchona	@2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubebs	@2 76
		Lavender Gar'n	1 25@1 50	Digitalis	@2 04
		Lemon	6 00@6 25	Gentian	@1 35
Ammonia		Linseed, raw, bbl.	@1 12	Gualac	@2 28
Water, 26 deg.	07 @ 18	Linseed, boiled, bbl.	@1 15	Gualac, Ammon.	@2 04
Water, 18 deg.	06 @ 15	Linseed, bld. less	1 22@1 35	Iodine	@1 25
Water, 14 deg.	5 1/2 @ 13	Linseed, raw, less	1 19@1 32	Iodine, Colorless	@1 50
Carbonate	20 @ 25	Mustard, arifil. oz.	@ 35	Iron, Clo	@1 56
Chloride (Gran.)	08 @ 18	Neatsfoot	1 25@1 35	Kino	@1 44
		Olive, pure	4 00@5 00	Murrah	@2 52
		Olive, Malaga,	3 00@3 50	Nux Vomica	@1 80
		Olive, Malaga,	green 2 85@3 25	Opium	@5 40
Balsams		Orange, Sweet	6 00@6 25	Opium, Camp.	@1 44
Copaiba	1 00@1 25	Origanum, pure	@2 50	Opium, Deodor'd	@5 40
Flr (Canada)	2 75@3 00	Origanum, com'l	1 00@1 20	Rhubarb	@1 92
Flr (Oregon)	65@1 00	Pennyroyal	3 00@3 25		
Peru	3 25@3 50	Peppermint	5 50@5 70	Paints	
Tolu	2 00@2 25	Rose, pure	13 50@14 00	Lead, red dry	14 1/2 @14 1/2
		Rosemary Flow	1 25@1 50	Lead, white dry	14 1/2 @14 1/2
		Sandewood, E.		Lead, white oil	14 1/2 @14 1/2
		Sassafras, true	1 75@2 00	Ochre, yellow bbl.	@ 2 1/2
		Sassafras, art'l	75@1 00	Ochre, yellow less	@ 5
		Spearmint	7 00@7 25	Red Venet'n Am.	3 1/2 @ 7
		Sperm	1 50@1 75	Red Venet'n Eng.	@ 8
		Tany	7 00@7 25	Putty	@ 5 @ 8
		Tar USP	65@75	Whiting, bbl	@ 4 1/2
		Turpentine, bbl.	@ 84	Whiting	5 1/2 @10
		Turpentine, less	71 @ 84	L. H. P. Prep.	2 80@3 00
		Wintergreen,		Rogers Prep.	2 80@3 00
		leaf	6 00@6 25		
		Wintergreen, sweet	3 00@3 25	Miscellaneous	
		Wintergreen, art	75@1 00	Acetanilid	57 @ 75
		Worm Seed	4 50@4 75	Alum	96 @ 12
		Wormwood, oz.	@2 00	alum. powd and	
				ground	09 @ 15
				Benzoic, subnitrate	2 25@2 52
Flowers		Potassium		Borax xtal or	
Arnica	1 50@1 60	Bicarbonate	35 @ 40	powdered	05 @ 13
Chamomile Ged.	@ 50	Bichromate	15 @ 25	Cantharides, po.	1 50@2 00
Chamomile Rom.	@1 00	Bromide	69 @ 85	Calomel	2 12@2 32
		Bromide	54 @ 71	Capsicum, powd	62 @ 70
		Chlorate, gran'd	21 @ 23	Carmine	8 00@9 00
		Chlorate, powd.	16 @ 28	Cassia buds	30 @ 40
		or Xtal	17 @ 24	Cleaves	40 @ 50
		Cyanide	30 @ 40	Cuba Prepared	14 @ 16
		Iodide	4 05@4 25	Chloroform	49 @ 56
		Permanganate	22 1/2 @ 35	Choral Hydrate	1 20@1 50
		Prussiate, yellow	35 @ 45	Locaine	12 00@13 00
		Prussiate, red	@ 70	Cocoa Butter	60 @ 70
		Sulphate	35 @ 40	Corns, ust, less	30-10 to 40-10
				Copperas	03 @ 10
				Copperas, Powd.	4 @ 10
				Corrosive Sublim	2 25@2 30
				Cream Tartar	30 @ 40
				Cuttle bone	40 @ 50
				Extrine	6 @ 15
				Fover's Powder	4 00@4 50
				Emery, All Nos.	10 @ 15
				Emery, Powdered	@ 15
				Epsom Salts, bbls.	@ 03 1/2
				Epsom Salts, less 3 1/2	@ 10
				Eriger, powdered	@ 4 00
				Flake, White	15 @ 20
				Formaldehyde, lb.	13 @ 35
				Gelatin	80 @ 90
				Glassware, less 55%	
				Glassware, full case 60%.	
				Glauber Salts, bbl.	@ 02 1/2
				Glauber Salts less 04	@ 10
				Glue, Brown	20 @ 30
				Glue, Brown Grd	16 @ 22
				Glue, White	27 1/2 @ 35
				Glue, white grd.	25 @ 35
				Glycerine	19 @ 40
				Hops	75 @ 95
				Iodine	6 45@7 00
				Isosform	8 00@8 30
				Lead Acetate	20 @ 30
				Lace	@ 1 50
				Lace, powdered	@ 1 60
				Menthol	8 00@9 00
				Morphine	13 58@14 33
				Nux Vomica	@ 30
				Nux Vomica, pow.	15 @ 25
				Pepper, black, pow	57 @ 70
				Pepper, White, pw.	75 @ 85
				Pitch, Burgundy	20 @ 25
				Quassia	13 @ 15
				Quinine, 5 oz. cans	@ 60
				Rochelle Salts	28 @ 35
				Sacharine	3 60@3 75
				Salt Peter	11 @ 22
				Seidlitz Mixture	30 @ 40
				Soap, green	15 @ 20
				Soap mott cast	@ 25
				Soap, white Castile,	
				case	@15 00
				Soap, white Castile	
				less, per bar	@ 1 60
				Soda Ash	3 @ 10
				Soda Bicarbonate	3 1/2 @ 10
				Soda, Sal	02 1/2 @ 08
				Spirits Camphor	@ 1 20
				Sulphur, roll	4 @ 11
				Sulphur, Subl.	4 1/2 @ 10
				Tamarinds	30 @ 35
				Tartar Emetic	75 @ 78
				Turpentine, Ven.	50 @ 75
				Vanilla Ex. pure	1 50@2 00
				Vanilla Ex. pure	2 25@2 50
				Zino Sulphate	@ 6 @ 11

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

Lamb

DECLINED

Potted Meats
Walnut Meats

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



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

APPLE BUTTER	
Quaker, 24-21 oz., doz.	2 15
Quaker, 12-38 oz., doz.	2 40

BAKING POWDERS	
Arctic, 7 oz. tumbler	1 35
Royal, 10c, doz.	95
Royal, 6 oz., doz.	1 80
Royal, 12 oz., doz.	4 95
Calumet, 5 lb.	25 40
Calumet, 4 oz., doz.	95
Calumet, 8 oz., doz.	1 85
Calumet, 16 oz., doz.	3 25
Calumet, 5 lb., doz.	12 10
Calumet, 10 lb., doz.	18 60
Rumford, 10c, per doz.	95
Rumford, 8 oz., doz.	1 85
Rumford, 12 oz., doz.	2 40
Rumford, 5 lb., doz.	12 50

K. C. Brand	
10c size, 4 doz.	3 70
15c size, 4 doz.	5 50
20c size, 4 doz.	7 20
25c size, 4 doz.	9 20
50c size, 2 doz.	8 80
80c size, 1 doz.	6 85
10 lb. size, 1/2 doz.	6 75

BLEACHER CLEANSER	
Lizzie, 16 oz., 12s	2 15

Am. Ball, 36-1 oz., cart.	1 00
Quaker, 1 1/2 oz., Non-freeze, dozen	85
Boy Blue, 36s, per cs.	2 70

Perfumed Bluing	
Lizette, 4 oz., 12s	80
Lizette, 4 oz., 24s	1 50
Lizette, 10 oz., 12s	1 30
Lizette, 10 oz., 24s	2 50

BEANS and PEAS	
100 lb. bag	
Brown Swedish Beans	9 00
Pinto Beans	9 25
Red Kidney Beans	9 75
White H'd P. Beans	8 25
Col. Lima Beans	14 50
Black Eye Beans	16 00
Split Peas, Yellow	8 00
Split Peas, Green	9 00
Scotch Peas	7 00

BURNERS	
Queen Ann, No. 1 and 2, doz.	1 35
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 85
Corn Flakes, No. 124	2 85
pkg., per gross	15

Pep, No. 224	2 70
Pep, No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10
Kaffe Hag, 12 1-lb. cans	7 30
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 oz.	2 00

Post Brands.	
Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70
Pills Bran, 12s	1 90
Roman Meal, 12-2 lb.	3 35
Cream Wheat, 18	3 90
Cream Barley, 18	3 40
Ralston Food, 18	4 00
Maple Flakes, 24	2 50
Rainbow Corn Fla., 36	2 50
Silver Flake Oats, 18s	1 40
Silver Flake Oats, 12s	2 25
90 lb. Jute Bulk Oats, bag	3 10
Ralston New Oats, 24	2 70
Ralston New Oats, 12	2 70
Shred. Wheat Bls., 24s	3 85
Shred. Wheat Bls., 72s	1 55
Triscuit, 24s	1 70
Wheatena, 18s	3 70

BBOOMS	
Jewell, doz.	5 25
Standard Parlor, 23 lb.	8 25
Fancy Parlor, 23 lb.	9 25
Ex. Fancy Parlor 25 lb.	9 75
Ex. Fcy. Parlor 26 lb.	10 00
Toy	1 75
Whisk, No. 3	2 75

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

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

Baked Beans	
Campbells	1 05
Quaker, 18 oz.	95
Fremont, No. 2	1 25
Snider, No. 1	1 10
Snider, No. 2	1 25
Van Camp, small	90
Van Camp, med.	1 15

CANNED BEANS	
No. 1, Green tips	3 75
No. 2 1/2, Large Green	4 50
W. Beans, cut 2 1/2	2 75
W. Beans, 10s	2 25
Green Beans, 2s 1/2	2 25
Green Beans, 10s	2 25
L. Beans, 2 gr. 1 35	2 65
Lima Beans, 2s Soaked	1 25
Red Kid., No. 2	1 35
Beets, No. 2, wh. 1 75	2 40
Beets, No. 2, cut 1 45	2 35
Corn, No. 2, stan.	1 15
Corn, Ex. stan. No. 2	1 40
Corn, No. 2, Fan. 1 80	2 35
Corn, No. 10	8 00
Hominy, No. 3	1 10
Okra, No. 2, whole	2 15
Okra, No. 2, cut	1 75
Mushrooms, Hotels	32
Mushrooms, Choice, 8 oz.	25
Mushrooms, Sur Extra	50
Peas, No. 2, E. J.	1 35
Peas, No. 2, Sif.	1 85
Peas, No. 2, Ex. Sift.	2 25
E. J.	2 25
Peas, Ex. Fine, French	25
Pumpkin, No. 3 1 60	1 75
Pumpkin, No. 10 5 00	5 50
Pimentos, 1/2, each	12 14
Pimentos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	1 75
Sauerkraut, No. 3 1 45	1 75
Succotash, No. 2 1 65	2 50
Succotash, No. 2, glass	2 80
Sp'nach, No. 1	1 25
Spinach, No. 2	1 60
Spinach, No. 3	2 25
Spinach, No. 10	6 50
Tomatoes, No. 2	1 60
Tomatoes, No. 3	2 25
Tomatoes, No. 10	7 00

CANNED FRUIT	
Apples, No. 10	5 00
Apple Sauce, No. 10	7 50
Apricots, No. 2 1/2	3 40
Apricots, No. 10 8 50	11 50
Blackberries, No. 10	8 50
Blueberries, No. 10	15 00
Cherries, No. 2	3 25
Cherries, E.A., No. 2 1/2	4 30
Cherries, No. 10	13 00
Peaches, No. 10 Pie	7 20
Peaches, No. 2 1/2	2 20
Peaches, 2 1/2 Cal.	3 10
Peaches, 10, Cal.	10 40
Pineapple, 1 sl.	1 60
Pineapple, 2 sl.	2 65
P'apple, 2 br. sl.	2 60
P'apple, 2 cr.	3 50
Pineapple, 10 crushed	15 00
Pears, No. 2	3 00
Pears, No. 2 1/2	3 75
Raspberries, No. 2 blk	3 25
Raspb's Red, No. 10	11 50
Raspb's Black,	
No. 10	11 00
Rhubarb, No. 10	4 75
Strawberries, No. 2	3 25
Strawb's No. 10	13 00

CANNED FISH	
Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minced, No. 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 00
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 75
Sardines, 1/4 Oil, Kless	5 25
Salmon, Red Alaska	3 50
Salmon, Med. Alaska	2 50
Saflmon, Pink, Alaska	2 10
Sardines, Im. 1/2, ea.	10 22
Sardines, Cal. 1/2, ea.	25
Tuna, 1/2, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/2 Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT	
Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 75
Beef, No. 1, Roast	3 25
Beef, No. 2 1/2, Qua., sli.	1 65
Beef, 3 1/2 oz. Qua. sli.	2 25
Beef, 5 oz., Am. Sliced	2 90
Beef, No. 1, B'nut, sli.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car, 1s	1 35
Deviled Ham, 1/2	2 20
Deviled Ham, 1/2	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/2 Libby	52
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Qua.	85
Potted Ham, Gen. 1/2	1 45
Vienna Saus., No. 1/2	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 25

CANNED VEGETABLES	
Asparagus	
No. 1, Green tips	3 75
No. 2 1/2, Large Green	4 50
W. Beans, cut 2 1/2	2 75
W. Beans, 10s	2 25
Green Beans, 2s 1/2	2 25
Green Beans, 10s	2 25
L. Beans, 2 gr. 1 35	2 65
Lima Beans, 2s Soaked	1 25
Red Kid., No. 2	1 35
Beets, No. 2, wh. 1 75	2 40
Beets, No. 2, cut 1 45	2 35
Corn, No. 2, stan.	1 15
Corn, Ex. stan. No. 2	1 40
Corn, No. 2, Fan. 1 80	2 35
Corn, No. 10	8 00
Hominy, No. 3	1 10
Okra, No. 2, whole	2 15
Okra, No. 2, cut	1 75
Mushrooms, Hotels	32
Mushrooms, Choice, 8 oz.	25
Mushrooms, Sur Extra	50
Peas, No. 2, E. J.	1 35
Peas, No. 2, Sif.	1 85
Peas, No. 2, Ex. Sift.	2 25
E. J.	2 25
Peas, Ex. Fine, French	25
Pumpkin, No. 3 1 60	1 75
Pumpkin, No. 10 5 00	5 50
Pimentos, 1/2, each	12 14
Pimentos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	1 75
Sauerkraut, No. 3 1 45	1 75
Succotash, No. 2 1 65	2 50
Succotash, No. 2, glass	2 80
Sp'nach, No. 1	1 25
Spinach, No. 2	1 60
Spinach, No. 3	2 25
Spinach, No. 10	6 50
Tomatoes, No. 2	1 60
Tomatoes, No. 3	2 25
Tomatoes, No. 10	7 00

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Asparagus	
No. 1, Green tips	3 75
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Spinach, No. 2	1 60
Spinach, No. 3	2 25
Spinach, No. 10	6 50
Tomatoes, No. 2	1 60
Tomatoes, No. 3	2 25
Tomatoes, No. 10	7 00

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Lima Beans, 2s Soaked	1 25
Red Kid., No. 2	1 35
Beets, No. 2, wh. 1 75	2 40
Beets, No. 2, cut 1 45	2 35
Corn, No. 2, stan.	1 15
Corn, Ex. stan. No. 2	1 40
Corn, No. 2, Fan. 1 80	2 35
Corn, No. 10	8 00
Hominy, No. 3	1 10
Okra, No. 2, whole	2 15
Okra, No. 2, cut	1 75
Mushrooms, Hotels	32
Mushrooms, Choice, 8 oz.	25
Mushrooms, Sur Extra	50
Peas, No. 2, E. J.	1 35
Peas, No. 2, Sif.	1 85
Peas, No. 2, Ex. Sift.	2 25
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Pimentos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	1 75
Sauerkraut, No. 3 1 45	1 75
Succotash, No. 2 1 65	2 50
Succotash, No. 2, glass	2 80
Sp'nach, No. 1	1 25
Spinach, No. 2	1 60
Spinach, No. 3	2 25
Spinach, No. 10	6 50
Tomatoes, No. 2	1 60
Tomatoes, No. 3	2 25
Tomatoes, No. 10	7 00

Corn, Ex. stan. No. 2	1 4
Corn, No. 2, Fan. 1	80@2 3
Corn, No. 10	-- 8 00@10 7
Hominy, No. 3	----- 1 1
Okra, No. 2, whole	--- 2 1
Okra, No. 2, cut	---- 1 7
Mushrooms, Hotels	--- 3
Mushrooms, Choice	8 03 3

GELATINE

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

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 30
Imitation, 30 lb. pails	1 85
Pure, 6 oz., Asst., doz.	90
Pure Pres., 16 oz., dz.	2 40

JELLY GLASSES

8 oz., per doz.	36
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OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb.	21
Nucoa, 2 and 5 lb.	20 1/2

Wilson & Co.'s Brands
Oleo

Certified	24
Nut	18
Special Roll	19

MATCHES

Swan, 144	4 20
Diamond, 144 box	5 00
Searchlight, 144 box	5 00
Ohio Red Label, 144 bx	4 20
Ohio Blue Tin, 144 box	5 00
Ohio Blue Tin, 720-1c	4 00
*Blue Seal, 144	4 85
*Reliable, 144	3 90
*Federal, 144	5 00
*1 Free with Ten.	

Safety Matches

Quaker, 5 gro. case	4 25
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NUTS—Whole

Almonds, Tarragona	25
Brazil, New	17
Fancy Mixed	24
Filberts, Sicily	22
Peanuts, Vir. Roasted	11
Peanuts, Jumbo, std.	13
Pecans, 3, star	25
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	27@29
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds Salted	95
Peanuts, Spanish	12
125 lb. bags	12
Filberts	32
Pecans Salted	82

MINCE MEAT

None Such, 4 doz.	6 47
Quaker, 3 doz. case	3 50
Libby, Kegs, wet, lb.	22

OLIVES

4 oz. Jar, Plain, doz.	1 35
10 oz. Jar, Plain, doz.	2 35
14 oz. Jar, Plain, doz.	4 50
Pint Jars, Plain, doz.	2 85
Quart Jars, Plain, doz.	5 00
1 Gal. Glass Jugs, Fla.	2 00
5 Gal. Kegs, each	7 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuffed, doz.	2 35
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 75

PARIS GREEN

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

PEANUT BUTTER



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

PETROLEUM PRODUCTS

From Tank Wagon	
Red Crown Gasoline	11
Red Crown Ethyl	14
Solite Gasoline	14
In Iron Barrels	
Perfection Kerosine	13.6
Gas Machine Gasoline	37.1
V. M. & P. Naphtha	19.6

ISO-VIS MOTOR OILS

In Iron Barrels	
Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



Iron Barrels

Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "P"	65.1
Transmission Oil	65.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 30
Parowax, 100 lb.	8.3
Parowax, 40, 1 lb.	8.55
Parowax, 20, 1 lb.	8.8



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

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

16 Gallon, 2250	24 50
5 Gallon, 750	9 75

Dill Pickles

Gal. 40 to Tin, doz.	10 25
No. 2 1/2 Tins	2 25
32 oz. Glass Pickled	2 75
32 oz. Glass Thrown	2 40

Dill Pickles Bulk

5 Gal., 200	5 25
16 Gal., 650	11 25
45 Gal., 1300	30 00

PIPES

Cob, 3 doz. in bx.	1 00@1 20
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PLAYING CARDS

Battle Axe, per doz.	2 65
Torpedo, per doz.	2 25
Blue Ribbon, per doz.	4 25

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef	
Top Steers & Heif.	24
Good Str's & H'f	15 1/2@22
Med. Steers & Heif.	19
Com. Steers & Heif.	16@18
Veal	
Top	21
Good	19
Medium	16
Lamb	
Spring Lamb	24
Good	24
Medium	22
Poor	22
Mutton	
Good	14
Medium	13
Poor	11
Pork	
Loin, med.	21
Butts	19
Shoulders	16
Spaeribs	16
Neck bones	07
Trimnings	13

PROVISIONS

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

Dry Salt Meats

D S Bellies	18-20@18-16
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Lard

Pure in tierces	12
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 3/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	12
Compound, tubs	12 1/4

Suasages

Bologna	18
Liver	18
Frankfort	21
Pork	31
Veal	19
Tongue, Jellied	35
Headcheese	18

Smoked Meats

Hams, Cer. 14-16 lb.	@26
Hams, Cert., Skinned	
16-18 lb.	@25
Ham, dried beef	
Knuckles	@42
California Hams	@17 1/2
Picnic Boiled	
Hams	20
Boiled Hams	@36
Mixed Hams	@19
Bacon 4/6 Cert.	24 @30

Beef

Boneless, rump	28 00@34 00
Rump, new	29 00@32 00

Liver

Beef	17
Calf	55
Pork	10

RICE

Fancy Blue Rose	05 1/2
Fancy Head	07

RUSKS

Dutch Tea Rusk Co.	
Brand.	
36 rolls, per case	4 25
18 rolls, per case	2 25
12 rolls, per case	1 50
12 cartons, per case	1 70
18 cartons, per case	2 55
36 cartons, per case	5 00

SALERATUS

Arm and Hammer	3 75
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SAL SODA

Granulated, 60 lbs. cs.	1 35
Granulated, 18-2 1/2 lb. packages	1 20

COD FISH

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

HERRING

Holland Herring	
Mixed, Kegs	1 00
Mixed, half bbls.	9 75
Mixed, bbls.	17 50
Milkers, Kegs	1 10
Milkers, half bbls.	9 75
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

Lake Herring

1/2 Bbl., 100 lbs.	6 50
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Mackeral

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

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

STOVE POLISH

Blackne, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 35
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	1 50
Med. No. 1 Bbls.	2 85
Med. No. 1, 100 lb. bk.	95
Farmer Spec, 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for ice	
cream, 100 lb., each	85
Butter Salt, 230 lb. bbl.	4 21
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
50, 3 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 50



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

BORAX

Twenty Mule Team	
24, 1 lb. packages	3 25
48, 10 oz. packages	4 35
96, 1/2 oz. packages	4 60

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	4 20
Big Jack, 60s	4 75
Fels Napha, 100 box	5 50
Flake White, 100 box	4 20
Grana White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 box	4 90
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
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS



WASHING POWDERS

Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2

Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00
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
Sapoline, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandote, 48	4 75
Wyandote Deterg's, 24s	2 75

TABLE SAUCES

Lea & Perrin, large	6 00
Lea & Perrin, small	3 85
Pepper	2 40
Royal Mint	1 40
Tobasco, 2 oz.	4 85
Sho You, 9 oz., doz.	2 25
A-1, large	4 75
A-1 small	3 15
Caper, 2 oz.	3 30

TEA

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

Gunpowder

Choice	40
Fancy	47

Ceylon

Pekoe, medium	57
---------------	----

English Breakfast

Congou, Medium	28
Congou, Choice	35@36
Congou, Fancy	42@43

Oolong

Medium	39
Choice	45
Fancy	50

TWINE

Cotton, 3 ply cone	40
Cotton, 3 ply Balls	42
Wool, 6 ply	13

VINEGAR

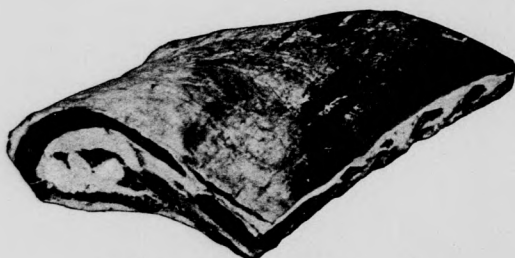
Cider, 40 Grain	22
White Wine, 80 grain	25
White Wine, 40 grain	19

WICKING

No. 0, per gross	80
No. 1, per gross	1 25
No. 2, per gross	1 50
No. 3, per gross	1 50

Cutting the Profit Way

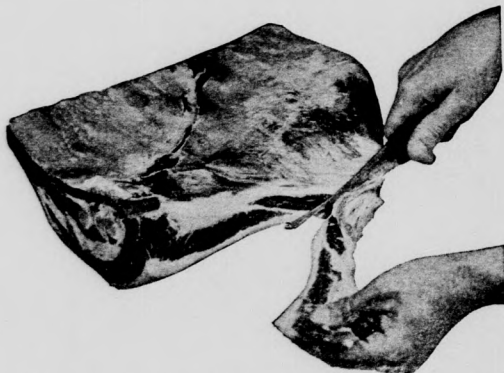
Bone-in cuts from the plate, as taken up in the following pictures, are made from the plate with brisket off. This method of utilizing the plate offers excellent possibilities for display in the retail shop. The cuts are especially appropriate for winter demand, which tends largely to slow cooking meats.



1. The plate with brisket off.



3. Strip tissue from inside of plate, starting at brisket end.



2. Cut narrow strip from navel side of the plate.



4. Saw cartilage between each rib, then cut through until outside layer of muscle is reached.



5. Fold with inside of plate out, leaving two ribs connected.

This is the fifth of a series of articles describing the methods of making modern cuts from the forequarter of beef which are being introduced by the National Live Stock and Meat Board.

Chain Example All Can Emulate.

(Continued from page 20)

is in practice. You can see how foolish it is to jump at conclusions that somebody is gypping you and favoring a chain. The fact is, the scheme is simply good business and it is free for anybody to use.

Lead competition this way. Do not wait to meet the other fellow's move. Then you will find your business growing so fast you will have little time to worry about what the other fellow is doing.

But carry this idea clear through. In no line is immediate response to market change so vitally important. If you have goods on hand when the market drops, drop with it—pronto. Take what seems a loss quickly and buy again on the lower level. Rapid response will so stimulate your outlet, so add to the volume of your business, that you will make fine profits out of such immediate stepping into line.

Consider that recent studies show that 421 pounds out of the total of 1603 pounds of food eaten each year by our average American is now fresh fruits and vegetables and that this line grows in proportion every year, and you cannot escape the conclusion that perishables are the most important line you are handling to-day. Handle it on enlightened merchandising lines and you will find it exceedingly profitable, directly and indirectly.

Paul Findlay.

Fire Marshal Pushes Drive Against Arson.

(Continued from page 15)

it in order to spite creditors or mortgagor.

Penalties in the new law have been also placed on a graduated scale so as to make them fit the various crimes of burning. Heretofore juries often refused to convict in cases where the damage was small, because of the uniform, severe penalties which would follow. Now the severe penalties apply to the most serious offenses and there are lesser penalties for the lesser crimes.

Thorough and persistent investigation always wins. Even though sufficient evidence is not obtained to warrant a prosecution, nevertheless the suspect knows that he has a real going over. Although he may not be prosecuted, he never knows just how much evidence has been obtained against him. Often he fears to press his claim for insurance and usually he is not apt to repeat the offense, at least in the immediate future. The effect in the community of a real investigation is also salutary. We have found that a rigid investigation often stops suspicious fires for some time in a neighborhood or even in an entire city.

During the year 1929 we brought back from Michigan a suspect who had been indicted a year previously and had fled the state. Often in cases of this character the case is allowed to go by the boards, but under our policy of persistency in following up all cases, we did not give up until we had located and extradited our man. He entered a plea of guilty to malicious mischief and malicious burning, surrendered his policy and paid a fine of \$250

and costs. His alleged accomplice spent ten months in the county jail, at the expiration of which time the indictment against him was nolle prossed. We think neither of these men are likely to give us any further trouble.

In another similar case we kept after the two suspects until we located them in Missouri and brought them back to face indictments of two years' standing. We were able to convict one and send him to the penitentiary for two years, plus a fine of \$500.

In another case we brought a suspect back from Kentucky and prosecuted him successfully.

During the fiscal year which ended June 30, 1929, we showed a reduction of \$2,841,405 in the down state fire loss of Illinois. During the first eight months of 1929 we showed a reduction of \$1,605,765 in the downstate fire loss from the same period of 1928. We have not completed our tabulation for the last quarter of the year, and owing to temporary suspension of our statistical facilities in Chicago are unable at this time to give official figures on the loss for Chicago. However, the showing in the downstate is very encouraging. What the future holds cannot be forecast, but there will be no let up in the activities of this department either in the investigation of incendiary fires or in the fire prevention branch of the department.

S. L. Legreid,
Fire Marshal of Illinois.**Proceedings of the Grand Rapids Bankruptcy Court.**

Grand Rapids, Jan. 9.—We have to-day received the schedules, reference and adjudication in the matter of Clarence H. Fuller, Bankrupt No. 3997. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$1,269.50 of which \$1,150 is claimed as exempt, with liabilities of \$1,396.62. The court has written for funds and upon receipt of same, the first meeting of creditors will be called and note of same made herein.

Jan. 9. We have to-day received the schedules, reference and adjudication in the matter of Antonia Vanderstelt, Bankrupt No. 3998. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights, and her occupation is that of a housewife. The schedules show assets of \$913.93 of which the full amount is claimed as exempt, with liabilities of \$2,864.93. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein.

Jan. 9. We have to-day received the schedules, reference and adjudication in the matter of Joris Vanderstelt and Peter Vanderstelt, individually and as copartners doing business as Vanderstelt Bros., Bankrupt No. 3999. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of Muskegon Heights, and their occupation was that of a grocery store. The schedule shows assets of \$4,673.77, of which \$700 is claimed as exempt, with liabilities of \$6,114.11. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

City of Muskegon Heights	\$ 215.56
Teunes Vanderstelt, Musk. Hts.	1,300.00
Toledo Scale Co., Toledo	154.00
H. H. Bros., Chicago	18.36
Park St. Garage, Muskegon	1.65
H. Meyers, Grand Rapids	9.45
H. J. Heinz, Grand Rapids	20.35
Vandenberg Cigar Co., Grand Rap.	24.28
H. Wayne, Muskegon	34.69
Ander Packing Co., Muskegon	353.31
Shoenberg Market, Muskegon	11.79
Armour and Co., Chicago	69.98
Witt and Van Andle, Muskegon	5.00
Consumers Power Co., Muskegon	14.33
Miester Feed Store, Muskegon	13.30
Peoples Milling Co., Muskegon	98.92
R. A. Johnston Co., Milwaukee	39.38
Hume Grocery Co., Muskegon	45.00
Burroughs Adding Mach. Co., Musk.	2.50
Steindler Paper Co., Muskegon	28.38
First State Savings Bank, Musk. H.	250.00
Case & Sanborn, Chicago	11.28
Max Paulson, Muskegon Heights	1,014.18
National Cash Register Co., Musk.	17.20

T. Schallici & Co., Muskegon	205.00
Hekman Biscuit Co., Grand Rapids	92.11
Moulton Grocery Co., Muskegon	517.25
VandenBrink & Son, Grand Rapids	30.18
City of Muskegon	47.13
Farmers & Merchants State Bank, Casnovia	765.00
Anna Heath, Muskegon Heights	924.10
Creditors of Jorris Vanderstelt, individually, are as follows:	
Dr. R. J. Olsen, Muskegon Heights	\$30.60
May Brothers, Rochester	20.00
Anna Heath, Muskegon Heights	924.10
Farmers & Merchants State Bank, Casnovia	765.00
Creditors of Peter Vanderstelt, individually, are as follows:	
Teunes Vanderstelt, Musk. Hts.	\$1,300.00
Dr. R. J. Olsen, Muskegon Hts.	5.00
Dr. Pedler, Muskegon Heights	14.00
Roman & Dykstra Coal Co., Musk.	10.50
City of Muskegon Heights	47.13
Abraham Hartsema and Dena Hartsema, Muskegon	800.00
Farmers & Merchants State Bank, Casnovia	765.00
Anna Heath, Muskegon Heights	924.10

In the matter of William V. Plank, Bankrupt No. 3992. The funds have been received and the first meeting of creditors has been called for Jan. 27.

In the matter of Wilson S. Kelly, Bankrupt No. 3987. The funds have been received and the first meeting of creditors has been called for Jan. 27.

In the matter of Carl Anderson, Bankrupt No. 3991. The funds have been received and the first meeting of creditors has been called for Jan. 27.

In the matter of Robert W. Brame, Bankrupt No. 3989. The funds have been received and the first meeting of creditors has been called for Jan. 27.

In the matter of Ernest J. Trimble, Bankrupt No. 3990. The funds have been received and the first meeting of creditors has been called for Jan. 28.

In the matter of Gerrit Zoet, Bankrupt No. 3994. The funds have been received and the first meeting of creditors has been called for Jan. 28.

In the matter of Morris E. Newell, Bankrupt No. 3971. The first meeting of creditors has been called for Jan. 28.

In the matter of Nick Koron, Bankrupt No. 3995. The funds have been received and the first meeting of creditors has been called for Jan. 28.

Jan. 10. We have to-day received the schedules, reference and adjudication in the matter of Willis Souffrou, Bankrupt No. 4001. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Rockford, and his occupation is that of a truck driver. The schedule shows assets of \$200 of which the full amount is claimed as exempt, with liabilities of \$344.05. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein.

In the matter of Oscar F. Goldman, Bankrupt No. 3936, the trustee has filed his first report and account, and an order for the payment of expenses of administration to date, has been made.

Jan. 13. We have to-day received the schedules, reference and adjudication in the matter of Clyde K. Leonard, Bankrupt No. 4003. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a street car conductor. The schedule shows assets of \$875 of which \$275 is claimed as exempt, with liabilities of \$572.18. The court has written for funds and upon receipt of same, first meeting of creditors will be called, note of which will be made herein.

In the matter of William E. Bassett, doing business as Cedarcraft Co., Bankrupt No. 3616, the trustee has filed his final report and account, and a final meeting of creditors was held Jan. 10. There were no appearances. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand permit. There were no dividends to general creditors. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Antonia Vanderstelt, Bankrupt No. 3998. The funds have been received and the first meeting of creditors has been called for Jan. 30.

In the matter of Joris Vanderstelt and Peter Vanderstelt, individually and as copartners doing business as Vanderstelt Bros., Bankrupt No. 3999. The first meet-

ing of creditors has been called for Jan. 30.

In the matter of Willis Souffrou, Bankrupt No. 4001. The funds have been received and the first meeting of creditors has been called for Jan. 30.

In the matter of Al Renbarger, Bankrupt No. 4000. The funds have been received and the first meeting of creditors has been called for Jan. 30.

In the matter of Selwyn O. Dellenbaugh, Bankrupt No. 3996. The funds have been received and the first meeting of creditors has been called for Jan. 30. In the matter of Howard M. Sutton, Bankrupt No. 3768, the trustee has filed its final report and account, and a final meeting of creditors was held Jan. 10. The trustee's final report and account was approved. Claims were proved and allowed. An order was made for the payment of expenses of administration and a first and final dividend to general creditors of 1.5 per cent., all preferred and secured claims having heretofore been paid in full. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

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—SEVEN LAMSON CASH and package carriers. These carriers have been used but are in good condition and are a great bargain. If interested, address THE LEADER CO., RED WING, MINNESOTA. 218

FOR RENT—100% LOCATION. NEW modern brick store building, just completed, at Centerville, South Dakota, wealthiest community in Southeastern South Dakota. E. A. Bogue, Parker, South Dakota. 217

FOR SALE—Stock of men's furnishings. Will invoice less than eight hundred. Good, lively small town. Address No. 219, c/o Michigan Tradesman. 219

FOR SALE—\$20,000 stock of hardware and paint in Dayton, Ohio. Everybody knows of Dayton's expansion and progress. A money maker; established twenty years. Rare opportunity. Ill health reason for selling. Address Charles H. Brower & Son, 624 Wayne Ave., Dayton, Ohio. 211

Cash—For stocks or ends of stocks. Groceries, general, men's clothing, shoes, etc. Address No. 215, c/o Michigan Tradesman. 215

FOR SALE—Established drug store on Woodward Avenue, in good location near Ford Highland Park plant. Doing good regular and transient business. Stock and fixtures inventory \$14,000. A splendid stand for a live wire. Investigate. Address No. 216, c/o Michigan Tradesman. 216

FOR SALE—Established men's clothing and furnishings store. Doing good business. Woodward Avenue location, few blocks from Ford's Highland Park plant. Cheap lease. Must take family to warmer climate. Direct with owner. Address No. 207, c/o Michigan Tradesman. 207

FOR SALE—Leather and luggage store, and fixtures. Invoice around \$6,000. Established forty years. In hub of Northern Michigan resort country. Selling because of ill health and age. Address No. 208, c/o Michigan Tradesman. 208

I WILL PAY CASH for whole or part stocks of dry goods, clothing, ready-to-wear, furnishing goods, groceries, hardware, or furniture. GET MY LIBERAL OFFER. B. L. Reames, 322 No. Main, St. Louis, Mich. 209

If you are interested in buying a business anywhere in the United States or Canada, write for our monthly bulletin. UNITED BUSINESS BROKERS, 2365 1st National Bank Bldg., Detroit, Mich. 157

For Sale—Solid oak tables, desks chairs and other office equipment. Used only a few months in office of a local broker. Cheap for cash. On display at our office. Tradesman Company.

Do You Wish To Sell Out!
CASH FOR YOUR STOCK,
Fixtures or Plants of every description.

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Auctioneer and Liquidator
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I OFFER CASH!
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Saginaw, Mich.
Telephone Riv 2263W
Established 1909

Frank Hamilton Chanegs Places With Howard Musselman.

History was written at the annual meeting of the First National Bank of Traverse City Tuesday, at which time Hon. Frank Hamilton, venerable president of the banking institution for a great many years, and one of its founders, resigned, and H. A. Musselman was elected to succeed him.

The resignation of Mr. Hamilton was not unexpected; for the past two or three years he had promised himself relief from the labor and responsibility of the presidency. The Grand Old Man of Northern Michigan observed his eighty-first birthday last November, and the time had arrived when he felt like shifting the responsibility to younger shoulders.

In line with his wish, he did not sever his connections with the bank. Rather, he traded posts with Mr. Musselman, who for many years has served as first vice-president of the bank. Consequently Mr. Hamilton now becomes vice-president, the other officers being: William Kellogg, cashier; A. L. LaFranier, assistant cashier; Chas. D. Alley, auditor. The board of directors remains the same: Ralph Case, W. P. Crotser, Frank Hamilton, Wm. Kellogg, H. A. Musselman, G. W. Power and A. W. Rickerd.

In his new connection as vice-president, Mr. Hamilton will be compelled to devote very little time to the actual management and daily routine of the First National Bank, still will keep in touch with developments and progress. This is as he wishes, rather than complete retirement from the banking institution.

It has been largely under the guidance and business sagacity and vision of Hon. Frank Hamilton that the First National Bank arose from obscurity nearly half a century ago and builded itself into an important portal in Northwestern Michigan. Its history, the story of its inception, its rapid and firm growth and the important post it attained and maintains in this great region are so closely entwined with the personal history and achievements of Hon. Frank Hamilton, that his decision Tuesday that resulted in his resignation constitutes reason sufficient to review the birth and life of the First National Bank.

A builder, a man of vision, a man of unquestioned integrity, a man with unbounded faith in his city and region, Hon. Frank Hamilton has contributed a vast amount to his community, and has earned the rest from actual business management that he now proclaims for himself. As a builder, he aided in the establishment of the pioneer firm of Milliken and Hamilton, and, later, the Hamilton Clothing company. As a builder, his name is written into every development of the First National Bank since its birth. As a builder, his name must be remembered when one considers the remarkable highways of Northern Michigan, in the development of which he pioneered, and is still active. The State of Michigan recognized this tremendous contribution on his part by naming the main trunk line that connects Traverse

City with the North and South, in his honor.

Always building, always building well with an indomitable, unflinching faith, Hon. Frank Hamilton has made his indelible mark in the city and region, industrially, commercially and financially, and now, after 81 years, he believes he has earned a rest. His friends agree with him. His directorate agrees with him.

Howard A. Musselman, who accedes to the presidency, almost classifies as a pioneer in Traverse City banking circles.

He came to Traverse City in December, 1901, and associated himself with the First National Bank when it occupied the Milliken corner location. Shortly after that date he was elected to the directorate, and in January, 1925, was elected first vice-president.

Mr. Musselman came to Traverse City as branch manager for the Musselman Grocer Co., the present National Grocer Co. He is to-day vice-president of this institution, having warehouses and wholesale establishments all over the State of Michigan, and is the oldest man, in point of service, on the board of directors of the National Grocer Co., likewise the oldest branch manager, in point of service, in that institution. Mr. Musselman is likewise chairman of the board of control of National High School Orchestra Camp, at Interlochen.—Traverse City Record-Eagle.

Mercantile News From Ohio.

Batavia—The White Villa grocery and market of Ed. R. Foster was damaged by fire.

Cincinnati—The Chicago Market Co. opened a grocery and meat market at 14 West Sixth street.

Dayton—Harry D. Johnson has opened a meat market at 515 Salem avenue.

Hamilton—Richard Graf will move his grocery and delicatessen store to Third and Court streets from the Journal Square in about one month.

Ironton—Anderson & McCormick will open a grocery and meat market at 2026 Third street.

Salem—A. W. Glass has sold his grocery and meat market on East High and Third streets to Herman Stratton.

Sidney—J. A. Rasor purchased the grocery and meat market on Jefferson street from A. E. Booher.

Cincinnati—Two of the nine buildings of the former Roth Packing plant at 1010-1016 Gest street were condemned recently by F. H. Dickmeyer, inspector in the office of Building Director C. M. Stegner. Orders were issued respecting the other buildings of the plant. The Roth Packing Co. once was one of the most famous of the country and contributed to give Cincinnati renown as a meat-packing center.

Medina—Announcement of the seventieth anniversary of the Griesinger shoe store is a reminder that this institution is the oldest in the business community of Medina, dating from the establishment of a shop by Andrew Griesinger, father of Chris Griesinger,

in a room about where the Old Phoenix bank now stands. He had for equipment a bench, one kip skin, his tools and a side of sole leather. Griesinger had come from Wurttemberg in 1854 and had worked two years in New York before coming to Medina to work for Chris Blackford, then the local shoemaker. It is believed the Griesinger store is the oldest shoe store in Ohio. A pair of boy's boots, made in 1857, is on display in the store for the anniversary, illustrating the advance in comfort in the years.

Late Business Changes in Indiana.

Universal—The Universal grocery and meat market has been opened by Joe Vallocio on Second street.

Jamestown—George Lovell, who had a meat market in Jamestown for several years until last Summer, has again gone into the business. He has his meat market in the back part of the Regal grocery.

Garrett—A grocery and meat market has been opened by Victor Holtslander on Houston street.

Greenwood—William Todd has taken over the East End grocery and meat market from Jessings & Son.

Indianapolis—E. A. Unversaw has sold his grocery and meat market at 265 West 40th street to Earl Little.

Indianapolis—Brian & Eggleton have opened a meat market at 2109 East 16th street.

North Judson—Frank and Joe Prochaska are the proprietors of the meat market known as the North Judson Market, which was formerly owned by Frank Prochaska, Sr.

Oaktown—A. W. Keith has opened a first class meat market here.

South Whitley—A meat market has been opened by Fred Vendrick.

Sullivan—John T. Laughlin purchased the grocery and meat market of the B. F. Lance Co.

Origin of Camphor in Camphor Trees.

Chemical examination of different parts of the camphor tree at various stages of growth shows that the formation of camphor, and of the essential oil of which it is the chief constituent, takes place in the earliest stages, in nearly all tissues in active growth, especially just beneath the cambium. The rate of formation of camphor and oil approximates to that of the growth of the tree. The more vigorous the growth the more rapid is the formation of camphor. When once formation of oil is started in the cell, it proceeds rapidly until the cavity is filled. The cell lining has been shown to contain an enzyme, a peroxidase. There appears to be the active agent in the formation of the oil. It disappears when the cell is full of oil. This peroxidase lining has been found in the cells of other essential oil-bearing plants.

It's Old But Good.

Mrs. Schorling runs a small grocery store in Kansas City. There are two chain stores and three first class independent stores within three blocks of her. These stores offer her real competition. But Mrs. Schorling does an excellent business. She grosses 29 per

cent. and nets 16 per cent.—all in a year's time.

She says that her balance has grown because she has made it a point to give careful attention to every customer whether its a housewife after a special cut of meat or a kid who wants a penny's worth of candy. Her rule for success might be based upon that old rule, "Do unto others." Mrs. Schorling gives her customers simple, unaffected, good treatment—the kind she would like herself. Many a merchant who is pawing the air for merchandising ideas would do well to give Mrs. Schorling's success a thought.

Almora Kid Favored in Shoe Buying.

Buyers from the West and South have been actively placing orders for women's shoes in the Eastern markets. Renewed general buying is expected in the near future, with covering of needs for March and Easter. Recent orders have confirmed the trend toward kid shoes in the Almora brown shade. Most of the business has been in pump and strap styles, with a few oxfords sought. Almost 95 per cent. of the shoes, one authority said recently, are wanted in trimmed effects. Moderate quantities of watersnake styles have been bought for immediate selling. In some quarters the view was taken that popularity for this type is likely to be of shorter duration than a year ago.

Await Auto Call For Plate Glass.

With the movement of plate glass in about mid-January volume, producers are awaiting the opening up of activities in the automobile industry. Distribution of window glass is far from animated and no very pronounced improvement in buying is looked for during the remainder of the month. Production is being held at a comparatively low figure. Factory operations in the rough rolled and wire glass fields are reported to be on a fairly active basis. The market in these products is showing marked signs of stability.

Kitchen Pottery Trade Active.

Requests for higher priced lines of kitchen pottery constitute a surprisingly large part of the early Spring orders placed with sales agents this week. Similar reports are retailed to the trade here from the trade showing in progress in Pittsburgh. Orders in this market for products of German manufacture are in larger volume than a year ago. The majority specified May delivery. Green led in color preference, with yellow second and blue next. The demand for English pottery, especially teapots, was also above normal.

'Twas Ever Thus.

A clerk at a main office interviewed the manager on the subject of an increase in pay, and the following conversation ensued:

Clerk: I have been here ten years doing three men's work for one man's pay. Now I want a raise.

Manager: I'm sorry. I can't give you a raise just now, but if you'll tell me who the other two men are I'll discharge them.

The Searching Finger of Fire



Who wouldn't like to have his name on the front page of the home-town paper and those of the surrounding towns, woven into a story of some big, worthwhile accomplishment?

But suppose the story told of a disastrous fire—a fire which spread to other homes, perhaps made families homeless, some of them penniless, with helpless children clinging to despairing parents, wondering what it is all about.

In the above picture you see the accusing scar of a previous rubbish fire in the rear of a retail store and in spite of it a second pile, awaiting the searching finger of fire, the stray spark, the discarded match or cigarette.

Rubbish and litter is not only a serious fire hazard. It is an offense against public welfare with which no good citizen wants to be charged; because neglect of duty along these lines frequently leads to a disastrous conflagration, bringing great loss to a community.

STRENGTH

ECONOMY

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AGENCY**

Lansing

Michigan

Representing the

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FIRE INSURANCE COMPANY**
(MICHIGAN'S LARGEST MUTUAL)
AND ASSOCIATED COMPANIES



Combined Assets of Group

\$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

**The Brand You Know
by HART**

Fancy

Fruits



Quality

Vegetables

**Look for the RED HEART
On The Can**

W. R. ROACH & CO.

*General Offices
Grand Rapids, Michigan*

**More Profit to
YOU**

by increasing turnover. When you sell goods with an established price which protects your margin of profit — then rapid turnover makes you money. In pushing

**K C
Baking
Powder**

Same price for over 38 years

25 ounces for 25¢

(more than a pound and a half for a quarter)

with the consistent **quality** and **price** advertising behind it — with the price plainly shown on the label — you can increase turnover and get **more profit** on your baking powder investment.

**Millions of Pounds Used by Our
Government**