

Compensation

When my luck seems all out
And I'm down at the mouth,
When I'm stuck in the North,
And I want to go South;
When the world seems a blank
And there's no one I love,
And it seems even God's
Not in Heaven above,
I've a cure for my grouch
And it works like a shot—
I just think of the things that I'm glad I am not:
A bird in a cage,
A fish in a bowl,
A pig in a pen,
A fox in a hole,
A bear in a pit,
A wolf in a trap,
A fowl on a spit,
A rug on a lap,
A horse in a stable,
A cow in a shed,
A plate on a table,
The sheet on a bed,
The case on a pillow,
A bell on a door,
A branch on a willow,
A mat on the floor.
When I think of the hundreds of things I might be,
I get down on my knees and thank God that I'm me.
Then my blues disappear, when I think what I've got,
And quite soon I've forgotten the things I have not.
Elsie Janis.

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WORDEN GROCER COMPANY
The Prompt Shippers

Let Your Customers Know That

Morton House COFFEE

Can Be Bought At Your Store

WORDEN GROCER COMPANY
Wholesalers for Sixty-one Years
OTTAWA at WESTON GRAND RAPIDS

It's EASY
to draw a
crowd
but hard to
hold it!



Sometimes a grocer thoughtlessly tells a customer that an Ammonia is "just as good as PARSONS'."

It's easy to make first sales that way, but there's no money in first sales; it's the repeats that make the profits.

Even the inexperienced housewife soon finds out that other Ammonias are not "just as good" or "just the same" as PARSONS'.

Why run the risk of dissatisfied customers? Sell them PARSONS' and take no chances!



Order Through Your Jobber

PARSONS' HOUSEHOLD AMMONIA

Major E. Jones, Michigan Representative, 1941 W. Fort Street, Detroit, Michigan

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.



The biggest and finest displays of
MUELLER goods are in the biggest
and finest stores.

The most successful grocers are
those who concentrate on the sale
of the most successful products.

C. F. MUELLER CO.
JERSEY CITY NEW JERSEY

MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, JANUARY 29, 1930

Number 2419

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

Nine Chain Store Managers Arrested.

Youngstown, Ohio, Jan. 25—Seven chain store managers in this city were arrested on charges preferred by City Sealer McNicholas, who, with County Sealer Israel and Trumbull County County Sealer Williams, investigated complaints of short weighing in Youngstown. It is expected that other arrests will follow. The managers were arraigned in the municipal court before Judge Peter B. Mulholland, where they pleaded not guilty. Their names and connections are as follows:

H. F. Webster, 1818 Market street, A. & P. store.

Frank Kepto, 448 Warren avenue, Kroger store.

Carl Grubbs, 1520 Belmont avenue, A. & P. store.

Oscar Steel, 1104 E. Madison avenue, A. & P. store.

A. R. McReynolds, 1520 Belmont avenue, A. & P. store.

John Tribby, 1024 Wilson avenue, A. & P. store.

Henry Germain, 1410 Belmont avenue, Kroger store.

The newspapers of Youngstown, in printing the news of the arrests, simply gave the names of the men and the addresses without mentioning that they were chain stores.

Indianapolis, Ind., Jan. 28—The Atlantic & Pacific Tea Co. was fined \$10 by Judge Thomas E. Garvin of the municipal court of Indianapolis, Ind., Monday, on the charge of giving short weight. The company was made defendant in an affidavit sworn to by one Tony Ludwick, who bought two sealed packages of beans at an A. & P. store at 2512 Speedway road and finding each package was short of a pound turned the merchandise over to the weights and measures officials.

After verifying the weight the deputy city weights and measures inspectors went to the store and checked the scales which were found in balance. Charges of short weight were then filed.

Newspapers Intimidated By Chain Stores.

Should a local newspaper, daily or weekly, suppress a news report of court proceedings, because that report reflects unpleasantly upon some chain store advertisers?

That is a question we would like to refer to the Kansas State Editorial Association for discussion.

The paper at Great Bend, Kansas, which, by the way, is one of the most prominent small-town dailies in Kansas, declined to print the news of the arrest and conviction of the Skaggs-Safeway manager for storing fresh meat in the toilet room of his store.

Of course the affair created so much talk that the Great Bend newspaper finally printed the story—a week late.

A most short-sighted policy for any newspaper is to cuddle a chain store viper to its breast. Whether it is in the suppression of information derogatory to the chains, or the publication of misleading propaganda sent out by the chain store publicity bureau, many newspapers are time-servers. They are trying to grab the immediate profits, instead of protecting the interests of the community, and the ultimate good of their own business.

We say to the newspapers: Sell your advertising space to the chain stores, if you want to; but don't sell your editorial soul along with it.—Merchants Journal.

Liability of Merchant For Injury Caused By Ice.

As a general rule of law, a retail merchant is bound to keep his premises free from dangerous conditions that might result in injury to anyone lawfully thereon. And, by the weight of authority, this rule includes the steps or immediate approaches to a store or other business house.

With this in mind, the question of the duty of a merchant to keep his approaches free from ice and snow during the winter months may well be reviewed. This is true because during the cold, sloppy weather of this time of the year, it's a mighty easy matter to let ice coat on the steps of a store until it may present a real danger to customers entering or leaving.

In the first place, it may be stated broadly, that a merchant may incur liability if he permits ice and snow to

gather on his steps, thereby causing someone to suffer injury by a fall. But, he is not liable for every injury of this kind, but only when it is shown that he has been negligent in not cleaning his steps.

In other words, before a merchant may be held liable in case of injury to a third person from this cause, he must be shown to have failed in the exercise of due care, and that the dangerous condition had existed long enough for him to have had notice of it. Of course, each case of this kind must be decided in the light of its facts, but the reasoning of the courts in situations of this character may be illustrated by the following.

On a cold day in January, the plaintiff went to the defendant's store for the purpose of making certain purchases. Some time before this it had been snowing, and there was some ice and snow on the steps of defendant's store, which had been deposited there by people coming and going.

As the plaintiff put her foot on the step, she stepped on some ice and snow, and, slipping thereon, fell. She arose and went into the store where she told the defendant of her accident, and the latter then went outside and threw some salt and sawdust on the steps and in front of the store. There was no evidence, however, of how long the ice had been there, or that the defendant had any notice of a dangerous condition.

Thereafter plaintiff brought an action for damages against the defendant in which she claimed damages for the injury caused by the fall. The trial resulted in a judgment in favor of the plaintiff. The defendant appealed, and the higher court in reviewing the record and in ordering judgment for the defendant, in part, said:

"The case comes down to this on plaintiff's own showing. That ice had been deposited on the step from the feet of persons entering the store, without any proof as to how long the ice had been there, and with evidence in her behalf that snow had fallen during the morning up to a time shortly before the accident and that the temperature at all times for twelve hours previously had been below freezing.

"We think it would be a very dangerous rule to lay down that the existence of a slippery condition on the step of a store, due to the circumstances shown in this case, on a snowy day when pavements and steps generally are likely to be slippery, creates liability without any notice to the proprietor of the store, either by lapse of time or otherwise, that there is a negligently slippery condition at the entrance to his premises. This would mean that in order to be free from liability every storekeeper would be required to keep cleaning his steps and

pavement continuously during snow and sleet storms.

"A reading of the record before us does not show that defendant was guilty of actionable negligence, and therefore no recovery should have been permitted. The judgment is reversed and is here entered for defendant."

The foregoing case is in accord with the weight of authority on the question involved. This authority holding that, before a merchant may be held liable for injury caused by ice or snow on his step, it must appear that he was negligent in permitting it to be there. In other words, the mere fact that a person slips and falls on ice or snow in front of a store does not of itself render the merchant liable.

However, it is well to bear in mind that it may take very little neglect to render a merchant negligent in a situation of this kind. In view of which, it is a good policy to give reasonable attention to snow and ice that may fall on a step or approach, and have it removed, or otherwise destroyed, before it may by any chance become a standing danger to customers.

Leslie Childs.

Harrison Parker Arrested on Charge of Fraud.

Harrison Parker of the Auditorium Hotel, with offices at 105 West Adams street, was arrested late yesterday afternoon in the Chicago club, 404 South Michigan boulevard, on a warrant, sworn out by George W. Sheehan, a securities broker with offices at 105 West Adams street. Parker will be arraigned to-day in the Felony court before Judge William E. Helander, who issued the warrant.

Sheehan charged that in April, 1929, he gave Parker \$2,960 to buy land for him in Muskegon county, Mich., and that he was unable to obtain from Parker either the deeds to the land or his money. Parker said he had purchased the land and had given the deeds to Sheehan.—Chicago Tribune.

Ten New Readers of the Tradesman.

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

Reeman Creamery Co., Reeman.
A. D. Hancock, Otsego.
M. Katz & Son, Grand Rapids.
Abraham Bosman, Grand Rapids.
H. Immerman, Bay City.
Lillian K. MacVittie, Lapeer.
Robert J. Fox, Decatur.
Albert E. Hall, Battle Creek.
Wm. H. Taylor, Chicago.
Louis Shamie, Detroit.

Rolland M. DeWitt, who is salesman for Lee & Cady writes us that our paper ceases to be limited to merely business men with the causes we have championed of late and it is of vital interest to every one.

MEN OF MARK.

Wilson Hutchins, Treasurer Hazeltine & Perkins Drug Co.

No part of this country or the world has produced a better type of what may be called business manhood than the older and newer Western States. Of course there are many instances of the opposite extreme, a contrast which emphasizes the virtue of the better class.

The conditions which have pertained to the settlement and development of the great interior of this country have favored the unfolding of the more virile, stronger, aspiring and better characteristics of men. There were wide expanse of territory, lands almost for the asking, unlimited resources of all sorts, an unrivaled freedom of action, and a great range of opportunities. In the amplitude of prospects was inspiration to dare and do. There were so much largeness and perspective in the outlook that an energetic and ambitious young man, as he emerged into the free and invigorating air of the lakes, fields and forests of the Great West, shook off any inclination that he might have had to be petty or mean or slothful. In the atmosphere, the spirit of the winds, the boundless prospect, the vastness and variety of opportunity, there was command to go forth and make a career of honor and success. The men who had the native quality, ambition and character to realize its significance obeyed the mandate and seized the opportunity. Thus thousands of men in the Middle West who, in the older communities would have spent their lives plodding around within a limited circle, have seized their chances and have attained positions of responsibility and high regard in their respective communities.

It has been a great pleasure in the preparation of this biographical department to record numerous instances illustrative of what has been said in introducing the following sketch: Mr. Hutchins is an outstanding example of a man who, while yet comparatively young, began his career in a city characterized by enterprise, the spirit of rivalry and competition, and the will of its leading men to push business to the utmost bounds of possibility. As has been the experience of many men who have reached eminence in important affairs, Mr. Hutchins began his business life as a clerk in the financial department. Step by step he ascended the ladder toward commanding position and success by steadfastness of purpose, steadfastness of endeavor and that quality which holds a man undeviatingly to one predetermined course of pursuit.

Lee Wilson Hutchins was born in Detroit, May 30, 1895, being the only child of Lee Montgomery Hutchins, President of the Hazeltine & Perkins Drug Co. He can trace his ancestry in a direct line from English and Welsh on his father's side and Scotch-Irish on his mother's side. He had forebears on both sides of his family in the Revolutionary war.

Mr. Hutchins changed his residence from Detroit to Grand Rapids when

his father took up his residence here to assume a managerial position with the Hazeltine & Perkins Drug Co. That was thirty-two years ago, when he was three years of age. He attended the public schools of Grand Rapids until the fall of 1912, when it was thought that a milder climate would be beneficial to his health and he took up his residence at Asheville, N. C., graduating from the Asheville School for Boys, a preparatory school for university work, on the literary course in June, 1914. The next four years he attended the Wisconsin University at Madison, graduating on the literary course in June, 1918. He had conferred upon him the degree of B. A. He immediately entered the office of the Hazeltine & Perkins Drug Co., taking

field Country Club. He is a member of Kent Chapter, Sons of the American Revolution, serving that organization two years as Secretary. He is chairman of the board of directors of the Grand Rapids Rehabilitation League, connected with the Welfare Union, and chairman of the finance committee of the Family Service Association.

Mr. Hutchins owns up to no hobbies, so far as athletics are concerned. He does not play golf and he would make a very poor baseball fan. When the country roads are full of snowdrifts or mud puddles, he finds his greatest enjoyment in the family fireside, to which he is keenly devoted, and in reading books of biography and autobiography and the current maga-

shows his father's friends. Most young men nowadays apparently feel that they have little in common with the friends of their fathers, because the latter belong to the back number age. Not so with Mr. Hutchins. Any friend of Lee Hutchins is Wilson Hutchins' friend also if the elder man wills it so. This admirable quality is so rare nowadays that it is deserving a commendation whenever it is found in any young man.

Mr. Hutchins has a very pleasing personality. He makes friends easily and retains them as easily as he makes them. He is one of those rare individuals who can say "No" if necessary and say it in a way which does not give offense. He is very considerate of his friends and his employes and never imposes a duty on either which he would not cheerfully assume, if the situation were reversed. He puts in full time at his desk, which he keeps free from the litter of accumulated correspondence and unanswered letters. Because of his methodical methods he manages to accomplish a large amount of detail business during ordinary business hours, but he is not unwilling to put in extra time if the occasion demands such action on his part. He has made it the rule of a lifetime to satisfy the demands of his customers so far as same is humanly possible. Of course, he sometimes meets up with the man who asks for more than is compatible with good business usage, but his adroitness in argument and fertility of ideas and resources usually enable him to send the man away satisfied.

Firmly grounded in the fundamentals of business success, Mr. Hutchins pursues the even tenor of his way with a happy smile and a cheery greeting for every caller, no matter whether he is a buyer or seller, a solicitor for charity or a man who needs a word of timely advice to start him on the same road to prosperity on which Mr. Hutchins is so well started.

Recent Mercantile Changes in Indiana.

Anderson—O. W. Frazee, proprietor of a grocery and meat market here, died at his home.

Crown Point—A. H. Steinmann has sold his meat market on Main street to Glen Bolt.

Gary—Mrs. Pearl Krieger's grocery and meat market at 2201 West 15th avenue was damaged by fire with a loss of \$1,500.

Idaville—Glenn Rogers has sold his meat market to George Young.

Milan—Thompson & Kolmeier will open a meat department in their general merchandising business in about two months.

South Milford—Homer Reed has purchased the grocery and meat market of Stentz Brothers.

Westfield—R. E. Fisher, who is in the grocery business here, purchased the meat market of Chas. Stout and will move same to his grocery location.

Wheatfield—Mrs. John Pinter has sold her grocery and meat market to Louis Pinter.

To get to the top, get to the bottom of things.



Lee Wilson Hutchins.

a clerical position in the credit department. He is now a large stockholder in the company and is a director of the company and Treasurer of the corporation.

Mr. Hutchins was married to Miss Helen E. Bloomer, of Grand Rapids, daughter of the late Reuben Bloomer, Sept. 25, 1923. They have two children—Lee M 2nd., who is five years old, and Helen, two years old. The family reside in their beautiful home at 111 North Lafayette avenue, corner of Fountain street.

Mr. Hutchins is a member of the Westminster Presbyterian church, having served two years as trustee. He is a member of the Kent Country Club and the University Club and director and Treasurer of the Blythe-

zines. Because his reading is confined almost wholly to didactic topics he is able to hold his own in any line of conversation which may come up in any social, political, educational, religious or business gathering. Unlike his distinguished father, he has not assiduously cultivated the art of making either detailed or impromptu addresses, but those who have heard him talk on occasions where he was called upon to briefly express his opinions on a certain topic insist that his remarkable educational background enables him to give expression to his ideas with unusual clearness and force.

An outstanding feature of Mr. Hutchins' career is the profound respect he has for his wonderful father and the unfailing courtesy he always

PERSONAL LIBERTY.

Lawful Conduct as Obligation of Self-Government.

The people of the United States in this generation are enjoying the richest heritage any nation in any age, has ever bestowed upon its citizens.

Even the poorest among us wear clothing which the nobility of ancient days might have envied. Our tables from day to day are laden with a great diversity of wholesome food products. There is scarcely a family of average earning power in the United States that does not own a motor vehicle of some sort.

Have you ever stopped to think that not even the kings of the earlier ages traveled in such luxury as is embodied in the modern automobile!

We have electric lights and electric power. We have running water in nearly every home. We have telephones, phonographs, the radio.

We have the fastest freight transportation the world has ever known. And now the development of air transportation has opened new and amazing possibilities for progress.

But more important than all the material advantages that have been made possible by the ingenuity, the genius and the vision of our people, is the fact that we are living under the beneficent protection of a Government having a Constitution which encourages initiative and insures to the utmost degree the rights and liberties of the individual.

The very fact that the people of this Nation are accustomed to a great degree of security and personal liberty seems to be causing many otherwise good citizens to harbor a sense of resentment against the imposition of any laws or regulatory measures that may be adopted for the good of the greatest number. That attitude, if permitted to develop unchecked, leads inevitably to national disaster.

Even now, perhaps because of the swift and unprecedented production of industrial commodities which make for national wealth, there seems to be among many people an inclination to view with easy tolerance the violation of certain laws. These people argue that any law which runs contrary to their viewpoint or which restricts in any way their activities is a violation of their constitutional rights.

I hold that any person who refuses to conform strictly to the laws of his community, his State and his Nation is not a good citizen.

The principles of government set forth in the body of the Constitution were so sound, so comprehensive in their scope, that during the 140 years the Constitution has been operative, but six major amendments have been required to meet the changing conditions of our National life.

Each one of these major amendments, with the possible exception of the one affecting the judiciary, met with organized opposition. But each one—with the exception of the amendment which abolished slavery and the amendment which abolished the traffic in liquor—was accepted philosophically

by the people after being ratified by the States.

Frequently we hear the statement made that the Eighteenth Amendment does not reflect the will of the majority of the people of the United States. A review of the local option laws in force within the various states and communities prior to the adoption of the Eighteenth Amendment reveals the fact that the majority of the people of the United States had already expressed themselves as strongly in favor of prohibition.

Never has a single rational argument or reason been advanced in support of the liquor traffic. There are many, many reasons why the traffic should be abolished.

Why then, does this subject occupy such an important place in the minds of the people and in the councils of our National leaders? I am inclined to believe the answer can be found in the one word, propaganda.

The Eighteenth Amendment affected adversely commercial interests that are powerful, unscrupulous and ruthless. If this constant, insidious, yes, dangerous propaganda could be checked for a year or two I am inclined to believe the people of the United States would then begin to accept with philosophical indifference, if not with positive relief, the enforcement of the prohibition law.

An individual is entitled to his personal opinions, but his conduct, his actions, must necessarily be subject to control by a sovereign political power. If we deny this inherent right of a government to enforce rules for the control of human conduct, we undermine the very foundations of government.

No organization, no community, no state or nation can thrive and prosper and grow, unless the government, the

sovereignty which the members themselves have created, does establish justice, insure domestic tranquility and promote the general welfare. In other words, the function of a government is to enforce those rules of external human conduct which may be adopted to promote the general welfare or for the protection of the citizens who owe allegiance to that government.

If we have reverence or respect for this Government of ours, if we believe it is as good as or better than the other governments of the world, if we appreciate the fact that it does afford a high degree of security and personal liberty, then we owe a solemn obligation to obey each and every law that is written upon our statute books. The security of our Nation depends upon such obedience.

The great wealth of this Nation has brought to our shores a horde of alien criminals. The tenements of our industrial centers have produced a multitude of underworld characters as unprincipled, as vicious and as dangerous as the alien criminals.

These men and women are preying upon our society with ever-increasing boldness. The illegal liquor traffic is but one phase of the problem.

Are you by your own indifference, by your own unwillingness to take a stand on the side of law enforcement, going to permit the power of this Government to become so weakened that its mandates can be flaunted with impunity by every crook and scoundrel, by every thief and murderer?

H. C. Balbridge,
Governor of Idaho.

The fellow who takes too many chances has little chance.

The best man is he who does his best.

Long White Kid Gloves Scarce.

A continued call for 12 to 16 button white glaze mousequaire styles features the immediate delivery business being done in women's gloves. Supplies are reported scanty, with the stores encountering difficulty in locating merchandise for quick shipment. To offset this, some of the business is switching into long white silk gloves. Orders for Spring have yet to be placed in substantial volume by retailers. The slip-on style is expected to be the volume selling item in such shades as mode, beaver, champagne and white. Novelty trimming effects are featured.

To Push One Lamp Style.

A method of merchandising lamps and lamp shades so that only one style is promoted during a season has become quite general. The plan has been followed in the past by only a few stores and they have achieved good results from it. As buyers see it, this season presents special difficulties which the "one-style" method is designed to overcome. It holds down stocks and permits concentrated selling effort. Lamps to retail at from \$2 to \$7.50 are being ordered to carry out the plan.

Period Furniture Featured.

Spring and Summer furniture lines on display last week at the New York Furniture Exchange show that early American and Colonial periods have been heavily drawn upon for reproduction. English periods, especially Tudor, are also prominent. The highboy has been substituted for the more familiar wardrobe in most sets. Maple is the featured wood in the new lines with oak and mahogany next. Tapes try has been used to a greater extent as a covering material in upholstered lines.

CAMPBELL, WYANT AND CANNON FOUNDRY COMPANY MUSKEGON, MICHIGAN

Manufacturers of Automatic Castings

Using in all castings, except where a special alloy of chrome, nickel or molybdenum is specified, a scientifically combined melted and semi-steel, which has given, under operating motor tests, the best results and has shown the greatest possible efficiency and machine shop economy.

Our many patrons, numbering among them the largest automobile and motor concerns of the country, are appreciative of the quality of our castings, as well as our ability to handle production of any magnitude and to render service at any and all times.

ORGANIZED IN 1908

Present annual Production 100,000 Tons of Finished Castings.

WE OFFER—CAPACITY, QUALITY AND SERVICE

MOVEMENTS OF MERCHANTS.

Detroit—The grocery and meat market of Frank Marino was damaged by an explosion.

Haslett — Earl Christmas succeeds W. A. Sprague in the grocery and garage business.

Belding—Mr. Ward has purchased the interest of Forrest Fish in the Model Meat Market.

Battle Creek—Hibbard & Schacht succeed the Tatreau Grocery in business at 19 Jordan street.

Battle Creek—William Thurtell succeeds Gale Quick in the grocery business at 147 Post avenue.

Holland—The First State Bank of Holland has increased its capital stock from \$100,000 to \$200,000.

Reading—Mr. Leslie Taylor has purchased an interest in the grocery and meat business of B. L. Auspaugh.

Grand Rapids—Anthony E. Wolosecki succeeds M. A. Azzar in the meat business at 401 Stocking street.

Detroit—Peter G. Bonamy has sold his grocery stock and meat market at 8543 Wildemere avenue to David C. Kalil.

DeWitt—Albert Croy, R. R. 3, dealer in groceries and general merchandise, is succeeded in business by Fred Coleson.

Buchanan—Mrs. Mattie E. Griffort and Robert Babcock have purchased the grocery and meat market of Mate L. Sands at 111 South Oak street.

Horton—Jay O. Loper has sold an interest in his grocery and meat business to Mr. Crosthwaite. They will continue under the firm name of Loper & Crosthwaite.

Lansing—A. E. Thomas, dealer in groceries and meats at 929 North Pine street, has sold his stock and store fixtures to Charles Johnson, who has taken possession.

Martin—R. S. Marshall has purchased the undertaking business of Grant Chaney and will continue the business under the style of the Marshall Funeral Home.

Dearborn — The Mahaffy Fuel & Supply Co., 12995 Tireman avenue, has been incorporated with an authorized capital stock of \$15,000, \$9,200 of which has been subscribed and paid in.

Battle Creek — The Sheriff-Goslin Sales Co., Merrill Park, roofing, etc., has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Muskegon—The Fitzpatrick Electrical Supply Co., 962 Pine street, has been incorporated with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—The Baltimore Department Stores, Inc., 6375 Woodward avenue, has been incorporated with an authorized capital stock of 100,000 shares at \$1 a share, \$80,000 being subscribed and paid in.

Detroit — Michigan Travelite, Inc., 2539 Woodward avenue, has been incorporated to deal in merchandise of all kinds with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Detroit—The Dedenbach Chemical

Co., 367 Baldwin avenue, has been incorporated to deal in chemicals and pharmaceuticals, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Grand Rapids—A. May & Sons, 194 Monroe avenue, has merged its clothing business into a stock company under the same style with an authorized capital stock of \$62,000, all of which has been subscribed and paid in.

Muskegon—The Muskegon Roofing Co., 1922 Peck street, has merged its business into a stock company under the same style with an authorized capital stock of \$25,000, \$12,000 of which has been subscribed and paid in.

Saugatuck—Charles E. Bird has retired from the drug business, having turned over his stock to his son, John M. Bird. The elder Bird has been engaged in the drug trade at the same location for nearly fifty-eight years.

Battle Creek—Harbeck's Radio Shop, 104 West Michigan avenue, has been incorporated to deal in radio, refrigerators, vibrators, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Grand Rapids—The Klingman Furniture Co., 82 Ionia avenue, N. W., has merged its business into a stock company under the same style with an authorized capital stock of \$150,000, all of which has been subscribed and paid in.

Owosso—The Owosso-J. G. Kline Co., 114 East Main street, has been incorporated to deal in dry goods and general merchandise with an authorized capital stock of \$100,000, \$25,000 of which has been subscribed and paid in in cash.

Detroit — The White Owl Malt Shoppe, 12940 Jos. Campau street, has been incorporated to deal in malt, hops, tobacco, cigarettes, etc., with an authorized capital stock of \$5,000, \$2,400 of which has been subscribed and paid in in cash.

Grand Rapids—E. M. Holland, Inc., 66 Monroe avenue, wholesale lumber dealer, has decreased its capital stock from \$25,000 common, \$50,000 preferred and 1,500 shares no par value to \$50,000 common and 1,500 shares no par value.

Detroit—The Warner R. Thompson Co., 2842 West Grand Blvd., fire brick, fuel, foundry supplies, etc., has been incorporated with an authorized capital stock of 5,000 shares at \$1 per share, \$5,000 being subscribed and paid in in cash.

Muskegon — The Muskegon-J. G. Kline Co., 213 Western avenue, has been incorporated to deal in dry goods and general merchandise with an authorized capital stock of \$200,000, \$74,000 of which has been subscribed and paid in in cash.

Ann Arbor—The Ann Arbor-J. G. Kline Co., 306 South Main street, has been incorporated to deal in dry goods and general merchandise, with an authorized capital stock of \$100,000, \$30,000 of which has been subscribed and paid in in cash.

Detroit—Sklare & Elias, Inc., 170 West Jefferson avenue, has been incorporated to deal in rugs, silks, dra-

peries and curtains, at wholesale and retail with an authorized capital stock of \$22,000, all of which has been subscribed and paid in in cash.

Detroit—The H. W. McNichol Co., Inc., 3126 Denton street, has been incorporated to deal in tractors, tractor equipment, motor vehicles, etc., with an authorized capital stock of 3,000 shares at \$10 a share, \$30,000 being subscribed and \$19,000 paid in.

Detroit—The Rari-Keen Michigan Corporation, 1627 West Fort street, has been incorporated to deal in auto accessories and supplies at wholesale and retail with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—D. M. Ferry & Co., Inc., has merged its seed business into a stock company under the style of the Ferry-Morse Seed Co., Brush street, with an authorized capital stock of 200,000 shares at \$1 a share, \$1,000 being subscribed and paid in in cash.

Jackson — Heidenreich's Jewelry Store, 1610 East Michigan avenue, has merged the business into a stock company under the style of the Heidenreich Jewelry Co., with an authorized capital stock of \$25,000, \$16,200 of which has been subscribed and paid in in property.

Lansing—Schmidt Bros., 1522 East Michigan avenue, have merged their grocery and baking business into a stock company under the same style with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$5,000 in cash and \$45,000 in property.

Lansing—H. Merton Clark, dealer in draperies, rugs, works of art, etc., has merged the business into a stock company under the style of H. Merton Clark, Inc., 2208 East Michigan avenue, with an authorized capital stock of 50,000 shares at \$1 a share, \$10,200 being subscribed and paid in.

Saginaw—The Swan Ice-Cream Co., 209 North Water street, has been incorporated to manufacture and deal in ice cream and dairy products at wholesale and retail with an authorized capital stock of \$10,000 common and \$5,000 preferred, \$15,000 being subscribed and \$5,000 paid in in cash.

Chesaning—The Peet Packing Co. turned out a business reaching \$2,138,324.70 in meat products last year. During the year 50,000 hogs were used in manufacturing meat products, also 3,000 head of cattle and the total volume of meat products was 9,000,000. The poundage in sausage was 3,250,000. The number of employees is 97.

Reeman—C. A. Kolthaus, who recently succeeded C. J. Fostvet as manager of the Reeman Creamery Co., is getting his patrons pretty well stirred up on the subject of chain stores and chain store methods as applied to the creamery business. He recently got over 500 of his patrons together in the community hall at Fremont, where 35 cent butter fat was discussed in all its bearings. Mr. Kolthaus has had seventeen years experience as a retail merchant, two years at Reeman, seven years at Brunswick and eight years at Muskegon. He is a live wire in

whatever avenue of usefulness he injects his personality.

Manufacturing Matters.

Chelsea—The Tower Rubber Co. has been incorporated with an authorized capital stock of 25,000 shares at \$1 a share, of which amount \$5,003 has been subscribed and paid in in cash.

Detroit—The American Eagle Specialty Co., 5452 Stanton avenue, has been incorporated to manufacture and deal in auto radiator caps, heat recording devices, with an authorized capital stock of \$10,000, \$5,000 being subscribed and paid in.

Muskegon Heights — The March Automatic Irrigation Co., has been incorporated to manufacture and deal in windmills, pumping rigs, etc., with an authorized capital stock of 5,000 shares at \$15 a share, \$1,500 being subscribed and paid in in cash.

Manistee—The Sana Vebda Corporation, 126 Washington street, has been incorporated to manufacture and sell vending machines and supplies with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and \$5,000 paid in in cash.

Detroit—The Snyder Tool & Engineering Co., 3400 East Lafayette boulevard, has merged its business into a stock company under the same style with an authorized capital stock of 5,000 shares at \$20 a share, \$1,000 being subscribed and paid in in cash.

Grand Rapids—The DeKorne Furniture Co., 1504 Plainfield avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$75,000 preferred and 2,450 shares at \$1 a share, \$64,550 being subscribed and paid in.

Detroit—The Atlas Stone Co., 17141 Joseph Campau avenue, has merged the business into a stock company under the same style with an authorized capital stock of 5,000 shares at \$10 a share, of which amount \$24,100 has been subscribed, \$300 paid in in cash and \$23,800 in property.

Three Rivers — Three Rivers will have a new industry known as George E. Johnson & Co., which will engage in manufacture of tools, dies, and fixtures. It will be incorporated for \$20,000. Business will be conducted in the building formerly occupied by the Rivers Tool and Machine Co.

Port Huron—The Mueller Brass Co. reports the biggest year in the company's history, with a total business of \$7,290,461.90. Prospects for 1930 are excellent, with \$1,300,000 in orders now on the books. A dividend of 50 cents per share, the first dividend on common stock since the company's organization, was declared.

Ann Arbor—The flow of orders to the Hoover Steel Ball Co. has so increased that every department in the plant has been reopened says Cone W. Lighthall, general manager. It was predicted by Mr. Lighthall, recently elected president of the Ann Arbor Chamber of Commerce, that the plant would be running on a 100 per cent. time basis by Feb. 1.

Keeping the boss in hot water is what makes him hard boiled.

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 market during the week has shown a little more activity. The steadiest demand is for Ceylon, Indias and Javas, as it has been for a long time. Formosas are also selling to some extent. Japans and Chinas represent a poor third. Ceylon teas have shown a little improvement in primary markets where conditions are firm. This follows some weakness. Consumptive demand for tea is about as usual at this season.

Coffee—The market for Rio and Santos coffee, green and in a large way, has been rather nervous during the past week, and has had both ups and downs. This refers mostly to futures. Spot coffees remain just about where they were a week ago. The undertone of all Brazil coffees is still very weak and nobody has much confidence. Buying is for actual wants only. The situation in milds is a little firmer than it was last week. The jobbing market on roasted coffee is weak and sluggish. The very sharp declines by chain store systems all over the country has had a marked effect.

Canned Fruit—California fruits show no particular change for the week. California pack statistics show a general pack of about 3,000,000 cases under the last four-year's average.

Canned Vegetables—Among the canned vegetables there are no features of importance in the market for the week. Southern tomatoes continue strong, and the price ideas of canners in certain instances tend upward, with many quoting a range on standard 2s of 95@97½c, as against the 92½c inside price formally asked. In peas and corn there is light trading and no marked developments.

Dried Fruits—The raisin market is characterized by a somewhat stronger tendency as several varieties have been cleaned up and the generally strong situation in the Coast primary market adds to the increased confidence of the local trade in this item. Seeded raisins, loose muscats and bleached varieties are scarce and price ideas of sellers are stronger. Sulphur bleached raisins, of course, have been scarce here for some weeks, but with arrivals from the Coast very sparing the market at present is almost entirely bare. Bulk Thompsons hold steady, but are unchanged in price. Prunes are generally quiet under a steady but not heavy demand. Prices on both Oregon and California kinds are unaltered, but bullish advices from the Coast indicate a possibly stronger market for the near future.

Canned Fish—The situation has been very quiet. Japanese crab meat is one of the strongest items. Spot stocks are small. Shrimp is in moderate demand without incident, but change in price. Other canned fish show no change during the week.

Salt Fish—The mackerel market is still very quiet, as are all other varieties of salt fish. The consumptive demand is so light that almost nothing

is now being shipped from primary markets. Prices of mackerel show no particular change during the week in spite of the dullness.

Beans and Peas—The demand for all varieties of dried beans is still very dull. Prices show no marked change for the week, but there is shading here and there and most of the line is decidedly easy, especially California limas. Blackeye peas are about the only firm item in the list.

Cheese—The market has had a quiet week, with everything steady.

Canned Milk—Canned milks continue generally weak and unsettled. List prices on advertised brands of evaporated case goods are unchanged, but the miscellaneous packs rule easier, with prices quoted at wide ranges.

Nuts—Nuts in the shell are quiet, but prices mostly steady, with easiness exhibited in very few items. Demand is not expected to improve materially until along about the middle of next month. Nut meats are in normal movement and the general trend is toward higher price levels, although few advances have been made. Filberts are especially strong. Walnuts are in good demand, although the market is not so active as in the week previous.

Rice—The rough rice market in the South shows up very strong, with stocks rapidly declining, and mills buying whatever they could at higher prices. It is reported that the remaining supplies are chiefly in the hands of the large mills, the smaller ones being cleaned out. It is generally expected that supplies of rough rice will be entirely used up by Feb. 1.

Syrup and Molasses—The demand for sugar syrup has been very fair during the past week and prices have been steady. Production is still under normal. A moderate demand is reported for corn syrup, without change in price. Good grocery grades of molasses are in steady demand at unchanged values.

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—6@6½c per lb.

Beets—\$1.60 per bu.

Brussels Sprouts—30c per qt.

Butter—The market has had for the most part a firm week. It started to advance last week on account of light offerings and good demand, when a turn came about and the market declined to the former status. The demand has fallen off and advices from other markets are easier. At the present writing the offerings are plentiful and the market is a little firmer. 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—\$3.50 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 ----- \$6.50

Light Red Kidney ----- 6.75

Dark Red Kidney ----- 7.25

Eggs—The market has been weak and unsettled. At the present writing buyers are without confidence in the market and are buying only to meet actual wants. From now on the production of eggs will improve and the market will act accordingly. Local jobbers pay 32c for strictly fresh hen's eggs and 28c 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

There will be no more sweet grape fruit from the Rio Grande Valley this season—possibly not for several seasons. Freezing weather was in evidence for thirty-six hours, which destroyed the growing crop and in many cases destroyed the trees as well. This will be a great blow to our Texas friends and, incidentally, to Michigan people who have recently acquired grape fruit orchards.

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 ----- 7.75

288 ----- 8.00

344 ----- 7.00

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, 80c per doz. for Calif.

Potatoes—Home grown, \$1.65 per bu. on the Grand Rapids public market; country buyers are mostly paying \$1.50; 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—\$2.25 per bu.

Squash—Hubbard, \$5.50 per 100 lbs.

Sweet Potatoes—\$2.75 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

To Hold Two Wool Shows a Year.

Announcement is made by the Wool Institute that style shows or pageants every Spring and Fall will be made a definite feature of the institute's activities. The next show is planned for the last week in September, and will be along the same lines as the one recently held, with retailers, couturiers and mills participating. Plans for the Fall show will be gotten under way during the latter part of March. In view of this, President A. D. White-side urged the women's wear mills to make early preparation for developing original fabrics for presentation.

Landscape Calendars Returning.

Landscape scenes are returning to favor with the public and will be used extensively for 1931 art calendars and pictures, it was learned yesterday. The calendar and picture companies assemble their lines a year in advance and samples now ready indicate the impending change. For the current year pictures of animal life predominate and the landscapes represent only a small percentage of the assortments. Buyers for the small art shops are beginning to appear in the market and have placed a small amount of business, principally with importers.

Albert Buning dealer in general merchandise at Falmouth, renews his subscription to the Tradesman and says he is always glad to see the paper come.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

St. Joseph, Jan. 21—Our salesman, a Mr. Deuel, advised me to write to you about a deal we had put over on us by the Boerner-Fry Co., of Iowa City, Iowa. The salesman is going around getting milliners to sign their names to notes. He told us, he wouldn't send in the order unless we let him know later. We did not have the privilege to pick out the goods ourselves. They sent us as much as six dozen jars of a very expensive cream which we can never sell and nine dozen boxes of face powder which sells at \$1 per box. (It is not worth half that much money).

Their salesman was here in October and was going on to Detroit. He told me to let him know by the end of the week if he was to send in the order. So, as we decided we would not take it, we just dropped it, never thinking that they would send it. About the middle of November the freight man at the M. C. R. R. called us up and told us there was some freight there for us from that firm. We told them we would not accept it, so they wrote to the agent at the depot and told him if we did not accept it to send it on to Cleveland, where they sell unclaimed goods to pay the charges. Then they were going to make us pay for the goods, so that was the reason we accepted the shipment. We thought we might be able to get a little out of it.

We are supposed to pay the \$220 in three installments, the first coming due in two months (that was the 28th of December) and we paid that \$74.67. Then in another two months, Feb. 28, we are supposed to pay the same amount and April 28 the last installment. We have not enough money to pay the balance and I wonder if we could keep the \$74.67 worth and send the remainder of the goods back. They have put the notes in the hands of the Cedar Rapids Finance & Thrift Co. Would you please advise us what to do before February, 28?

Martin & Jewett.

Allegan, Jan. 20—Mrs. Palmer, of Otsego, also a Mr. Deuel, salesman from Otsego, were just here and we had some conversation concerning the Boerner-Fry Co., Iowa City, Iowa, manufacturers of toilet articles. I think they have been pretty well over the State.

They agree to take the stuff off your hands at the end of a year if not satisfactory.

My shipment was to amount to \$165 in three notes of \$55 each in 2, 4, and 6 months respectively. Their salesman was here Oct. 21, but I did not receive the goods until Nov. 18. I was to have a show case to display these goods (have it in writing) which hasn't come; also I was to receive loose compacts to help advertise these items. I was to send in 100 names and they would send out special literature to each address and twenty names each month. I have sent in all 340 names and I know but of two people who have received letters and those didn't come until Christmas.

My shipment was \$28 short, which I notified them by return mail. I have not as yet received the balance of the goods. I made my first payment of \$55 Dec. 21 and have the cancelled note.

Now, they were also to send out coupons worth 25c on every dollar's worth of goods to all these people and I have a letter saying they would redeem these coupons.

I haven't sold a copper's worth and have written them to the effect.

Mr. Deuel informs me they will

never redeem them or send show case or live up to their agreement in any way; that they are a bunch of dead beats. I have written a party at Pontiac who has them.

Now, how can we take care of this. The next note is due Feb. 21.

There should be something done to check any further payments and make them take back all goods.

Their salesman guaranteed me a profit of \$50 per month on these goods I had a witness to nearly all this conversation. Belle Haight.

Our advice to the above correspondents is the same that we gave Mrs. Wm. Palmer, of Otsego, in last week's paper—sit tight and pay nothing. The company has no legal status in Michigan and cannot prosecute any cause in Michigan courts. If any member of the concern steps foot in Michigan he can be prosecuted.

G. C. Gerrard, the Howard City druggist, sends the Realm a letter he received from the Zerbst Pharmacal Co. (no rating by the mercantile agencies), of St. Joseph, Mo., making demand for \$10.89 for shipment of six dozen Grip capsules. The order given for the goods expressly stipulates that they are sent on consignment. Mr. Gerrard found the goods did not sell and wrote Zerbst Co. several times for shipping instructions, receiving no reply. On receiving his complaint the following letter was dispatched to St. Joseph without result:

Grand Rapids, Jan. 23—G. C. Gerrard, the Howard City druggist, sends me a memorandum you sent him under date of Jan. 20, notifying him that unless he paid you \$10.89 by Jan. 30 the alleged claim would be turned over to a collection agency.

Mr. Gerrard calls my attention to the fact that the original portion of the order he gave your representative has "consignment" written across the face of it by your representative; also that the salesman agreed to call every six months to collect what was due for goods actually sold and that no payments were to be made until the goods were sold. As a matter of fact, Mr. Gerrard is afraid to sell the goods, because several deaths have occurred from the use of these capsules.

As your position is untenable, unbusinesslike and dishonest, I ask you to immediately write Mr. Gerrard that he may return the shipment to you entire, and you may send me a duplicate copy of the letter, so that it will reach me by Monday morning of next week, in default of which I will play you up as cheats and frauds in the Realm of Rascality Department of the Michigan Tradesman. E. A. Stowe.

Realm recently received the following letter of enquiry from a lady who is a clerk in a store in a small village in Central Michigan:

"My son is considering attending school in Milwaukee and I would like to know if the School of Engineering at Milwaukee is regarded as strictly all right and if their tuition rates are not above normal. The commercial engineering course for one year is \$395. Tuition is payable in advance. A week ago two agents, F. N. Cooper, of 456 Maple street, Kalamazoo, and R. L. Simes, came to our house in the interest of the school and to enroll my son. They claim that \$195 is to be

paid to them for enrollment and then the balance on arrival at school. They were going on to Northern Michigan and will call here again. I do not approve of paying that amount in advance to strangers and shall wait until I am certain. Would greatly appreciate any information you are able to give in regard to the school and agents, and if that is the way schools are operated in regard to tuition."

The suggestion of the gentlemen named looks fishy to the writer, in view of the fact that we have two engineering schools in Michigan which are infinitely better than any private school could possibly be. Both the Michigan University at Ann Arbor and the Michigan State College at Lansing maintain engineering departments which have world-wide reputations for their thoroughness. The cost of attending either of these great schools is about one-quarter of what the alleged Milwaukee school purports to charge.

Kent City, Jan. 25—Enclosed please find copy of a letter we are sending the Hump Hair Pin Manufacturing Co. this morning. It concerns unordered hair pins sent us, and hair pins seem long since to have become obsolete.

Thank you very kindly for the article on the International Safety Razor Co. You have done us so many favors we feel deeply indebted to you, and should welcome the opportunity to "get a crack back at you" sometime.

We very much appreciate your fine articles on the chain store proposition. When folks ever talk chain store to us, we simply hand them a copy of the

Tradesman opened to the right page, and no verbal argument is necessary. You have set the pace for all the trade paper editors. Our local paper, F. M. Holmes, editor, is now heart and soul with us, both in thought and in printer's ink.

We assure you we appreciate both you and the Michigan Tradesman more than we can express in words.

A. H. Saur & Sons.

The letter Saur & Sons sent the Hump Hair Pin Manufacturing Co. is as follows:

Kent City, Jan. 25—We have your invoice of Oct. 15, 1929, for \$2.50 worth of unordered (and to us, unsalable) merchandise. We also have the unopened package.

We are under no obligation whatever to take the time and trouble to re-wrap and return this package, but if you want to send us 25c for our trouble, and return postage, or instructions to return via express collect, we shall be glad to do so. Otherwise we shall store them at the storage rate of 25c per month from the date of invoice until storage rate covers the amount of invoice.

We regret that we find this action necessary, but we have received enough unordered and unwanted merchandise in this manner to stock a good sized store, and we were compelled to take this action for our own protection.

A. H. Saur & Sons.

Saur & Sons are evidently not inclined to lie down and moan when a crooked check passer crosses their threshold, judging by the following clipping they send us from their local paper:

Thursday night a stranger entered the store of A. H. Saur & Sons and

Is your family accustomed to handling large sums in cash?

If not, protect your life insurance by a trust agreement



GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

made some purchases for which he tendered a check for \$38 stating that he lived on the Walker road near Jackson's crossing.

It was discovered the following day to be a forged check made out on a check blank of a Door & Sash Co.

Officers were put on his trail and found him at his home near Diamond Lake.

He was brought to Kent City but denied the charge until faced by the clerk. He then admitted his guilt.

Sentence was quickly meted out giving him from 3 to 15 years. He gave his name as Rodgers and said that he had two children attending the Kent City school.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 28—Last week was below zero week here, but at that we have had no monopoly on the weather. It is now possible to drive over the river, the first time in many years. The coal men are working full time and it looks now as if they may be cleaned up by spring.

We had another disastrous fire last week which destroyed the Zeller block, also the next building occupied by Mrs. Lundy, the Dainty shop. Mr. Zeller has not as yet announced his plans for the future, but it is expected he will rebuild, as it is one of the best corners on Ashmun street in the heart of the city.

Mose Brunett, an employe for Swift & Co. at the local branch here, has just returned from the St. Paul plant of the company, where he took a course of schooling which will be of considerable help to him in his vocation.

George E. Bishop, Secretary of the Upper Peninsula Development Bureau, and Russell Horwood, Marquette, dairy extension specialist for the Michigan State College, were in Ironwood Jan. 20, where they discussed with committees of the Ironwood Commercial Club the forthcoming third annual Tri-State Dairy Congress, which will be held in Ironwood March 20. The sponsors of the Tri-State movement are concerned with the problems and the development of dairying in Northern Michigan, Wisconsin and Minnesota. This year the Tri-State Congress and its accompanying achievement dinner, at which outstanding dairymen of the three states will be honored, is being held for the first time in Michigan.

George Litchard & Son, who have the contract for carrying the mail to Mackinac Island during the winter, made their first trip Monday, taking the mail over on sleighs. This was the first mail which has reached Mackinac Island in five days. The weather for the past week has frozen the lake, so that an ice bridge is being brushed out and horses will be used to transport the mail and freight.

The gentleman who was demanding an old fashioned winter is requested to rise for a moment, so that the rest of the congregation can see him.

A. B. Jacobs returned from Detroit last week, where he attended the mammoth Chevrolet dealer meeting in the Oriole theater Monday afternoon and a banquet at the Statler Hotel in the evening. Mr. Jacobs is very optimistic for the future and can see another big year of prosperity ahead.

The radio fans at St. Ignace have organized a radio club, similar to the club here at the Soo, for the purpose of doing away with the interference if possible.

A slight earthquake was felt here last Wednesday night at 11 o'clock. Houses were shaken and windows rattled. The origin of the mysterious disturbance was not determined. It was

not as severe as the quake we had here several years ago.

W. C. Boman, manager of the local gas company, left last Wednesday to attend the conference of the Michigan Federated Utilities at Plymouth. He will return in several days.

Getting the other fellow's customers means nothing unless you are holding your own.

Louis Potvin, the well-known merchant at Barbeau, was a business visitor last week, taking back a load of supplies. He is traveling by sleigh, as the roads to Barbeau have not been kept open as are most of the other roads throughout the country.

William G. Tapert.

Late Bus'ness News From Ohio.

Cincinnati—Orders received by shoe factories around the first of December for early spring 1930 delivery were rather slow and it appeared that merchants were going back to the old method of buying in small lots, but it now appears that they are not so afraid of placing orders for the full season's requirements, early. They are buying when they find what they want and what they think will go over, and manufacturers report that the types that are accepted best in practically every section are high-cut oxfords, pumps and sandal effects. Retail merchants just now are going into January sales and quite a few very nice orders are being placed for some new ones to sweeten up the old line. These orders will keep jobbers' in-stock departments hustling through January and February and during the same period manufacturers will all be running at capacity.

Bowling Green—Will Lehman has bought the Lehman Meat Market from the Commercial Bank and has taken possession. Mr. Lehman, with his brother, were owners of the market for some years.

Ashland—Art Sponsler & Son are the proprietors of the meat market which was formerly owned by Art Sponsler alone.

Cincinnati—Joseph Deck will open a meat market at 3429 Monteith avenue, Hyde Park.

Cleveland—Mrs. Wilson will open a delicatessen store at 9311 Wade Park avenue.

Cleveland—John F. Schulte & Son will move their grocery stock and meat market to 3404 Lorain avenue.

Eaton—H. C. Baker has purchased the grocery and meat market of Cooper & Sanders in the Odd Fellows building.

Mantua—J. L. Baker has sold his meat market to Cecil Canfield.

Marietta—Ross Girard has taken over the grocery and meat market at Third and Montgomery streets from Joseph Cecil.

Mingo Junction—E. S. Huffman is the proprietor of the meat market which was formerly owned by R. L. Tomlinson.

Columbus—Sales of the Schiff Shoe Co., which has headquarters at 32 W. Spring street, Columbus and which operates almost 160 retail units throughout the country, during the year 1929 totaled \$9,197,586, as compared with \$5,364,000 in 1928. This is a gain of 71.4 per cent. and is very gratifying to the officials. During De-

cember sales amounted to \$1,297,458, as compared with \$721,784 for December, 1928, which is a gain of 79.7 per cent. The company announces that during the past year the number of units has been increased from 85 to nearly 160. A program of further expansion has been adopted and additional units will be opened during the present year.

When On Your Way, See Onaway.

Onaway, Jan. 28—Once more the Onaway high school debating team scores a two to one victory, this time with Grayling, won on their merits with better points of argument and superior oratory.

The Community Council nominated officers for the ensuing year at the last regular meeting and election will take place in February. The present year will bring forth many problems and it is expected the summer season will show activities of importance.

Likewise, the Chamber of Commerce will hold its annual election of officers this week and the combined efforts of these two bodies ensure co-operation with the city government and welfare of the community.

The ice rink is furnishing unlimited sport for the youngsters and upon the completion of the toboggan slide now in course of construction there will be no cause for complaint in the way of recreation.

The garment factory resumes operations this week with a full force, inventory and repairs having been completed during the holiday shut down.

Postmaster Wickersham will take possession of the new postoffice location this week in the Verbeck building, formerly occupied by Jake Wilson. A decided improvement over its present quarters, being more commodious, more fire-proof and centrally located; a great convenience to the public.

Who is going to solve the problem for the resident in the rural districts who really has a grievance when it comes to roads? He complains that the big snow plows on the trunk line roads cut so close to the gravel that the first thaw ruins the road for sleighs, while the snow on the side roads is sufficiently deep for sleighing until late spring. The cost of plowing all side roads for cars or trucks is prohibitive; the result is a real hardship for the farmer who depends upon snow in order to deliver his heavy loads to market. Have you a solution?

Good bye to the roadside bill boards, so says superintendent Dueltgen, who means business when he issues orders that they must be removed forthwith.

Squire Signal.

Weather Helps Underwear Sales.

The cold weather experienced over a good part of the country has brought a surprisingly good wholesale call for heavyweight ribbed underwear, considering the lateness of the season. The demand appears not to be evenly distributed, however. Buying of 1930 lines has been only fairly active so far, despite buyers' complaints about the way some manufacturers held back their prices earlier in the month. There is more willingness on their part than for several seasons to detail orders promptly, it was said. Not enough business has yet been taken to determine whether there is a falling off in union suits in favor of separate shirts and drawers.

The world is full of kickers, and that's what most of us are kicking about.

**Do You
Want Big
Volume, New
Customers,
Large Profits,
Brisk Future
Business?
Or If You Want
To Retire From
Business**

**—Then You Want a
Jos. P. Lynch 10 Day
Sale.**

A large immediate increase in sales, no drastic mark-downs, and hundreds of new customers at practically a normal advertising cost. That is what a Joseph P. Lynch 10 day sale can do for your store.

Furthermore — a Jos. P. Lynch sale tones up store morale, and actually creates tremendous good will which results in larger future business.

May we furnish definite, convincing proof of how the Jos. P. Lynch 10 day sale achieves success in any store, large or small, regardless of where located, or local business conditions? Write today For Full Details. There is no obligation.



Nationally known merchandising expert, whose original, dignified and high class sales methods have won the endorsement of hundreds of leading stores from coast to coast.

**The
JOSEPH P. LYNCH
SALES CO.
3rd Floor Home State Bank
Bldg.
GRAND RAPIDS, MICH.**

"MONEY'S WORTH" AT STAKE.

Out of a recent strike in the garment industry came the issue of whether volume buying should exact such low prices as to depress not only profits but wage scales and working standards. Apparently the decision was against the practice, and a number of the volume buyers—chains, mail-order houses and store groups—promised to see that bargains were not forced at the expense of the industry.

However, there has been some "backsliding," and a large chain was cited as again bringing extreme price pressure to bear. Once again a pact has been reached, although one not so satisfying to producers or labor. The distributor agrees to the principle of a fair profit and a fair wage, but it insists on its right to get its "money's worth."

The head of this organization, by the way, is quoted currently as very much in favor of holding the goodwill of its supply sources—first, because it is of mutual benefit; secondly, because constant change of supply sources is uneconomic, and, thirdly, because producers shun buyers who are constantly changing their sources and the quality of merchandise suffers.

It might be imagined that such views offer distinct contrast to the practice of that concern. On the other hand, an examination of the terms which the seller wishes to enforce might disclose in the circumstances full warrant for seeking better value. After all, the public is entitled through the retailer to its money's worth and would certainly fail to get it if the manufacturer in every case were permitted to dictate prices. The enlightened merchant's method is not to make money out of a producer but with him. Similarly, the producer succeeds best by the following of a like rule.

STATEMENTS CONFLICT.

As a straw that may point to some easing in price pressure, it is to be noted that The Annalist weekly index has finally shown a gain, although four of the eight commodity groups are lower. This index now stands at 140.1, as against 146.2 a year ago. The recent decline since the middle of December has been less sharp. Here and there surpluses of commodities have been uncovered and price slumps experienced, but the last report of merchandise in public warehouses (at the end of November) does not disclose much increase. The space occupied, 77.2 per cent., compares with 76.4 per cent. at the end of October.

Considerable interest was taken during the week in two important statements on the condition of employment. The Washington utterance professed to see a gain for the early part of this month, the first since the security collapse, and cause for optimism was, as usual, pointed out. On the heels of this report came matter-of-fact figures from the State Industrial Commissioner that New York employment was showing a loss. A rebuttal was provided by Secretary Davis, but for the time being, at least, in view of the rather distorted views so often emanat-

ing from the capital, the New York figures will receive readier acceptance.

However, whether the ebb in employment has been passed or not, it seems clear that a certain measure of improvement has set in. Steel operations have gained and automobile output is higher. Building contract awards so far this month have not held their earlier level, but they are only 5 per cent. under a year ago. Carloadings have picked up, though still running under last year.

MIGHT ADD LINES.

The study brought before the dry goods wholesalers' convention last week by its director to show that 80 per cent. of their business was done on only 20 per cent. of what retail stores sell elicited keen interest, and for the very natural reason that it seemed to open the way toward needed expansion of jobbing activity and volume.

No doubt the members of the Wholesale Dry Goods Institute already were aware of this condition, but the actual figures by departments probably furnished many of them with a more definite idea of possibilities. It was noted by observers that when this and other detailed studies were presented there was immediate evidence of interest. This field of distribution appears to have taken leave of generalities, views and opinion and to have welcomed at last the marshaling of hard facts.

With respect to the practical angles of introducing the lines which are not now generally carried by wholesalers, there may be some doubt. For instance, the convention was much concerned about its plan to have the mills fix price differentials so that, despite direct selling by the producers, the wholesaler might continue to serve various retail outlets. Since the jobbers are urging, therefore, what they were gladly given in the past, the question arises concerning the progress they may be able to make in effecting entirely new arrangements for new lines when their old arrangements are slipping.

But whatever the outcome in this direction, facts and figures have disclosed the possibility, and the same data can be collected and analyzed to prove its worth.

DRY GOODS CONDITIONS.

Due to unsettled conditions in general business, special interest has been taken in trade progress, with the result that sales volume is being checked from week to week in many cases. These reports indicate that leading retail organizations are doing quite well and should show an increase for the month now almost over. Local concerns for the most part have enjoyed small gains, and information from retailers in other sections of the country is of a favorable sort, except where weather conditions have imposed handicaps.

The results attained since the holidays have required special effort, but they have been satisfactory enough to assure merchants that no real setback need be suffered if proper steps are taken to promote consumer de-

mand. Activity on women's apparel has been pronounced, and in the modified new designs the stores see good prospects of additional business. The later Easter this year also offers better merchandising opportunities.

In the wholesale merchandise markets the number of buyers on hand has fallen below a year ago and operations have been less active. The first half of the month, in short, produced brisk and unexpected volume, but mostly on sales goods. Purchasing of spring lines is now under way and more caution prevails. However, once the new merchandise is tested out in the stores for consumer response, it is likely that orders will gain in number and quantity.

PRICES ARE PUT TO TEST.

That a certain amount of testing out of prices is now in progress and is tending to hold down transactions is evident from the reports now being received from various industrial lines. For instance, the steel business makes known that, while prices still show unsettlement, immediate shipments are required in many cases. This indicates that consuming needs are not lacking and that additional business might be placed, only that bottom prices are sought. The condition described is quite general and marks the attempt of buyers to test the full effect of the present reaction on values. In short, the price question is holding up transactions for the time being which might otherwise go through.

The pressure on prices has had some results, but far less than in any similar business reaction: for the reason that surpluses of goods are to be found in very few lines. In addition, mass output before the depression had reduced values to new low levels. Heavy losses must be taken to pare quotations when reduced production means higher costs and should mean higher prices.

Purchasing agents no doubt are fully aware of these conditions and it is not likely that their effort to obtain reductions will be carried to extreme lengths. After all, they are dependent upon markets for their own products, and markets are not helped any by depressing prices, wages and employment to points where purchasing power is adversely affected.

BACK TO WORK AT EIGHTY.

At what age should a business man retire? "You'll have to ask someone older than I," Charles R. Flint says in effect.

Two years ago, at seventy-eight, he was convinced that only greed kept millionaires struggling to increase their fortunes instead of seeking happiness in retirement. Evidently happiness is not what he supposed it to be. He has announced that on Friday, his eightieth birthday, he will "go back to work." He is "fit," and idleness does not suit him.

As long ago as 1923 Mr. Flint published *Memoires of an Active Life*. Apparently he then had concluded his work was done. In Wall street he was called Father of the Trusts so

many large combinations had he organized. That field has become crowded since he began. His interests were world-wide. But evidently there is no satisfaction for a "doer" in contemplating things done. The fun is in the doing of them.

Mr. Flint's decision is worthy of profound consideration by younger men fretting for relief from business cares.

Thirty years ago he came to Grand Rapids for the avowed purpose of effecting a combine of the leading manufacturers of chamber furniture at this and other markets. His plans were completely checkmated by the adroitness and shrewdness of the late William Widdicomb.

WORTHWHILE UNDERTAKING.

If the letters of commendation which have come to the Tradesman regarding the suggestion that country newspapers shut out chain store advertising are any criterion of current sentiment on the subject, the plan can probably be carried into execution without serious opposition and with very little delay. Unless this is done, the country newspaper men who have vision clearly foresee that within a short time their properties will depreciate in value to such an extent as to become practically worthless, because when the chains have succeeded in their present determination to drive out the independent stores, they will themselves cease advertising, thus depriving the country papers of practically all local patronage in the advertising line. The papers will then have to depend on their outside patronage—so-called foreign advertising—which will reduce their income to such an extent as to make their publication unprofitable.

The Tradesman trusts that the independent merchants in every town take this matter up with their local newspaper representative at an early date, so that the campaign may be launched without delay.

BYRD'S SITUATION.

In line with the tradition of the sea is the prompt willingness of the British and Norwegian whalers to lend their service to bring Admiral Byrd's party back through the great ice pack that bars Ross Sea. At Liverpool and at Oslo owners of the whaling craft have offered assistance without waiting for the formal request sent by our State Department. The gigantic new British whaler Southern Princess, with her crew of 250, is reported near the pack and in probable communication with Byrd. The ice is unquestionably late in breaking up. It is a "bad" season. The pack is reported to be many hundreds of miles larger than last year. Unless it breaks sufficiently to let the explorers out or their rescuers in, the party may have to stay another year, a time for which it is not provisioned. Meanwhile, it is reassuring to note that everybody appears to be worried about Byrd except Byrd himself. Perhaps our anxieties are premature. We hope so.

Business requires careful haste, avoidance of waste and expedited carefulness.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

In talking with a hotel manager in his office the other day, we were twice interrupted by hotel guests who had to have checks O. K'd by the manager before they could be considered by the hotel cashier.

"I suppose the cashing of checks is one of the most unpleasant features of hotel keeping in these days," I remarked.

"It is annoying sometimes," the manager replied, "but the most exasperating feature we have to face nowadays is the cigarette. The average cigarette addict is devoid of all sense of fairness and decency. He buys a package of cigarettes at the cigar counter, lights one with a match and throws the lighted match on an expensive rug or upholstered chair or sofa. The bell boys soon smell the burning fabric and put out the fire, but not until after an ugly hole has been burned in the article on which the match was thrown. Then the cigarette fiend goes in the dining room and lays his cigarette down on the table cloth. Soon he discovers he has burned a hole in the table cloth and quietly moves a dish to cover the damage he has done. At night he goes to bed with a lighted cigarette in his hand. As sleep overtakes him the cigarette drops from his hand on the bed, chair or carpet. The presence of smoke soon arouses him or is detected by the watchman and the fire is extinguished, but not until much damage has been done which he invariably declines to make good. This abuse is growing so rapidly that it has become a menace of no small proportions. It has added greatly to the cost of hotel operation. How to meet it and force the offender to do the fair thing in the way of reimbursement has never been invented.

"Another expedient which modern hotels must soon adopt is to set apart one corner of the dining room which cigarette smokers must not invade. Cigarette smoke is obnoxious to a considerable portion of our guests. Some are made so sick by the smell of the burning paper and dope mixed with the tobacco that they either leave their seats or refrain from completing their meal until the unthinking individual has left the room. I happen to be one of the large class who is made deathly sick by the smell of cigarette smoke."

A Northern Michigan merchant who asks that his name be withheld writes me as follows:

"Your mention in the Tradesman of Jan. 22 about KWKH's selling merchandise direct, as out of harmony with the aim of the station, is surely a joke, whether you meant it that way or not.

"Do you call selling coffee at \$1 per pound competition?

"Certainly you wouldn't deny the fairness of his wanting financial help, no matter how much money he personally has, in a campaign of this kind.

"Even you accept subscriptions and draw money to your city, if the Tradesman is to be sent. But the programs Mr. Henderson sends are free. Would you challenge the fact that it costs \$5 per minute to operate the 20,000 watt station he is using? If you were in his place don't you think help from the people the station is trying to help should be expected?

"You should be strong for him, from what you say about chains."

No one can challenge my attitude on the abuses of the chain store without receiving a reply. I was the first trade paper editor in America to declare myself on this subject and the Tradesman has devoted more space to constructive thought and practical advice on the subject than any other publication in the country. I have never made a statement regarding the shortcomings and criminal practices of chain stores which I am not prepared to prove. In fact, I never make any statement in the Tradesman which I do not think is true. If I find later that anything I have recorded is untrue I go out of my way to immediately set the matter aright. No publication can maintain the respect of its readers by resorting to exaggeration, invective and billingsgate.

On the theory that the end justifies the means I have frequently had occasion to commend the Henderson propaganda. The only suggestion I have to offer in the premises is that Mr. Henderson tone down the abuse, ridicule and vituperation which form so large a part of his harrangues. Such methods are not in good taste and are not calculated to make as many converts to the cause of the independent merchant as milder talk would. I have always thought the nasty manner in which he referred to President Hoover during the campaign of 1928 contributed much to the success of Mr. Hoover in carrying several Southern States. Unfair and unreliable statements made in such a manner that the person attacked cannot meet them never get a man anywhere in this world.

Edw. De Groot, Secretary and Manager of the Grand Rapids Credit Men's Association writes me as follows:

"Your editorial reference to receiverships in the Tradesman of Jan. 9 is something which comes very close to our Association, especially in view of the disastrous adjudications which have occurred recently in this district. I assume that it is not entirely local, though I believe a number of cases in this district have occasioned particularly heavy losses to creditors.

"As I am writing you, I have before me a statement of a certain case which started out with very substantial inventory, but after the period of operation it appears the receivers are hardly able to pay their own obligations. In fact, in their petition to the court, they are not asking for any remuneration for themselves because of the unfortunate showing.

"It occurs to me that the judge must be very much disturbed when he

is confronted with cases of this character because, while he should not be criticised, nevertheless I assume that some criticism gets back to the court. The Grand Rapids Credit Men's Association is especially desirous of cutting down these receivership losses and my position is that operations should not be continued except in unusual cases. The average business requiring a receiver cannot be saddled with the additional receivership expense and pay out, except as I have stated in the unusual cases.

"I wish to commend you on your editorial. I have sent it over to New York and I am certain that with all the agitation concerning bankruptcies and receiverships now current, that it will lend itself very readily to the movement toward more friendly adjustments, which are inexpensive, void of red tape and bring results to the creditors in the way of substantial dividends."

I think I covered this subject fairly well in the discussion and conclusion Mr. DeGroot refers to and I am glad to learn that his parent organization is giving the abuse careful consideration, with a view to devising some method by which adjustments or adjudications can be accomplished along more sensible and satisfactory lines.

Frank Welton, who has held responsible positions in banks at Traverse City, Cadillac and Grand Rapids, but is now a resident of Los Angeles, writes me as follows:

"Your brief regarding chain stores, entitled Slow But Sure Starvation, is more than ordinarily interesting to me. I confess to being greatly alarmed as to what this transition of industry and commerce will lead our civilization into as to the man himself. We have inherited certain ideas of freedom and independence of action which up to this time have been the glory of being an American. They have distinguished us from all European countries, but most of us are now working for some large corporation. This branch banking and bank absorption is but a part of the same movement. I was talking with a furniture man in Santa Monica yesterday. He said that when the banks were independent and had a local board of directors he was able to get a sufficient line of loans to carry his requirements for trade, but since the banks became only a branch he was not able to get enough assistance to do a profitable business and has sold out and has become just a manager. It is a long story and I have witnessed most of it come upon us from the financial viewpoint and I am not entirely optimistic as to where it is leading. People will buy in the cheapest market and sell in the dearest. There is no patriotism in business. I did not start out to lecture, but I am not so sure the millenium will be here for several days yet."

Having had many enquiries of late regarding the status of the State peddling law and its adaptation to present day conditions, I have made a somewhat exhaustive survey of the situation, and herewith hand the readers of

the Tradesman the result of my findings, as follows:

The general statute covering the peddling situation is found in the general public acts. This statute undertakes to govern the peddling situation by providing that all peddlers (except the exceptions later referred to) must first obtain an annual license from the State Treasurer, as follows:

Peddlers on foot, \$5 per year.

Peddlers with one horse, \$20 per year.

Peddlers with other vehicle, \$40 per year.

Peddlers who travel by railroad, steamboat or any other public conveyance, \$100 per year.

Peddlers who sell from sample, purchases to be delivered later, \$50 per year.

The penalty for violation of this act is \$50 and costs or three months imprisonment in the county jail or both fine and imprisonment at the discretion of the judge.

Enlisted or discharged soldiers who served in any war conducted by this country are exempt from the operations of this act.

Other exemptions are set forth in the last section (22) of the act and are as follows:

"Nothing contained in this chapter shall be construed to prevent any manufacturer, farmer, mechanic or nurseryman from selling his work or production by sample or otherwise without a license, nor shall any peddler in meat or fish be prevented by anything herein contained from peddling such meat or fish without license, nor shall any merchant who has been conducting a regularly established mercantile business in any county of the State for a period of at least one year previous be prevented by anything herein contained from selling groceries, dry goods or general merchandise from a wagon within the limits of his county or adjoining counties without a license so long as he shall continue such regularly established mercantile business; nor shall any wholesale merchant be prevented by anything herein contained, from selling to dealers by sample without the license in this chapter provided."

It will be noted that in exempting merchants who have established stores of their own from the operations of this law the efficiency of the act is greatly emasculated, because it is not uncommon for a peddler to put a little stock of groceries in one room of his home and then masquerade as a merchant. It is very evident that this section of the law should be amended by the next Legislature in order to make the act of much value to those who need protection from itinerant vendors of merchandise.

With the proper representation at Lansing this pernicious exemption—unfair and unjust in spirit and effect—ought to be relegated to the scrap heap. Unfortunately, such a thing as adequate representation in the Legislature seems to be a hard thing to secure, except in the case of the drug trade, which has been amply represented for

several years, with marked results. With a half dozen druggists in the Legislature, enactments have been secured which have given the drug trade a decided advantage over merchants in other lines. As is usually the case, however, the power to accomplish results has resulted as it usually does. Enactments have been secured which cannot be enforced because they are unconstitutional. The work of enforcement was placed in the hands of the Michigan Board of Pharmacy, but that remarkable organization (which has done so much to elevate the drug trade of the State) was unfortunate in the selection of an executive officer. He messed things up very badly and made so many unfounded threats to enforce provisions which the courts would not sustain that I doubt very much whether the drug trade would not have been better off to-day if the laws had never been enacted. Legislation is a good thing when it is based on equity and fairness, but legislation which works a hardship to one class for the benefit of a specially favored class is worse than no legislation at all.

The country merchant and cross-roads grocer certainly have a grievance in the pernicious exemption above referred to—evidently interpolated into the law by someone who was himself a country peddler—and I shall be glad to assist my friends in trade in expurgating the provision at the earliest opportunity.

There is a special provision in the law which enables townships in the Upper Peninsula to tax peddlers, but there is no provision conferring the same authority on the townships in the Lower Peninsula. E. A. Stowe.

The Vocational School For Indians at Riverside.

Los Angeles, Jan. 17—The law of averages may have established its precedents, but it seems a far cry from the housemaids of Paris who are threatening a walkout if they are not conceded a breathing spell of fifteen minutes out of their daily stunt of twelve hours—at \$8 per month, and the house painters of Fresno who have struck for an increase of wages from \$9 to \$10 per day of eight hours.

I have always supposed that an all-American football team was one which prided itself on its achievements, but I stand corrected. It is based on the nationality of the players. One can easily understand this when they look over the list of players: Nagursky, Toby Uansa, Donchess, Carideo and Schoonover.

The barbers of Los Angeles have advanced the tariff for shaving from 25 to 35 cents. The queen bee, or president of the local union, claims the raise is justified because "Didn't the barbers get a law passed by the last legislature prohibiting anybody but duly licensed barbers working at that occupation?"

It is to laugh.

The California courts have decided that corporal punishment as applied by the teacher to a pupil is legal and often justifiable. The presiding judge said: "From time immemorial it has been the prerogative, if not the duty of teachers to correct pupils by use of the rod, placing them on the same

basis as parents." The parent in this case had sued for \$10,000 damages. The decision is refreshing, at least.

Each yearly return of the Mission Play at San Gabriel, a dozen miles away from Los Angeles, brings also the return of many tourists who have witnessed it ever so many times. One just naturally has to view it several times during the season to really absorb its inspiration.

With its music and dancing made more attractive this season through changes and improvements, and its story possessing, as always, a deep and affecting human appeal, the play opened its nineteenth season on New Years Day, and there was the customary large audience to witness anew its glamour, its historic import and the contrasted joy and sadness of a pageant drama.

As a matter of statistics, the author of the play, John Steven McGroarty, announced from the stage that the opening performance for the present season was its 2964th, and that its 3,000th showing would be on February 17th. There is no play that has ever had such a record, needless to say—that is, produced in a single playhouse as the Mission Play seen at San Gabriel.

In its three acts this celebrated production tells the story of the foundation of the missions, their rise to glory as the center of primitive cultural influence and their subsequent decay following the American conquest. Each act is an impression in itself of a different period in the early history of California and each affords a contrasted mood of interest and entertainment.

In the first two acts of the play Fray Juniper Serra, the Franciscan monk who was a pioneer figure in the history of California, is the dominant character. It is he who offers the prayer which would seem to perform a miracle, bringing the supposedly lost relief ship to the isolated explorers. This is in the first act which is so famous for its dramatic climax—the arrival of a supply ship at San Diego, at a moment when it seemed as if the cause of the settling of the Western coast were a lost one. The second offers to the view as its peak a vivid spectacle of dance and song, typical of the gayer side of life under the old Spanish domination. The third tells the dramatic incident of a loyal missionary who died of starvation. Father Juniper Serra comes into contact with the early civil authorities over the protection of the Indians when he prevents a licentious gubernador's stealing an Indian maiden away from a young chieftain to whom she was betrothed. These are the play's most striking events of drama, according to my observation, for the third act, in which Father Serra is but a memory, takes the form of an epilogue, which, however, is an integral part of the play itself.

Like the offering at Oberammergau, the personnel of the drama is made up from the ranks of such as, from environment, have been reared to perform these parts. Especially the ensemble of singers and dancers bear evidence of the most capable rearing, much in contrast with the choruses of the ordinary operetta. The role of Father Serra, is annually taken by R. D. McLean, a Shakespearian scholar and delineator of national reputation.

One in visiting California during the winter season makes a marked error in failing to witness this wonderful spectacle.

Congress is still agitating the subject of a bureau of education, notwithstanding the fact that educators

of National reputation have declared themselves as against such a program. There may be, as is claimed, that there are too many illiterates in the United States, but unless investigation shows that the individual states are lax in their efforts to minimize this condition,

paternal interference on the part of the Federal Government would hardly be justified.

Education must be taken care of in the communities where the educators are known to have the qualifications requisite for the needs of its local

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schools and colleges, and must not get into politics. Especially at present there is no demonstrated need for another bureaucracy at Washington even under so august a title as the Bureau of Education. It would simply provide another pie counter for hungry politicians, furnish another lobby for axe-grinders, entangle our state colleges and schools in a bothersome web of Federal red tape and increase Federal taxes, and not much else. Its members would know nothing of the more individual local needs, and it could never reach any practical decisions that could not be arrived at more quickly by local boards and authorities.

I am opposed to any more commissions of any sort whatsoever, investigating or otherwise, until Congress has established a comprehensive commission for investigating commissions already established.

Senator Shepard, who is a Bourbon from Texas, will never rest until he has gained the passage of his bill which would make a felon out of every citizen who bought a glass of beer. He has reached the conclusion that prohibition can never be fully enforced until both parties to a transaction in booze are equally punished. Really a man who buys a pistol is more of a menace than the one who merely makes and sells it. So it is that the citizen who purchases illicit wares like rum and gin could easily be listed as a criminal as great as he who sells or makes. Wastrels who buy a noggin of ale may presently be landed in the hoosegow.

Just a word about Sherman Institute, the United States Vocational Indian school at Riverside, which was handed me a surprise package when I was visiting that city the other day. I never knew such an institution existed, and yet here are one thousand Indian boys and girls, ranging in age from 10 to 20 years, who are learning to work and win their way in the America of to-day. They represent sixty-eight different tribes, so that the school is, in effect, the Indian melting pot of the Southern coast. The only other Government Indian school on the coast is in Oregon.

The thing that impresses one most at this particular school is the fact that the rising generation of Indians does not think of itself as a beaten race, robbed of its birthright, but as a part of young America, with as good a chance as any group of young Americans. Indeed, their chance in some respects is better. They are provided with good schooling, are well clothed and housed, fed and taught useful trades. Their football team is, so far as I know, invincible, and their published school annual compares favorably, both in reading matter and art—produced in their own printing office—with any high school publication I have seen anywhere. They are learning to do good work, as proved by the numerous fine buildings about the campus which they have built and the work of their carpenter shop, machine shop, auto mechanics shop and other industries, besides their band, orchestra, choir and school plays, the scene painting they have done themselves besides the fine farm which they operate.

As I said, we only dropped in unexpectedly, but were shown through dormitories, dining halls, club rooms, assembly, hospital and school rooms, and I never saw a military school looking more spic and span throughout. Neatness prevails everywhere, and I think I can truthfully say I never heard of such a system of high standards as prevails here.

Frank S. Verbeck.

One Day in Land of Setting Sun.

Glendale, Calif., Jan. 22—To-day wife and I started at 8 o'clock for a little trip. The morning was clear and gave promise of being warm as soon as the sun got up high enough to shine on us. We went out through San Gabriel past the mission theater and by the old mission San Gabriel. At this theater they give a pageant of the early life of the old Spanish padres who first came to California and succeeded in converting the Indians. It is the story of the birth of California and is very different from any other play we have ever seen. They recently gave their three thousandth performance of this play. The old mission church is still used for religious services. It was built about one hundred years ago.

Passing through San Gabriel we traverse a section where walnuts are grown. The trees are all in rows and the land is very clean and free from weeds. Now we go along for some miles at the foot of the mountains which since the recent rains are getting green and present a beautiful appearance. We passed through Pomona, a thriving city of twenty-five or thirty thousand inhabitants and beyond that are the orange groves hanging full of the fine yellow fruit which they are just beginning to pick. One of the strange things to be seen are ripe oranges, green oranges and blossoms all on the same trees.

After another drive of a few miles we came to a very large hotel away up in the hills. It is a very large building of very recent construction and has a large bath house in connection. They have hot sulphur water which comes from deep wells. It was found while they were drilling for oil. There is an artificial lake and everything to make one happy who has the price to pay.

Now we pass along through the hills and under a warm sun to the town of Coloma. From there after a few more miles we come to the capital of the Orange Empire, Riverside. Here we went to the Mission Inn, a hotel built to represent the old missions of California. It is surrounded with a high wall and that in turn is surrounded with palm trees and vines and flowers of all kinds.

We were served with a seven course dinner, after which we spent an hour looking at the old Spanish pictures and trimmings of the early days of this country. We might have spent many more hours, as we saw only a small part of the mission.

We now turned our car homeward along the foothills through more orange groves and close under the mountain upon which the Mount Wilson observatory is located. The mountain was covered with snow far down the sides. Where we were it was warm and it did not seem as if we were so near to winter. Further along we passed under the shadow of Mount Lowe, more than a mile high, and then along through the beautiful city of Pasadena and on home having traveled more than 125 miles. This is just one of the many trips a person can take in a day's ride out here in sunny California. Weldon Smith.

Eloquent Price Cards.

When you hold a reduction sale, novel attractive price cards can be made by attaching money representing the saving, on the display card. For example, if the saving is 15 cents use rubber cement to stick three nickles onto the card; 25 cents, attached a quarter, etc. This visualization of the savings effected by the sale more quickly conveys the idea of the opportunities offered to the customer.



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NATIONALLY ADVERTISED
Sold Only to Independent Merchants

TRADE WINNERS Every One of Them

MONARCH Super-Quality Foods form a line of grocers' merchandise that meets squarely and satisfactorily every demand made by thinking merchants. Monarch offers these advantages:

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2. Retailers at a good profit.
3. Nationally advertised.
4. Sold only to independent merchants.
5. Attracts new customers—holds old trade.
6. Monarch Display Equipment (See What You Buy) makes a modern store.

In planning for the coming year, would it not be well to consider the opportunities for volume and profit in the Monarch Line?

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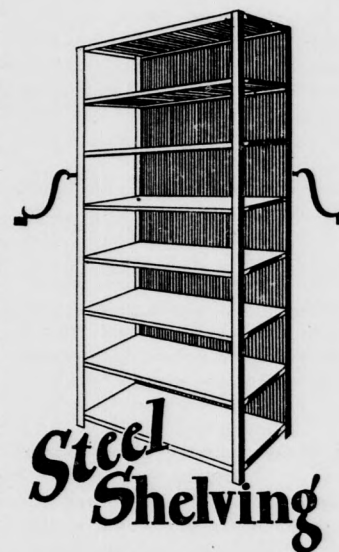
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LET US HELP YOU MODERNIZE YOUR STORE

**TERRELL'S EQUIPMENT
COMPANY**

GRAND RAPIDS, MICHIGAN

FINANCIAL

Record Is Good Despite Stock Crash.

J. George Frederick supplies an antidote in his new book "Common Stocks and the Average Man" (Business Bourse) for persons still unable to shake off their gloom over paper profits lost in the recent stock panic. Lest we forget our common stock gains down through the years he devotes a chapter to the subject that is calculated to make the October-November shrinkage seem less painful than it now seems to some of narrow vision.

And this author is right when he says that over a period of years "we are still in a very unusual position of gain. There is still enough net gain left to make the record over the years a very good one, even a remarkably good one! It would be silly to lament that whereas yesterday we were so flush that we ate five meals a day, we are to-day reduced to just three! Big drops of value are depressing only after we calculate the net gain or loss over an appropriate period of time. The truth of the matter is that we have been flung about on a mad Coney Island whirligig of values, and after 'shooting the chutes' at 90 miles an hour, the very good speed of 40 miles an hour naturally appears tame.

"The rises in values in recent years have been nothing less than El Dorado dreams of fortune, and Aladdin-like rubbings of the magic lamp. To read the story now is to realize this to the full—but even so there is enough remarkable good fortune left, after the rude awakening of October-November 1929, to keep some of our wonder and satisfaction."

Let us take a case. With \$10,000 let us turn back the pages of history and put this fund on December 31, 1925 into a representative list of stocks. We will not assume extraordinary intelligence in the selection. We will let our theoretical man make a random selection. Each dollar thus invested represented on December 31, 1928 a paper worth of \$1.66. By September, 1929 it had grown to \$2.03. But even in late November after the crash it was still worth \$1.46.

The lesson here taught is that notwithstanding the fatalities of the panic the 1925 investment of \$10,000 had grown to \$14,600, or 46 per cent., and that the "doctrine of investment-speculation" for the purpose of growing with the country is still "sound for the average man who keeps away from the ticker and margin calls."

Paul Willard Garrett.

[Copyrighted, 1930.]

Giant Motor Industry Shows Sharp Upturn.

A sharp upturn in the demand for parts beginning a full month earlier than usual this year indicates more than a seasonal expansion in motor production for the current month.

Prophets in the industry who keep constantly before them the high 1929 records must be forced to a philosophy of gloom but to those more reasonable in attitude the near prospect is not so disappointing. While the relative volume of new cars will not hold its old pace in years to come the demand for

replacements is growing. Leaders in the industry indicate that the emphasis on the number of cars in stock has created an impression of excess production not actually existent.

Now nobody in the industry or out predicts that production this year will equal the 1929 total of 5,650,000 cars and trucks. Conservative and unbiased experts reckon on a 1930 output of 4,750,000 cars. Still higher estimates seem reasonable to others. But even a production of 4,750,000 cars up to 1929 would have been accepted as indeed a high mark. The 1928 record was 4,600,000 cars. That is to say except for the abnormal expansion of 1929 the experts fully anticipate a 1930 production greater than any previous year.

Not the least encouraging feature of the activity in this industry recently has been an upturn in the production of trucks. Indeed the output of this type of motor vehicles in the last half of 1929 ran ahead of the corresponding 1928 period, production running in excess of 800,000.

Few people will minimize the importance of prosperity in motors as a stimulant to business generally. Many do give unwarranted weight to this contribution. It has been calculated that the motor industry uses 20 per cent. of the products produced by the steel industry. Other industries and the percentage of their products consumed by the motor industry are: rubber 85, plate glass 75, leather 62, hard lumber 20, soft lumber 13, copper 16, tin 25, lead 27, zinc 5, nickel 30 and paint and lacquer 16.

Inevitably the eyes of the financial world will be turned on the progress of this giant industry for months to come but presumably it will be along in the second quarter before any very accurate estimates can be made on the current trend.

Paul Willard Garrett.

[Copyrighted, 1930.]

Sees Benefits in Hoover Plan.

William Trufant Foster in the *Halsey*, Stuart radio hour declared that President Hoover's prompt move to perpetuate prosperity had put into operation forces which will prevent a major business depression or prolonged unemployment.

As director of the Pollak Foundation for Economic Research, and co-author with Waddill Catchings of "The Road to Plenty," Dr. Foster is in position to appraise the far-reaching effects of the Hoover program to revive business. Indeed the whole philosophy of the President's intelligent approach to the current recession problem was first outlined at Washington some years ago by Dr. Foster and Mr. Catchings.

Essentially what these leaders contend is that wide swings from high to low in business can be smoothed away. By the old school of economists these periodic cycles are accepted as unfortunate but inevitable. The alternative is a program of planned prosperity. In essence it is to increase consumption by stimulating expenditures at timely intervals within the field of public works. Its ramifications reach far.

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The ability of any banking institution is measured by its good name, its financial resources and its physical equipment.

Judged by these standards we are proud of our bank. It has always been linked with the progress of its Community and its resources are more than adequate.



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**OLD
KENT
BANK**

14 OFFICES
RESOURCES OVER
\$40,000,000.00



Now Mr. Hoover is the first President who has on sensing an approaching decline in business set out to offset it. This is the first country ever to call together its leaders in various lines of industry expressly to encourage a unified expenditure program and the first to ask various departments of government to proceed where possible with their construction programs—all, this is important, to prevent a major business depression and serious unemployment.

Already 1930 reports cheering in character are coming to light on employment and on building. "How," asks Dr. Foster, "does it happen that we have such cheerful news. Mainly because, for the first time, a President of the United States has taken aggressive leadership in guiding private business through a crisis—the crisis of the worst stock market crash in all our history. This leadership will yield the country, probably, at least a billion dollars of wealth which otherwise would not have been created. And it will save at least a million families, probably, from the tragedy of unemployment." Paul Willard Garrett.

[Copyrighted, 1930.]

Production Hits 1927 Bottom.

Ebb tide in the business index is uncovering the lowest land seen since bottom in the 1927 recession but in the rapidity of the retreat the November-December backwash was the swiftest since 1924.

Specifically we now know that productive activity in the last two 1929 months fell 14.1 per cent. which is the most acute slump registered by the Standard Statistics Company index since the May-June decline in 1924. From the record May, 1929 peak of 137.3 the present index of 110.9 is off altogether 19.2 per cent.

Now it must be remembered that the current recession started from an abnormally high level and that even the bottom level thus far reached is down only to the 1927 low. The recession has not carried the rate down as far as 1924 or nearly as far as 1921.

More than any other groups the recent recession has been augmented by declining operations in the automobile, iron and steel, building and cotton goods industries. In the last two months motor car production has fallen 42.2 per cent., steel 31.7 per cent., building contracts 29 per cent. and cotton goods 22.7 per cent. Let us now see to what levels production in different groups fell in December from those prevailing in that month a year ago. Pig iron fell to 95.1 from 113.3. Steel ingots to 87.2 from 121.9. Copper to 147.3 from 149.4. Automobiles to 95 from 141.5. Cotton consumption to 94.2 from 110.1.

There were some gains. Bituminous coal production rose in December to 102.5 from 96.2. Petroleum to 184.2 from 181.5. Electric power to 178.8 from 175.5. Silk mill activity to 160.4 from 154.7.

Nobody at this early stage can make any very accurate estimates on the 1929 fourth quarter earnings but with this sharp contraction in industrial activity the presumption generally is that corporate net profits in the final

period of last year were down substantially from previous levels.

Paul Willard Garrett.

[Copyrighted, 1930.]

A Business Man's Philosophy.

Whether a man is running a hotel, a bank or a railroad, he must follow identical principles, and one of these is to treat every customer as though the success of the enterprise depended on that individual's trade.

Possibly 95 per cent. of customers are untouched by slight discourtesies, rude telephone manners, poorly typed letters and shabby offices. Five per cent. are keenly awake to these details of good management, and these are the people who are needed as customers if the enterprise is to win prestige.

Routine can be perfected to handle 95 per cent. of transactions satisfactorily, leaving only 5 per cent. that require skill, judgment and tact. Such a small proportion would not seem a difficult hurdle, but just imagine what would happen to a restaurant that displeased 5 per cent. of its patrons each day. It would be out of business in a few months. William Feather.

Classify Yourself.

Someone has made the statement that there are three kinds of people engaged in industry and business today. Here are the definitions of the three groups:

Pessimist—A man who closes his eyes, draws down the corners of his mouth and says, "It can't be done."

Optimist—A man whose face is full of sunshine. He beams on you and says, "It can be done." But he lets someone else do it.

Peptimist—This fellow rolls up his sleeves and with a smile of happy determination goes to it and does it.

Which one of these definitions are you going to make apply to you?

Radio Profits Surprised Beatty.

Opportunity awaits the hardware merchant who will study the needs of his community according to Hobert R. Beatty, of Clinton, Ill., who related his experience with radio in this regard.

Mr. Beatty said his brother had attempted to convince him of the possibilities awaiting the firm in radio, but that he remained dubious regarding it until he finally agreed to give it a trial in 1926. The first order for radio sets placed by the firm comprised thirteen sets and of these four were sold the first day. He attributed a 60 per cent. increase in business during 1928 to the rapid expansion of the firm's radio business.

There are approximately 31,000,000 telephones in the world, of which the United States has nearly 19,000,000. In all of Europe there are less than 9,000,000. This country is sold on the value of the telephone. Our people are accustomed to its use, either for business or social purposes. But business men do not yet realize its value as a sales medium. Thousands of extra sales could be made by dealers every year through judicious use of telephones.



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Some Features of Destructive Monopolistic Control.

We hear at every turn, day after day, the discussion of mergers and big business. Thoughtlessly admiring the great progressive system. The acquiring of great wealth, the amassing of huge fortunes, combining the lesser amounts into one final control. This last unit must be the inevitable result. Until recently there was no awakening regarding this condition and the trend of welding huge amounts into one was thoughtlessly disregarded through the admiration for it.

It is true the day of mergers and big business operating in full sway is here, saturated to the point of great profits, whose only limits is the blue above and whose curtailment is effected only by thought and reflection. Within its octuple arms, reaching and grasping with lightning like rapidity, stretching out, hither and thither with well defined plans, engulfing them all unto its bosom, like suckling a child that each one may grow strong and healthy.

Already railroads, automobiles, banks, milk industries, food manufacturers, chain stores and many subsidiaries of manufacturing industries have been engulfed. Still with all this happening right under the very nose of us is undiscovered. The closed eyes of labor have allowed it to continue, being misunderstood as a mark of progress. By that term it is known. The conscience of labor did not know its evil, therefor did not respond. It is well to meditate, its influence, its direction, its magnitude and for the benefit of prosperity wherein it will end.

Banks having felt the pressure of big business have left the fields of home and community enterprises and joined hands with others entering the ranks of sovereigns in their respective lines. Claiming economical reasons, relieving a duplication of departments and enlarging loaning facilities. By this system of progress as many clerks and employees are relieved from employment as departments duplicated, expecting that labor can buy and the seller deposit in their bank and whereas, before banks have been content with the usual amount of profit, but progress has stepped in and to-day it is different. Nevertheless creating a greater number of unemployed, throwing more and more on the community and in all instances labor in competition with its self. This adds nothing to the community, nor to the army of unemployed. It is the centralizing of money, the absolute control that big business hopes to attain and with the shortsightedness of one and the visions of the other business is being rushed madly along to the exultant satisfaction of monopolies.

Much like insurance policies, labor dies to win, but they win while labor's conscience is dead. Until recently there were a great many closed concerns to the small investor, but when the market became top heavy the doors were thrown open and small capital sunk, proving industrial and money power's absolute control, operating at top speed and in perfect harmony with one another.

Industrial interests have termed mergers their great success and labor the method of attaining it. Disregarding labor's welfare, the speeding up of production, the enlarging of factories shorten the working months of a year, because factories do not store up merchandise in anticipation of the future wants, but produce in a shorter length of time all that is necessary for the entire year. Additions to factories are manned with men who assist in the shortening of production, the lessening of working hours. At the pace progress is going it will not be long before a year's wants can be produced in half the time, thereby throwing still more of the already army of unemployed on the charity of communities. All the while big business will continue striving toward the zenith of their ambitions, piling up of greater profits with less overhead and greater ease, but labor does not forget that each revolution of the wheels of industry under the present system is slowly throttling you into an abject state of fear and ruin.

The installation of the progressive line system a few years ago in one of the leading automobile plants has done more to handicap labor than any other system yet invented. Setting men at work to one certain task, reducing initiative, ingenuity and enthusiasm of skilled workmen into one of simple operation and daily routine, out of which there is no further award and growth of intelligence is stunted. Commanding in remuneration only that which monopolies set as a standard. Chain stores are the greater offender to labor in this respect, next in order is industry. These several tasks at which labor is drowning out the hours creates greater efficiency, greater speed, capable of producing more in fewer hours for less remuneration for a greater effort. This program is destructive to humanity. After a few years, labor under the present plan can do nothing else but one certain thing.

The trust laws were enacted by Congress to prevent mergers and trusts from centralizing money, voiding their absolute control and prohibiting their getting it all. Labor benefiting somewhat to the extent of its individual ability. Like the disregard for labor's welfare trusts are showing the same disregard for the trust acts. Through lack of enforcement by those in whom our confidence was bestowed to enforce articles enacted into laws, it is being completely ignored and trampled under foot in this mad passion of greed. At this time there is an endeavor made by those who disregard it to have it repealed. An article a short time ago stated, "if the offenders were prosecuted, who represent some of the Nation's most wealthy men, would plunge us all into a veritable debacle that would shake the very foundation of our prosperity." I think that means the entire Nation and in my opinion any man or group of men capable and would throw a Government into a state of panic, if not allowed their pet beliefs, should be prosecuted for high treason. Further states the article, "the truth is, that

in the struggle to enforce the anti-trust acts the interests involved have proved stronger than the law, the courts, and the Government itself." Labor, think of that just a moment with your eyes closed and then open them, see if you don't get a different picture of this progressive system.

Wealth in the ages gone has been so distributed that great nations without proper foresight have failed. So unequal is the difference between labor and profits that finance will build for itself the foundation of its own destruction. Without the use of common sense and consideration for labor, driven forward at a mad pace without time for reflection, you can and must continue to hold that labor and monopolies will be at odds. C. E. Loop.

If you would fend against the misfortune to-morrow, build your defenses in good deeds and faithfulness to-day.

No person will have occasion to complain of the want of time who never loses any.

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Manufacturers of Standard
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During the last three months Industry has been tried by fire. There have been changes, readjustments and new policies, but all these have only proved more conclusively than ever the soundness and firm structure of American business.

Such readjustments in industry, however, demand careful scrutiny and equal readjustment of investments.

We offer you our complete facilities for this purpose. A thorough analysis of your investment problems and accurate information on any securities you hold or contemplate purchasing.

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MUTUAL FIRE INSURANCE

Fire Prevention Advances in 1929.

There are many evidences of an enlarged vision in the work of fire protection and prevention. Possibly the greatest result accomplished during the last year was that in agricultural communities. Although registering nearly one-third of the fire loss, both in life and property, farming districts were the last to receive the force of a concentrated educational drive in conservation. Now in practically every state farm fire fighting units are being organized. Good roads make a wide range of service possible. Farm journals, bureaus and university agricultural departments are emphasizing prevention of fire waste as a topic of major importance.

The rapid change in farm machinery in recent years has brought many new hazards and still others are on the way. The farmer is not only glad to be advised of existing and possible dangers, but is most co-operative in securing their elimination. In fact, there has been a complete reconstruction in agricultural mechanics. Almost all the work, which was formerly drudgery, is now carried on by electricity or other power. The country is supplied with labor-saving devices just about as much as the city. It is not uncommon at the present time to find a good farm with large reservoirs constructed for fire protection, or streams properly dammed to secure needed water for fire safety.

A careful study of lightning losses has brought to the country district protection from this major hazard. Buildings are now being laid out properly isolated from each other, and so placed that they will not be at any time subject to one fire. The economics of fire safety are being taught in all courses of instruction in our leading colleges, and soon we believe the rural sections will have almost as satisfactory protection as the larger municipalities.

During the past summer, for the first time, fire prevention was considered sufficiently vital to the community life to be placed as a regular lecture subject on the Chautauqua course. For seven weeks a lecture was delivered daily on the Swarthmore Chautauqua Circuit and a request was received for other circuits of ten and six weeks, respectively. As a Chautauqua covers the towns of smaller size and draws largely from the surrounding country this made a new field which no organization had covered before and one exceedingly fruitful in results.

Another development during the past few months was the conference held in Washington, under the auspices of the Department of Agriculture, to study the action of spontaneous ignition and combustion. Very little information is available regarding spontaneous ignition and many fires originating from that cause have been assigned to some other simply for lack of knowledge on the subject. Experts have been studying many fires in different industries, on railroads, farms,

and even in ice houses and refrigeration plants, and find many different elements producing the same results.

About two years ago, when the flood waters of Vermont were receding, Government officials were startled to see barns burning while the lower part of such buildings were still in surface water to a depth of five to ten feet. Sugar manufacturing plants watch for the spontaneous ignition of empty sacks, etc. A leather mill is saved by sprinkler protection from fire caused by spontaneous ignition in the scrapings of the cutting blocks and, to our surprise, a supposedly fire-resistant cold storage plant burns for two hours before we discover spontaneous combustion in the insulation in the center of the outside wall. Far more fires are caused spontaneously than we dream. All forces are joining with the Department of Agriculture to ascertain the facts by intense research.

Then, too, there has been a fine list of cities added to those engaged in the competition conducted by the National Fire Waste Council under the auspices of the Insurance Department of the Chamber of Commerce of the United States. Business interests have been taking charge of this fire prevention and protection programme for self-protection, centering activities on permanent improvements which lessen fire risks. There are now 670 chambers of commerce engaged in municipal conservation.

As we are at the mercy of the fire department, if a fire really starts, the efficiency of that department is of first concern. The best of apparatus may be useless if improperly handled by an untrained force. In recent months there has been concerted action under the leadership of the Fire Service Extension Committee of the National Fire Waste Council for the organization of a Fire College in connection with the university or college in each state. A number have been held, attended by delegates from the different fire departments, with signal success. Part of the programme is conducted in lecture form and part in the actual use of the apparatus. These delegates, upon returning to their homes, are expected to train the men in their own department. It is confidently hoped that such a school under authoritative auspices will be conducted in every state of the Union in 1930. Greater efficiency will always reduce fire waste.

Following the tragedy at the Cleveland clinic, where 124 persons lost their lives, a concerted drive was conducted for the study of existing hospital conditions and the improvement of those considered dangerous. In every state expert inspectors from state rating bureaus are giving their time and ability, free of all cost, for public good in this hospital campaign. In many cities they are giving the same unselfish service to schools, churches and other institutions.

Fire Prevention Week in the fall and Cleanup Week in the spring are more than ever recognized in community betterment. The spirit grows and gains momentum every year, reg-

istering possibly the most wholehearted co-operative activity of the year. Statistics show definite reductions where these concerted campaigns are continuously carried on.

Last year the winning cities in the interchamber fire waste contest were:

Class 1, over 500,000 population—Detroit, Mich.

Class 2, 100,000 to 500,000 population—Erie, Pa.

Class 3, 50,000 to 100,000 population—Lakewood, Ohio.

Class 4, 20,000 to 50,000 population—Owensboro, Ky.

Class 5, under 20,000 population—Albany, Ga. T. Alfred Fleming.

Knowledge is a tool—judgment is the use of knowledge.

He who would have the fruit must climb the tree.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

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Michigan Bankers and Merchants Mutual Fire Insurance Co.
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Have You Received Full Value For Your Money?

In years past we have all paid considerable money for fire insurance; have we not? Some of us, however, have gotten out of it much cheaper than the rest because we have had our insurance placed with THE FINNISH MUTUAL FIRE INSURANCE COMPANY of Calumet, Michigan.

This old and strong company shares its profits with the policy-holders by paying dividends of 40 per cent every 3 years. You can get in on this too, if you want to. Rates are no higher than anywhere else, and no extra charges. It will pay you handsomely to look into this.

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444 Pine Street

Phone 358

THE CHAIN STORE ENQUIRY.

It Is Not Receiving the Co-operation It Deserves.

The enormous task entailed in the chain store enquiry under way by the Economic Division, Federal Trade Commission, in response to the Brookhart Senate resolution, is but little realized. Mere figures will not indicate fully the preparation made for this extremely comprehensive work, the study required, the effort reflected in gathering and compiling of data, their analyses, etc. But in the absence of a more concrete expression signifying the magnitude of the survey, figures may be used as a symbol. To that end it may be pointed out that in excess of 160,000 pieces of mail, or an average of 500 to 600 pieces daily, have already been sent out by the Division in obtaining returns from the four schedules included in the enquiry. And many more pieces will be sent out before the work is ended. This gives a partial idea of the herculean job, which seeks to give to the business world by far the most thorough study ever made of the four lines to which schedules have been sent, wholesale, chain, retail and voluntary chain, and which will be of great value to each line.

In view of this fact it is held to be a source of regret that the Division is not receiving the cooperation it deserves. Responses to questionnaires are not so numerous or as informative as they should be, in the opinion of students who have given thought to the undertaking with a realization of the potential value that lies back of it. It is felt that the failure of the different lines to respond to the questionnaires as fully as is desired is probably due largely to a lack of understanding of the situation.

At the outset it should be realized, it has been pointed out, that the work is being done at the request of the Senate resolution by an impartial government body. Information will be provided, if it is furnished as required, which will embrace such a study of these four classes of merchandising as never before has been made. The Senate resolution is directed particularly to the analysis of the operations of chain stores but it also requires the comparison of their results with those of other types of distribution.

Apparently there are many who have not adequately filled out the blanks because of the belief that much time and work would be involved. Reading of the questionnaires and of covering letters going with them will indicate that such a thought is at least partially erroneous. It will be seen that many of the questions can be answered simply by "yes" or "no" and that, being broken up into different parts so as to apply to various forms of merchandising, it is frequently necessary for given units to reply to only a portion of the questions. But the Division is finding it difficult to bring the facts out and the result is that they have been compelled to do a lot of "follow-up" work, which explains the enormous number of pieces of mail that have been and are being sent out.

It should be made clear, too, that all of the questionnaires included in

the four schedules were framed only after extended conferences with the trade involved and are therefore entirely practical, without any extraneous matter. It is true that they are exhaustive and cover all possible activities of the four lines, but at the same time they are pertinent.

A picture of the highlights of the work of the division in connection with the enquiry may be seen through tracing its work beginning with the questionnaires and following them in the order in which they were sent out.

The first set, involving 12,000 schedules, concerned wholesalers. The division began sending out this questionnaire in January, 1929. The original response from this questionnaire, as was the situation with regard to subsequent questionnaires, was disappointing. In order to get satisfactory returns upon which to get an accurate background on the wholesale merchandising field, it was found necessary to send out no less than five follow-up letters, involving 40,000 to 50,000 pieces of mail and over and above these there were personal letters sent out.

Next came the chain store schedules, about 8,000 of them, much the largest of four sets and moreover it was the most difficult to answer. Yet it is understood that chain store interests themselves are urging that complete co-operation be given the Commission in replying to the questionnaire. So far, however, replies are disappointing and relatively somewhat fewer than those received from the wholesalers. The chain store questionnaire started going out in March, 1929, and as in the case of the wholesale questionnaire, there have been five follow-up letters, the last one being sent out on Jan. 4 of the current year. It is hoped and believed that this last follow-up letter, together with the efforts being made in chain store circles themselves, will stimulate returns.

The retail questionnaire came next, and the approximately 80,000 schedules were first put into the mails the middle of last fall, and all of them were not sent out until practically the end of the fall. The covering letter with this schedule, like those accompanying questionnaires in connection with the other trades, pointed out that it was the belief that the information requested is "fundamental to an accurate and scientific answer to the Senate resolution," and offer was made by the Commission to assist in answering questions should any difficulty be experienced in that direction by those to whom the schedules were sent. It was urged in all the covering letters that every effort be made to answer the schedules comprehensively and mail the replies within 30 days in franked envelopes which went with the questionnaires in all instances. Despite this request, however, follow up letters have been necessary in the case of the retail as well as the other schedules. But it is hoped that the retail questionnaire will develop better response at the outset and that the same will be true of the one now being put out to the co-operative chain stores. This suggestion has been made because it is felt that as time has passed and more opportunity has been given to

appreciate the importance of the work co-operation will be offered more liberally and expeditiously.

The retail schedules were sent to dealers in about 40 cities of varying sizes, wide geographical distribution, and covering different strata as to population. So far returns from the retail trade with regard to both the number and the amount of information leave much to be desired. There are those in the trade who are urging freer response, seeing that the questionnaire gives the retail dealers a splendid opportunity to present their side of the case. It has been pointed out that the entire picture cannot be presented until all the returns are consolidated. The questions asked the retailers have been drafted with reference to a comparison of their answers in consolidated form with similar consolidated answers obtained from wholesalers and chain stores and to be gathered from co-operative chains.

Work Forests Will Do For the General Welfare.

A rolling land surface with billowing tree tops against the far flung fleecy clouds. A lake margin enveloped in a stately forest setting where prominent, serried ranks of monarchs of the forest show double in the quiet shore waters. A camp under forest shade where the arching limbs meet far above the earth. These are the joys that lift the heart to exaltation in contemplation of nature's power.

In times past and time to come such things count for the happiness and general welfare of our State.

We can control the development of forests and the great value due to assured control must spur our efforts to gain complete and intimate knowledge of nature's law of forest growth.

Land that is useful will be a benefit to all through its contribution to the general welfare, and so each acre changed to greater usefulness does its bit for humanity.

With millions of acres having possibilities of greater usefulness, Michigan is called on to face the problem of getting that land on a better production basis. A late publication points out that the public has the right to require and should require that forest land be kept productive and that Michigan should provide technical advice and instruction for owners in methods of handling their forests.

Whether wood lot or thousand acre timber project; whether a small sand blow, threatening a resort's acreage or half a township of struggling tree growth fenced for game cover, the principle should apply. The State should furnish adequate instruction to enable the owners to establish forest growth that will be productive and can be kept so.

The object is to put each acre at work in a more useful way and thereby promote the general welfare.

The sum and substance of all the varied objectives will bring on the need for able forest supervision by competent State forest engineers. The result will be to build up the general welfare on a safe foundation of general knowledge.

The logical first step will be to point out to the owners the necessity of maintaining a growing stock and the requisite normal amount for specific soil sites.

As a necessary consequence, harmoniously related to that requirement, it should be shown that the requisite growing stock will be a legal reserve under State supervision and protection.

Where the public exercises the right to require sustained production it is incumbent on the public to hold that requisite growing stock just as sacred a trust as the owner must hold it in order to keep the forest productive.

It must be a joint responsibility. The State will be and should forever remain a co-trustee of all growing stocks that are maintained to assure continuous productiveness.

Generations of intensive forest study in France brings on the statement that working plans are necessary to guard the growing stock as property held in trust and to assure that the periodical cut equivalent to the periodical increment of growth shall be that sole part which the owner can take in conjunction with his present duty of keeping up the productive capacity.

There is a wide world of difference between old-time virgin forest exploitation and the era of timber production which is now upon us.

The State must effectually guard the growing stocks and see that they are held in trust for the purpose of maintaining production.

Wherefore, the State is in the timber production business and naturally will be so forever.

Frederick Wheeler,
President Michigan Forestry Ass'n.

Two-Tone Effects in Glassware.

New displays of glass tableware, especially stemware, this year feature contrasting effects to a large extent. The novelty is being introduced more widely in the popular-priced sets. Black and white combinations predominate in this type of merchandise. Goods retailing at higher prices are showing dark blue, green, ruby, topaz and black and white combinations. One producer has introduced a glass in which the colored stem is encased in crystal. A few early orders for new merchandise have been received, but actual buying is not expected here until after the trade show scheduled for next week in Pittsburgh.

When Should Private Brands Be Carried?

Speaking about merchandising private brands, B. C. Andrews advises under just what circumstances an independent should display such brands: Private brands, he says, should be sold only when the quality of such items is the same as that of the well known standard brands and the price is less, or when the private brands are of superior quality to the standard ones and retail at the same price.

Repeats on New Items.

When you sell a customer a new item don't forget about it. Make a note of it and when she comes in next time be sure to ask her how she liked it.

Cutting the Profit Way

Preparation of the plate with bone in was explained in the preceding article of this series. The method of rolling plate presented here is especially appropriate for summer as the bone is removed and it slices conveniently.



Rolled Plate and How It Is Rolled



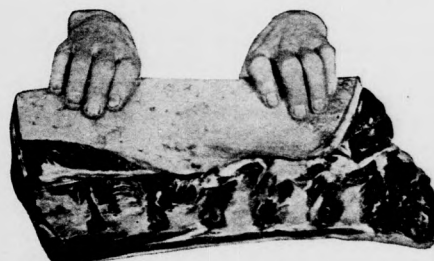
1. The plate from which roll is made.



2. Run knife between meat and cartilage on inside of plate and turn meat back, leaving attached.



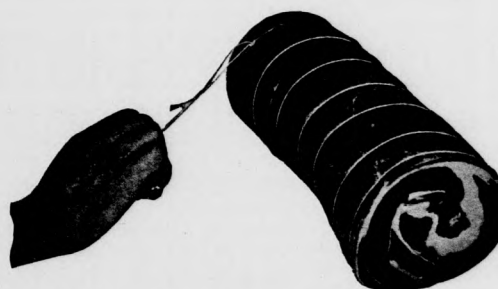
3. Turn plate over and lift meat from ribs, beginning at rib ends.



4. Roll into shape, beginning at navel end of plate.



This is the sixth 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.



5. Complete the plate roll by tying.

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.

The Shirtwaist Has Come Back.

Inseparable twins of fashion are the suit and the blouse. The renewed popularity of the one naturally means new designs, original fabrics, fresh colors in the other. This season one's blouse wardrobe must of necessity be a large one, but it may be charged to economy, for by varied blouses the same suit may be made to do duty for half a dozen different occasions.

An interesting new comer is the shirtwaist blouse, which owes its importance to the vogue of the simple tailleur for early Spring wear. Many of these are tuck-in blouses, which take their inspiration from the design of men's shirts. Bosoms tucked and pleated, simple shirt sleeves with linked cuffs, and boyish turnover collars are features of this group. Despite their apparent simplicity, a trace of the feminine mode is disclosed in hand-worked details which distinguish many of the Paris models. One such had its oval shirt bosom made of narrow bands joined with hand fagoting. The fastening was formed of triple groups of crystal links.

Still another French shirtwaist blouse has a double bosom of silk, piped with a tiny band of contrasting color and having a hand-worked monogram in the same shade. Hand drawn work also is used effectively on a finely tucked shirt front.

What we used to call plain wash silk has reappeared this season as silk shirting and is being used in satin-striped white, pastel pinks and blues and some most beguiling candy-striped effects for the more mannish types of blouses. These may be sleeveless, or show cap sleeves or long sleeves with turn-back cuffs and links. Stripes are used horizontally for the shirt front.

Wide-wale silk pique in white, ivory and pastels also serves for blouses for the tailleur or for spectator sports suits, many of which affect contrasting blouses. Little vestees of white pique, in cut-away fashion with pearl button fastening, are taking the place of blouses with some of the fitted jacket suits for early Spring.

Shantung, it goes without saying, appears in sports blouses, for this omnipresent fabric is used for everything this season. The younger set likes the tuck-in, three-button polo shirt, with cap sleeves and smart little stand-up collar for sports wear. Some cotton mesh blouses, both long and short sleeved, have appeared for wear with early tweeds and jerseys, and later on we are promised the real old-fashioned lingerie shirtwaist of tucked batiste, lace-trimmed dotted Swiss, broderie anglaise and handkerchief linen.

Amusing little dotted prints are smart for blouses with tailored suits of black or dark blue, and small all-over floral designs are effective in slightly more formal blouses.

For the dressmaker suit of one of

the wool crepe fabrics, or soft worsted in black, or navy, the Spring blouses are being shown in flat crepe or satin, preference being given to the former. While sports blouses as a rule favor the tuck-in type, formal blouses may be worn inside or out, some being made in surplice fashion, with a row of buttons on one side of the fitted peplum section, or a tie fastening. Groups of tucks, shirrings, or narrow tie belts define the waistline.

The necklines of these afternoon blouses show many feminine touches. Frequently the collar is cut in one with the blouse and tied at the front or side, scarf fashion. The draped collar, cowl neckline and jabots and pleated frills are also featured.

Spring Colors a Kaleidoscope.

Silks in a fascinating array of new weaves, colors and designs were presented in the recent showings of the manufacturers. Silk will play an important role in frocks, suits and ensembles for Spring, and consequently has developed new trends in line with the changes in fashion.

The colors are unusually varied. Never have so many had the right to call themselves correct from the fashion standpoint. Once the supremacy of black and navy blue has been admitted, it is difficult to say which color is the next favorite. In other seasons one or two new shades have been accepted by the smart world as of the greatest importance for a given season, but this year the entire rainbow is enlisted, so much has the whole fashion question become an individual one.

Not only are many colors put forward, but each runs the gamut of half a dozen different tones. The grayed pastels, muted tones which made a great appeal for Southern wear, are being rivaled by a group of clear light tones which are favored by certain designers.

Green is steadily increasing in importance as Spring approaches, and is shown in a whole range of shades, from the pale almond green for evening wear through the water greens, with a blue cast, and the vivid tones reminiscent of St. Patrick's Day.

The beiges we have always with us, and this year they are presented in three groups, the rose beiges, the rusty tones, and yellow beige, the first being the favorite.

Red was stressed in all the openings, as being unusually prominent for Spring. There is no one shade of red that is promised pre-eminence, for the yellow-reds share interest with the reds that have a blue cast, and the rich so-called fruit reds. In the red range also are the soft and clear pinks which are much talked of in accessories, blouses, etc., in combination with costumes of dark color, and which will also be seen in many smart evening frocks.

Gray, but little seen for several seasons past, is much talked of in Paris and was shown at all the fabric openings.

In business as in the game of life, it is as difficult to lose playing fair as it is to win playing unfair?

A Flower For Her Buttonhole.

The artificial flower industry is looking up since the smart Parisienne revived the custom of adding a knot of flowers to her daytime costumes, both formal and informal. This is not just any artificial flower, however, but one chosen definitely to harmonize in type, fabric and color with the dress with which it is worn.

Leading designers, including Germaine Lecomte, Chanel, Patou and Molyneux showed boutonnières with many coats and dresses in their mid-season openings. Patou's cluster of lilies-of-the-valley print in white and green on a dark blue background has created a vogue for blossoms. His designs copy nature with amazing fidelity and frequently repeat the motif of the print with which they are worn. Gardenias and violets fall into the category of realistic flowers and are worn by the Parisienne with dark furs. Patou's spray of satin roses is also worn with the luxurious fur collar.

Flowers made of the same fabric as the frock, either silk or wool, are used to give a feminine touch to a semi-tailored costume, while Chanel does interesting things with pique, to wear with dark wool or jersey dresses. A spray of three flat white pique blossoms show natural-looking centers of yellow, blue or green. Pique and lawn are used for clusters of red and white gardenias, with fat buds and leaves.

Patent leather flowers, stiff and flat in effect, have been introduced with ensembles for street and sports, and large flat flowers of fur appear for

street and afternoon, and are even used on evening frocks. Lacquered cloth flowers in gay Spring colors promise to be chic with the Spring costume in navy, beige or black. A bunch of gay little yellow cowslips is made of felt, the flowers lacquered on the inside, while smart boutonnières combining two carnations in different colors are made of lacquered cloth.

To Market Rubber-Base Carpet.

Plans for the marketing of a rubber-base type of woven carpet have been completed by a manufacturing company, which will launch a sales drive for the product next month. The carpet is claimed to be a distinct departure from previous types in that it can be laid more economically, cut to fit any size or type of room, and gives the appearance of a seamless product. The new article is pieced together with tape and requires no binding at the edges. It will be marketed at the same price level as other types. Experiments are reported to have shown the carpet is especially adaptable to contract work and also for use on ships, where its water-resisting properties are of value.

Bonuses To the Clerks.

Burdett Wilbur & Burdett, of Pittsford, N. Y., offered the following bonuses to their clerks to push sales on a brand of coffee offered to their customers recently.

1c per lb. for the first 25 lbs.
 2c per lb. for the first 50 lbs.
 3c per lb. for the first 100 lbs.

NOTICE

MERCHANTS OF WESTERN MICHIGAN Chain Store Competition Now Solved

You can meet all competition in the Men's Wear line without carrying heavy stocks. We have taken over the wholesale business of C. E. Long & Co. and will continue the business under a new plan—that is we will sell on a cost basis at exactly 10% above cost, which means a saving of from 10 to 20% on your buying. Lines will be ready shortly on the following:

Overalls
 PANTS
 Gloves
 Underwear
 Work Shirts
 Dress Shirts

Caps
 Neckwear
 Garters
 Suspenders
 Hosiery
 Knit Goods

Write for samples.

M. KATZ & SON

210 Monroe Ave.

Grand Rapids, Mich.

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.

Shelving on Wheels.

Saw a clever little trick in the Sterling Shoe Store in Providence. It was a temporary shelving on wheels which could be placed in any position in the store in a moment. When I was there, late in November, these four mobile reserve forces were filled with rubbers, waiting for the first snow storm. Each one holds 100 pairs. They are four section affairs, with 25 pairs to a section. I. P. Pearlman, the proprietor, told me that he had them made to his order by a local metal worker. There are great possibilities in this idea.

Exchanges are not the old sore here that they are in many stores for the Pearlman method is based on the assumption that an exchange is brought back because of a dissatisfied customer. The policy that has worked out well in this store is entirely different from the usual. A customer bringing back a refund is not given the same salesman who originally sold her. A new man is assigned to the sale. A refund is made out on the first sale, so that it is washed out. The second man proceeds as though the customer was making a new purchase. Ducking exchanges is a thing of the past; more careful original sales are made. Both result in more satisfied customers, says Mr. Pearlman.

Styles For Spring.

Now that the Palm Beach clothing is ordered for the market and the new lines of skirt and neck have been fashioned and accepted, suppose we study them a moment.

While everyone does not winter at Palm Beach, and many will never have the pleasure of lounging on the beach in luxurious beach wear, it is imperative that we follow the trend of Palm Beach wear. All style is necessary to observe. Line and proportion especially in high grade merchandise is more greatly studied and carried out than in the popular priced articles.

Most of the creators of fashion allow full sway to their imagination when creating luxury wear. Themes and design that perhaps would never be practical for volume reproduction, are cleverly obscured in special creations. Many times while the design and theme would be very impractical, motifs and lines may be used from the design. Style always enters from the top stratas and then trickles through. Occasionally the modified style or fashion is far more acceptable than the original. Trial and error very often enter into the final acceptance of line. It is then the business of every creator of design, producer of the article or retailer of the merchandise to study his sources.

When the shoe man is laying out a line of samples, he should not only have confidence in the line from a shoe standpoint, but he must also know that the shoe has every possibility of selling because of his check upon fabrics, cut and colors sold for

the next season. If tweeds are selling for the next season's dress vogue, what colors are they selling in and what will that mean in leathers and types.

When the tuck-in blouse is coming into vogue, as it will this season, in egg shell and soft pink bisque, what will this mean as to types of shoes and trim?

If there will be three-toned combinations in colors for afternoon or Palm Beach wear, what does that mean in shoes or leathers—and what are these combinations?

When flat crepe carries through into the summer season for daytime and afternoon wear, as it will this season, along with the tiny figured floral crepes on black background and later on the light and white backgrounds, what will this mean in shoes?

Paris is showing so many smart ensembles in black and white, dark blue and white, very pale beige with black, that it is reasonable to believe that the all black kid pump will be a big seller, and blue and beige will be worn. There is also a place for the patent leather strip pump as the daytime dresses are being fashioned in flat crepe as well as the printed silks. —Boot and Shoe Recorder.

Snake Shoes in '61.

A note from A. Wachenhem of the Imperial Shoe Store, New Orleans, says:

"Enclosed I beg to hand you copy of an article which appeared in the New Orleans Bee, newspaper, on Mar. 1, 1861, which speaks of shoes made of reptiles almost 70 years ago.

"This article was quite a surprise to me, since I was under the impression that this material has only been used for shoes in latter years; it is my belief that most people connected with the shoe industry have the same impression and may therefore be of considerable interest to your readers."

The newspaper article, published in 1861, read as follows:

"Dr. Cloquet, of the French Academy of Science, Paris, presented to that learned body a pair of boots made of the skin of a boa constrictor, tanned by the usual methods. This novel species of leather is said to be remarkably strong and supple, and the Doctor strongly advises the employment of the skin of this creature and other reptiles in place of skins usually employed in the manufacture of boots and shoes. The boot in question is of a dark brown color; the scales are on the inside, but show through its substance, making a black pattern."

Late News Items From Holland.

Holland, Jan. 28 — Montgomery Ward & Co. will open a stock of general merchandise in the new Walsh building, erected especially for the occupancy of the company, on Feb. 1 under the management of Mr. Pierce. Fifteen women and ten men, residents of the city, will be given regular employment. Furniture built especially for displaying merchandise advantageously will be installed. A pleasant picture, presumably, circulated by the company is to the effect that "many business organizations in various sections of the United States are urging the corporation to install stores in their towns under the belief that Ward

stores draw trade from the very great distant sections."

"It is not at all unusual," the manager says, "for people to travel as far as 100 miles to look at the merchandise in a Ward store."

Dissolution of the Holland Packing Co. is announced. The company, unable to compete with the packers of Chicago, has not been in operation during the past decade.

Sessions of the common council and the board of education are opened with prayer by one of the members of each body. Names of the praying members are published in the official reports of the proceedings of those bodies.

A crew of thirty-six men from the works of the Western Electric Co., Chicago, is busily employed in installing the equipment for the new Bell Telephone building.

The Holland Furnace Co. sold \$19,000,000 worth of its products direct to the public during the year 1929. Its net earnings amounted to \$2,000,000, an increase of about 60 per cent. over its net earnings of \$1,245,289 in 1928. The company started its business in 1907. Its total sales for that year amounted to \$38,000.

Otto P. Kramer, has been elected President of the Holland City State Bank. He has been in the employ of the bank since the day it opened its doors for business in 1892, first as a teller, from which position he has been advanced to the presidency.

Arthur Scott White.

Farmer and Urbanite Buy Same Foods

The common impression that farmers eat chiefly their own food and buy only a few staples at the stores is largely erroneous, according to Samuel Crowthers, writing in the Country Gentleman. Except in districts having a negro population, he says, chain stores find that their country stock is not greatly different from the stock carried in the city stores. In the country, for instance, bread will amount to 4 per cent. of gross business and flour to 2 per cent., and in the city bread will be 4 per cent. and flour 1½ per cent.

Favor "Flashy" Type of Glassware.

The influence of retail buyers who have been asking for "flash" rather than quality in metal mounted glassware, will be noticed in the spring lines to be offered shortly, a producer of such goods explained recently. Since early last fall, he claims, buyers have favored articles which were large and elaborately decorated but which could be retailed at a low price. Spring merchandise it is predicted, will feature

Colonial designs. Activity in the market at present has been restricted to sales merchandise.

This Stunt Saves Pickles.

J. T. Parker, of Virginia, says, "If, when opening a large jar of dill pickles you will drop a horseradish root in it, the white scum will not appear. Or, you can wipe the jar clean and strain off the scum, put back the pickles and add the horseradish. This has saved pickles for us."

We are creatures of habit. We succeed or fail as we acquire good habits or bad ones; and we acquire good habits as easily as bad ones. That is a fact. Most people don't believe this. Only those who find it out succeed in life.—Herbert Spencer.

Salesmen Are Coming

with forty-two
styles in
Men's and
Young Men's
Shoes for
Spring.
Five and Six Dollar
Retailers Carried
In Stock.



Herold Bertsch Shoe Co.

Manufacturers of Quality
Footwear
Since 1892.
Grand Rapids, Michigan.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FIRE AND TORNADO INSURANCE

Assets ----- \$200,000.00

Saved to Policyholders

Since Organization ----- 380,817.91

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — A. J. Faunce, Harbor Springs.

First Vice-President—G. Vander Hooning, 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.

Hard Nuts For Intelligent Grocers To Crack.

Notwithstanding this is the package age, fundamental knowledge of groceries must be advantageous to the grocer; and assuming that a man intends to be a life-long grocer, on what basis should he feel that any grocery knowledge and information can be superfluous to him?

It is a source of pride, also a manifest advantage, that the British grocer knows his groceries. That is, students of the Grocers' Institute have most intimate knowledge of foods. The Institute is founded, in reality if not in conception, on the ancient British traditions which underlay the old trade guilds.

A recent news item states that the British grocers' tests stumped British women. Said women want to vote but, after looking over the grocers' questions, they decided they did not want to be grocers. Look at some of the questions and ask yourself whether you could pass with marks of 100.

Question No. 3 is: "Tell whether a handful of cloves came from Zanzibar, Amboyana or Penang." Might then ask yourself whether you even know where Zanzibar, Amboyana and Penang are.

Question No. 4: "Judge from the appearance and flavor of preserved peaches where they were grown and where canned." America is the home of canned peaches. Could most of us be sure about this question, even though virtually all our canned peaches now are packed in California?

Question No. 5: "Distinguish properly seventeen varieties of bacon." Our pre-sliced bacon in packages has pretty much spoiled us for this.

Question No. 7: "Roast several samples of coffee. Then tell which berries came from Kenya, which from Costa Rica, which from Mocha and which from Java." From 1902 to 1914 all Findlay's coffee was blended and roasted in our store, yet I should not now feel competent to pass that test. And this is mighty important right now, because profit in the coffee end of the grocer's business in the future must arise from grocers' own blending and roasting. He must pass up manufactured and packaged coffee again if he expects to make money on coffee. Finally, this means that the few men with real persistent enterprise will reap big rewards from their coffee business, while most grocers will work for coffee roasters for nothing—and board themselves.

Many European peoples eat cheese. We Americans do little more than taste cheese as yet. With those folks, cheese is food. With us cheese is a tidbit. Hence Question No. 2 means not so much to us as yet. It is: "Call out the name of any cheese brought

into the examination room." And yet no grocery department is susceptible of more extensive or profitable development than the cheese end of our business.

Men say they got their education in such and such schools. In truth, education continues through life. There is no such thing as finished education except for the dead. Consequently any man, big or little, who wishes to live to the full seeks extended education daily. And the quest is full of the keenest interest. To find out new things; to learn new uses for familiar things; to become acquainted with the sources of things, incidentally familiarizing ourselves with the world in which we live; to grasp the facts and processes of manufacture—all these are activities which enlarge our brains because they fill us with new knowledge. Nothing can be more fascinating to one of active mind than thus to increase his education.

For the grocer, added education along such indicated lines is increased opportunity for service to his clientele and hence greater profit to himself. "He that is greatest among you, let him be your servant," is not only Gospel but, like most of the Gospel, it is sound common sense. Let the grocer grow in knowledge—let it be truthfully said of him: "He is a thorough grocer"—and he need not take a back seat, either actually or figuratively, for any man who walks.

For some background of opportunity, look at the Louisville Survey. Therein we find that 27½ per cent. of all grocery distribution occurs in stores whose annual sales are \$2,500 or \$50 per week. We further find that it costs \$7.50 per day for suppliers—wholesale grocers, bakers, milkmen, etc.—to service such stores, while said stores have gross sales of \$8.06 per day. And we find finally that 45 per cent. of all groceries are distributed in stores whose annual sales are less than \$10,000.

Against such background of preponderant inefficiency, any worth while grocer can have a walkaway.

First, to accept or refuse—diplomatically—credit applied for; second, to collect accounts which have run beyond all reason—those are the two angles most grocers get on retail credit extension. For instance, here is a "collection letter" lately published as a model in a prominent association organ:

"Dear Mrs. Customer: Soon we will welcome the New Year. With tooting of horns, ringing of bells and riotous merrymaking, 1930 will be ushered across the threshold. While this is the season of festivities, the serious side of life—and business, too—must not be lost sight of. Most of us will want to put our houses in order for the New Year. It is for that reason we ask you to settle the old balance due us, amounting to \$76.31, before the 1st. Our auditors will soon be checking over our books. Energetic measures will have to be taken to force in collections, so we can meet the heavy obligations entailed by large purchases for the holiday season. But

(Continued on page 31)

ELGIN NUT MARGARINE



If margarine were graded—and sold according to grade—Elgin Nut Margarine would sell from 6c to 8c per pound higher than other brands.

Awarded Grand Prize International Exposition Paris and Liege, Belgium 1929, for superior quality in competition with the world.

Indorsed by Good Housekeeping.

Good advertising support furnished.

For proposition write

B. S. PEARSALL BUTTER CO.
ELGIN, ILLINOIS

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM
NEWS

The day is fast approaching when home-baked bread will be as obsolete as the horse-drawn street car of old.

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.

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

MICHIGAN

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham

Rowena Pancake Flour

Rowena Golden G. Meal

Rowena Buckwheat Compound

Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

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—Plus Goedecke, Detroit.
Next meeting will be held in Grand Rapids, date not decided.

Heavy Loins Are Best Value.

At one time last summer there was a difference of as much as 10 cents per pound wholesale between 8 to 10 pound average pork loins and loins weighing 16 to 22 pounds. This means that the wholesale prices of the lighter weight loins were about one-third higher than the heavier weights. There is no necessary difference in quality between the different weights. The above prices were for No. 1 grade loins, pork in both cases.

We hear complaints about high prices of meat from time to time and when fresh pork loins are discussed, light weight loins usually are the ones quoted. Grade rather than weight should be of paramount importance to consumers. It may be convenient for them to buy certain sized pork chops or oven roasts, but when one has to pay one-third more for a certain weight than for another, it would seem about time to stop and think the matter over. There are many who are thoroughly familiar with different weights of pork loins and who consider the heavier cuts more desirable.

Certainly there is good meat on a roast loin when it is reasonably thick. Chops may be a little large, but they may be correspondingly thin, without being too thin to be palatable or cook well. It certainly is not a matter of real desirability that prompts a demand for a special weight. It is largely habit or custom.

As long as housewives go into meat markets and insist on having just so many pork chops to a pound and from a definite section of the loin, just so long will they deny themselves the benefits of best market values. They leave no opportunity for the retailer to use his judgment and the restaurants, steamship and other services which know what values are greatest get the bargains while housewives go on paying the top of the market.

It is the average of prices received by retailers, wholesalers and producers that count most in the business. Porterhouse steak might conceivably sell for \$1 a pound and yet the average price of beef might be quite reasonable. It all depends on what other cuts sell for.

Fish Is Not Meat, According To Ruling.

Again it has been decided that fish is not meat and, in this case, if it is sold as meat it is in violation of the Federal food and drugs act, says the U. S. Department of Agriculture.

There is a sharp distinction in the feed trade between meat meal and meat scraps on one hand and fish meal on the other. Some feeders prefer one to the other. Many who prefer meat meal object strenuously if any fish meal has been mixed with it and many of the fish meal feeders are just as particular in demanding a pure product.

Since meat is defined for the Food,

Drug and Insecticide Administration as being "the properly dressed flesh derived from cattle, from swine, from sheep, or from goats, etc.," and the definition does not include fish, the officials assume that meat meal should not include any fish, nor should fish meal include meat. If either feed is found in interstate trade containing the other without proper label declaration, the administration considers it a case of adulteration and subject to the law. No objection is made to a mixture of the two meals if properly labeled.

Sharks Now Utilized By Australian Firm.

The Russell By-Products Company of Sydney, New South Wales, is pioneering in the work of utilizing sharks. The company sells the fins to the Chinese, who treat them for shark fin soup. From the livers, it produces an oil which is said to be almost identical with cod liver oil, containing iodine and other important elements. Another by-product of the oil is stearine, used in the manufacture of soap. Other by-products are stock and poultry feed, fertilizer and glue, and the skin is made into leather.

Church Food Sales Forbidden By Law

It has just been discovered that there is an old "blue law" on the Massachusetts statute books that prohibits church social and other organizations from holding food sales, or even banquets, at which a charge is made for tickets, without a permit from the local Board of Health. This discovery came about through complaints by retailers in Hudson, Mass., about candy sales being held in the public schools and the proceeds applied to the school recreation fund. It was ruled that this practice was illegal, and it was ordered discontinued.

Triples Smoked Meat Business.

E. J. Gould, California grocer, gives us this suggestion which he says has more than tripled his smoked meat business, particularly hams. "Some of the larger hams," he says, "averaging ten to twelve pounds are often too large for a family of two or three. I saw them in half, by weight, but at an aple instead of straight across, leaving the desirable meat on both pieces and thus never have any trouble disposing of the poor end. This also satisfies those who are afraid that the ham might have too much fat on it."

Sardine Packers Plan Advertising Drive.

At a recent meeting of sardine packers of the Maine coast plans were considered to launch an advertising campaign to further sales of their product. A committee was appointed to confer with the packers not represented at the meeting, and no definite action is to be taken until the attitude of these packers is learned. It is regarded as practically certain, however, that the campaign will be undertaken. It is planned to educate the public, according to the packers, in the economy, convenience and palatability of sardines, and also in new ways of preparing them.

VINKEMULDER COMPANY

Grand Rapids, Michigan
BRANCH AT PETOSKEY, MICH.

Distributors Fresh Fruits and Vegetables
Cantaloupes, Peaches, "Yellow Kid" Bananas, Oranges,
Lemons, Fresh Green Vegetables, etc.

GRIDDLES — BUN STEAMERS — URNS

Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

We now invite you to inspect the finest cold storage plant in America. We have Charles A. Moore Ventilating System throughout the building enabling us to change the air every seven hours.

We also carry a complete line of fresh fruits and vegetables at all times. Won't you pay us a visit upon your next trip to Grand Rapids.

ABE SCHEFMAN & CO.

COR. WILLIAMS ST. AND PERE MARQUETTE RY. GRAND RAPIDS

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST - FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

"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."

FLEISCHMANN'S YEAST

SERVICE

HARDWARE

Michigan Retail Hardware Association.
President—W. A. Slack, Bad Axe.
Vice-Pres.—Louis F. Wolf, Mt. Clemens.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Suggestions For the Hardware Dealer in February.

Toward the end of every month, the wide-awake hardware dealer commences to lay plans for the month ahead of him. He understands the importance of being prepared; so he sits down and figures out how best to work for the advancement of his business and what measures to take to stimulate trade in the coming month.

From the standpoint of the hardware trade, February is usually a dull month. Consequently, the stimulation of trade is a very important matter. While there are other months of the year when effort on the hardware dealer's part will bring distinctly better returns, effort is absolutely necessary at this season to secure any returns at all.

An important point is to complete your stock taking, if this necessary but burdensome chore has not been finished already.

Some dealers postpone their stock-taking as long as they can. Others, having started work on it, allow it to drag.

It is important that stock-taking be completed before preparations are begun for spring trade. At the very latest, no merchant can afford to permit his inventory to run beyond the first or second week in February. After that, stock-taking must interfere very seriously with regular business operations.

January is generally recognized as the stock-taking month, not merely because it is the first of the new year, but because it is a quiet period when time can most readily be spared for the work, and because completion of stock-taking in January leaves the first part of February open for special sales.

In many hardware stores the after-inventory sale has become an established feature. Such sales help the hardware dealer to clear out odds and ends of stock that would otherwise accumulate. They also help to stimulate trade in regular lines at what are practically regular prices. The logical time to hold a big clearing sale is immediately after stock-taking.

So, if you have finished stock-taking toward the end of January, launch your after-inventory sale right now, if you intend to hold one. If you have not finished stock-taking, get it done as soon as possible; and hold your sale immediately afterward.

After the middle of February, business usually begins to pick up, and the special sale is no longer necessary.

In February, considerable time and thought may very well be given to your plans for the spring trade. These plans should be worked out as early in the new year as possible. Here, again, you have spare time at your disposal to a greater extent than a little later in the winter.

See that your stock—on hand or ordered—is up to the mark. Every hardware dealer knows how hard it is sometimes to get orders filled. When business is rushing, as it is apt to be in

the spring months, it is often practically impossible to get just what you want when you want it; with the result that sales are lost for lack of the required goods. Order ahead—not too extensively, but intelligently.

In ordering, remember that you buy for one purpose—to sell. You should have some idea of how much of any given article your public will absorb. Your aim should be, while avoiding the pitfall of buying in quantity for a special price, to buy in sufficient quantity to meet all reasonable demands.

In February it may be worth while to try some outside canvassing. The hardware dealer, in the early part of the month at least, will not be apt to find his time fully occupied. It is quite possible to get out of the store for an hour or two every day, if not longer.

You can profitably spend this time getting in touch with prospects for paint, builders hardware and other lines. Get a line on any new building that may be planned for the coming season, get the names of owners, architects and builders, and canvass them now. Even if you don't make sales immediately, you will prepare the way for selling later on.

A tour of local factories should uncover some demand for tools, belting and paint. Quite often the local hardware dealer neglects this factory trade; yet with a little extra effort, and intelligent catering to its requirements, he can secure at least a part of it.

Some effort might very well be made to develop trade in repair work on old houses. There are numerous buildings in every community where new locks, window fasteners and similar articles are needed.

If time permits and road facilities are good enough, it might be worth while to make a few trips through the surrounding country. Canvass your rural customers for wire fencing, cream separators, and general hardware lines. If you can't reach them personally, use the rural telephone. This is a quiet season with the farmers generally, and, hence, a good time for you to talk business with them.

In these slack winter months, it is a mistake to sit down and wait for trade to come. Go out after the business. Most people in the cold weather will refuse to go shopping except for absolute essentials. Only by earnest personal effort, by outside canvassing, extra good newspaper advertising and window displays and additional effort behind the counter, can the hardware dealer offset this tendency on the part of customers.

Outside the immediate sales resulting from work of this kind, the personal canvass gets you in touch with a lot of customers and prospects; and it does so at a very good time, just before the spring trade opens up. The work you do now will help you later.

Now, also, is an excellent time to study possible improvements in your store layout and arrangements. Take time to look your store over with a critical eye. If you were a complete stranger to the store and the community, how would these fixtures and interior arrangements appeal to you?

Is the exterior woodwork faded, peeled and unsightly? Does that show window present that spick and span aspect essential in a good hardware window? Are your show cases and silent salesmen and counters and shelves arranged to the best advantage? Would some changes in these arrangements be advantageous and helpful in your appeal for spring trade?

Go over your entire store and then get to work on the task of rearrangement wherever you find it necessary.

It is quite possible to put too much money in improvements and fixtures. At the same time, it is also quite possible to make some very decided improvements at small cost. A new window to light up a dark corner is sometimes a mighty profitable investment. A little paint or varnish and a little elbow grease will materially improve the appearance of counters and shelves. This sort of work should be done now. To wait until the spring trade has started and then to attempt to make these improvements is a mistake. Get the work done when it will interfere as little as possible with business.

Even if you don't spend any money, it may be found good policy to alter your interior layout to some extent. People get used to the same old lay out, day after day. On the other hand, any change, however small, is noticed; and anything that makes the customer sit up and take notice is worth while.

Your window trims in February should receive careful attention. It may be quite true that the displays

won't pull much business. It is quite true that business is very hard to pull at this season. That is the reason you should inject into every display the utmost possible amount of pulling power.

When it comes to pulling, the window display is the best business-getter the merchant has. Though its cumulative results may not be as large as those accruing from systematic newspaper advertising, the window display will bring in more immediate results than any other form of publicity.

It will pay to put on your very best displays in February. You will have time to arrange good displays; and it will be a good opportunity to train yourself and your salespeople in the important knack of systematic, careful and effective window dressing. Study new ideas and combinations. Instead of just throwing things into the window any old way, study the elements in window display which make for effectiveness. If, on the other hand, you put together good displays but spend a lot of time on them, study short cuts that will enable you to get the same results with less time and effort.

February is a good month to make a strong onslaught on back accounts. If unpaid bills are allowed to run until the consumer comes in with his spring requirements, there will be more trouble than ever in securing settlements. And right now you can use the money to good advantage. Immediately after Christmas, customers will be retrenching after heavy Christ-

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

BROWN & SEHLER COMPANY

Automobile Tires and Tubes
Automobile Accessories
Garage Equipment
Radio Sets
Radio Equipment
Harness, Horse Collars

Farm Machinery and Garden Tools
Saddlery Hardware
Blankets, Robes
Sheep lined and
Blanket - Lined Coats
Leather Coats

GRAND RAPIDS, MICHIGAN

mas buying; but by February they will many of them be in a better position to settle back accounts. So go after them now, before they find other uses for their money.

Take time to work out your plans for spring business. Go over your prospect lists and eliminate those prospects who have left the community. Outline your spring advertising program. Near the end of the month fire the opening gun of your spring paint campaign. Prepare now for busier times in March and April.

Victor Lauriston.

Shall We Feed the Birds?

Grandville, Jan. 14—What is the world coming to?

United States mail carriers feeding starving sparrows along the public highway. Is it not enough to rouse the ire of that Michigan Legislature that placed a bounty on the head of the obnoxious and dangerous little feathered monster of our fields and forests?

We await the outcome with considerable interest. It seems that a benevolent society has taken an interest in the birds and rather than see them perish amid the snows of winter for want of food have interested Uncle Sam's rural route carriers to drop crumbs by the wayside that the only winter bird of Michigan may get through until spring alive.

The idea is a good one. Whoever conceived it had a heart and we understand that the carriers are responding willingly to the innovation. If the farmers and villagers as well as city residents give food to the birds during the winter we may expect many of them to come out alive in the spring.

I do not understand that our State has withdrawn its two cent bounty for dead sparrows. If it has not, then the United States is flying in the face of Michigan's criminal law, surely a daring thing to do.

However, in any event we trust the good fellows who carry the U. S. mail may continue the good work regardless. It would be an interesting sight to see a U. S. employe brought to book in a Michigan court for obstructing the law.

Although the sparrow bounty has produced wonderful results from the fact that men and boys have gunned to death ninety per cent. of our sparrows, there yet remain enough of them to start a new generation in years to come.

This of course if the war on bird life, more especially that of the sparrow, is suspended by law. It must be that by this time the fact that sparrows have been villainously maligned, and that all manner of feathered creatures have suffered in consequence, the people have come to learn how necessary to all prosperity is the bird life of our country.

Farmers are everywhere suffering from the diminution of bird life. Every business under the shine of the sun must necessarily suffer because of our unwise policy of destroying our best friends in nature.

The world would be a dreary waste without trees. It would be hard to find many people to advocate complete destruction of forests, even though much of this has been done by reckless, unthinking men.

We plant trees, why then should we not rear birds and care for their wants until the earth teems once more with myriads of songsters throughout the land. Poison sprays for insects have resulted because of bird destruction.

Again I say that the feeding of birds by U. S. mail carriers is altogether fitting under present conditions. It is

fine that these men who make daily trips across wide stretches of country are more than willing to spread food along their way for the starving birds.

There is no birdless nation in existence to-day. Where birds are not regarded human life cannot long exist. The battle against the bugs is something whose enormity puts to shame all the wars of the human race in the past and if we disregard the help of the birds we seal the fate of all the nations of the earth.

It has been estimated that more than two billion dollars per annum damage has resulted from the destruction due to bugs and worms all of which might have been avoided had our feathered friends been fostered instead of being slaughtered.

Common sense teaches the need for bird protection. Man's treatment of the lower animals has been a disgrace to human kind. A more merciless travesty on justice never existed than our treatment of the friendly little sparrow. Throughout long winter nights and days this little bird especially blessed by the Creator, has stood at our right hand aiding with musical chatter to help pass the gloom of the cold season.

God is not mocked. That which is termed sport when armies of men go forth every year to slay the animals of our fields and forests should be mentioned in plain terms as unrighteous slaughter of the innocents.

This Nation is in for a serious scourging unless it takes heed in time and shows a decent regard for animal and bird friends. Man is not omnipotent. He is in deadly peril when he arrogates omnipotent powers to himself.

Even so small an instance as this dropping crumbs by the wayside for the despised sparrow has its significance. We are all dependent for life, liberty and happiness to a higher power, and it is neither safe nor sane to spit in the face of that power.

The man who slew his last deer, an old hunter at that, and noted the pitiful human look in the animal's eyes as he, the executioner, drew his hunting knife across the deer's throat, was so touched at the incident that he wiped the blade on the wet grass and declared that he had killed his last deer.

However human the eyes of a deer, there are no nearer approach to divinity than in the lives of our bird population. Let them live. Old Timer.

Says Crops Can Learn To Withstand Cold.

A simple method for raising more fresh vegetables in freezing weather reported to the American Association for the advancement of Science to-day by Dr. R. B. Harvey of the Minnesota agricultural experimental station.

He has found that plants, like humans can become hardened to freezing, only more so, and that intermittent doses of cold weather are sufficient to harden plants "so that they may be frozen stiff without injury." This does not apply, he said, to tropical plants, which have lost the knack.

Oranges By the Box.

A grocer known that many people like to send oranges to friends puts them up in a box instead of the usual paper bag. The box holds one dozen oranges in two layers. During the holiday season he lined the box with white tissue paper and placed a small spring of holly on top of the top layer of oranges. The box was then wrapped in red paper and tied with a piece

of green sea island twine. The box and extra wrapping is more expensive than the usual bag but a higher price was asked for the package.

A Reminder Table.

A grocer set up a little round table, covered it with a white cloth, decorated it with holly, and labeled it "Special Dinner Reminder Table." On this he placed an assortment of fruit cake, plum pudding, celery, raisins, nuts, candy, jelly, spices, coffee, preserves, etc. Women seemed to frequently pause, look over the table, and check up to see if they had forgotten anything.

The Brand You Know by HART



Look for the Red Heart on the Can

LEE & CADY

Distributor

Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.
Grand Rapids.

SAGINAW BRICK CO.
Saginaw.



Capital and Surplus \$750,000.00
One of two national banks in Grand Rapids.

Member of the Federal Reserve System.

President, Gen. John H. Schouten
Vice President and Cashier,

Ned B. Alsover

Assistant Cashier, Fred H. Travis

400 Varieties Dahlias 100 Varieties Gladiolus

Field Grown Bulbs and Roots

Write for Catalog

SPRINGHILL FARM, A. T. Edison
R.F.D. No. 2, Grand Rapids, Mich.

NEW ERA LIFE ASSOCIATION Grand Rapids. SOUND COMPANY, SOUNDLY MANAGED BY SOUND MEN.

I. Van Westenbrugge
Grand Rapids - Muskegon
(SERVICE DISTRIBUTOR)

Nucoa

KRAFT K CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and
MUSTARD

OTHER SPECIALTIES

When you want good cheese
ASK FOR

KRAFT K CHEESE

FRIGIDAIRE

ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS



For Markets, Groceries and
Homes

Does an extra mans work

No more putting up ice

A small down payment puts this
equipment in for you

F. C. MATTHEWS
& CO.

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JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
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209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

News and Gossip Regarding Michigan Hotels.

Los Angeles, Jan. 24—Two weeks ago an air mail plane flying between Los Angeles and Salt Lake City disappeared and has never been heard from since. It may never be found and its loss may prove very embarrassing to several hotel men in this city due to the fact that a large number of checks and drafts which had been cashed for tourists, had been forwarded by this method of transmission to their Eastern correspondents. If the mail contents of the plane are never found, the banks claim they will not be responsible for losses unless the depositors can supply data which will enable them to identify each piece of negotiable paper to the extent of securing duplicates.

Some time ago I laid stress on the fact that too many hotels are careless in the matter of handling checks and drafts after having cashed them for the payee. Every hotel man should make a complete record of each piece of commercial paper so handled, showing the number, bank upon which it has been issued or bank issuing same, amount and a careful history of the entire transaction, so that in case of its being destroyed there will be some sort of data upon which a claim may be based. Banks will require repayment of all amounts from parties making deposits, because of the fact that, as a rule, their own records do not show data for the individual transactions. A few of my hotel friends—Ernie McLean, of the Park-American at Kalamazoo, was one of them—always kept this record, and it contained the information I have spoken of.

H. C. Runyan, South Haven, at the head of the Chicago and South Haven Transportation Co., has purchased the Plaza Hotel, Danville, Illinois, from Van Valkenberg Bros., and has appointed Chester C. Sweet, of South Haven, as manager of same. Mr. Runyan is well known to Michigan hotel operators, having been interested financially in several hotels in this State. I have no idea of what his plans are for the future, but it looks to me like the beginning of another hotel chain.

The latest example of the Americanization campaign in Europe is a proposition, already arranged for, to build a \$5,000,000 hotel in London, with 2,000 rooms, every one with bath. Everyone who has ever visited England or the continent knows that baths in hotels have been almost totally unknown, and have wondered why it is so. Now they will have an opportunity of discovering whether they are appreciated.

A great many hotel operators seem to think that just because the feeding end of their institution is a losing one they should be in a rush to dispose of it. I think this is a common error. Years ago no one ever looked upon an institution as a hotel unless it had a dining room, and, in fact, more compliments were paid to the latter than the ensemble. To be sure the ordinary dining room is not a source of great profit, but if it helps to make the hotel popular. Why not try to continue in the good work and study some plan whereby it will return a profit. A popular dining room is a real asset to any hotel, even though the margin of profit accruing therefrom is not as great as from room rentals.

Hotel operation is a problem often misunderstood by the patrons of same. The hotel of to-day certainly gives

more for the money than any quasi-public institution, or for that matter, any commercial one. The margin of profit is smaller than it was twenty years ago, even if the charges are somewhat higher. I often think the hotel man makes a mistake in not taking the public into his confidence by an educational course.

It is reported that E. N. Manning, who operated the Valley Inn, at Newaygo, is seriously ill at his home in Oak Park, Illinois. This news will be a matter of much regret to his former colleagues in the Michigan Hotel Association, of which he was formerly an active member.

The building program for 1930, of the Hotel Occidental organization, at Muskegon, has been announced by Edward R. Swett, its manager. The remainder of the building program calls for razing what is left of the old four-story structure on Western avenue and erecting a new eight-story building to conform in height and architecture to the sections already completed. The erection of a 77 room addition on Clay avenue was completed last year. Included in this addition were a new lobby, mezzanine floor, private dining rooms, ballroom, kitchen and boiler room. The proposed Western avenue portion of the building will be 198 feet long by 40 feet wide and will provide a new Western avenue entrance to the lobby to conform to the new entrance on Third street. It will also contain several floors of rooms, bachelor apartments and kitchenette apartments. At the annual meeting of the Occidental organization the old officials were re-elected, which means that the administration under the head of Mr. Swett will remain unchanged.

Charles T. Gratz, for some time connected with the Hotel Pantlind, has been appointed manager of the Surf Hotel, one of the large residential establishments in the fashionable zone of Chicago. Mr. Gratz was very active as a Greeter while in Grand Rapids, besides being popular with the traveling public.

John A. Cheira, owner of the Oriental Spa Hotel, Detroit, a charming bachelor establishment, and a live wire in hotel organizations, has been undergoing treatment at Battle Creek for a severe illness for some time, is now reported as improving slowly and his associates are elated over this information. Sid. Rothwell, assistant manager, formerly for many years with the Normandie Hotel, has had exclusive charge during Mr. Cheira's absence.

Hugh Whitwell, former proprietor of the LeClerc Hotel, at St. Ignace, has leased the Wisler Hotel, at Mancelona, one of the popular taverns in the Petoskey district, and will hereafter operate same.

B. C. Thomas, well known in Cincinnati, on account of his connection with the Parkview hotel in that city, has been appointed day clerk at Hotel Kerns, Lansing, by E. S. Richardson, proprietor of same.

E. L. Leland, manager of Warm Friend Tavern, Holland, has received many compliments over the artistic effect of his holiday decorations and his zeal in imparting a festive spirit to his very popular establishment. Vast quantities of holly, mistletoe and hundreds of incandescent lights were utilized in the decorations.

For one reason or another there has been a rather persistent campaign

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality" GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

The LaVerne Hotel

Moderately priced.

Rates \$1.50 up.

GEO. A. SOUTHERTON, Prop. BATTLE CREEK, MICHIGAN



Warm Friend Tavern

Holland, Mich.

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

E. L. LELAND, Mgr.



HOTEL BROWNING

Grand Rapids
Room & Bath \$2 to \$2.50. No Higher
Half Dollar Dinners 5:30 to 8 P. M.
Three Squares from Station.
Liberal Parking Space.

Columbia Hotel

KALAMAZOO

Good Place To Tie To

CHARLES RENNER HOTELS

Four Flags Hotel, Niles, Mich., in the picturesque St. Joseph Valley. Edgewater Club Hotel, St. Joseph, Mich., open from May to October. Both of these hotels are maintained on the high standard established by Mr. Renner.

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb —Location Admirable.

W. O. HOLDEN, Mgr.

HOTEL KERNS

LARGEST HOTEL IN LANSING

300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection. Rates \$1.50 up.

E. S. RICHARDSON, Proprietor

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City
Fireproof Construction
The only All New Hotel in the city.

Representing
a \$1,000,000 Investment.
250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.
RESTAURANT AND GRILL—
Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to
Especially Equipped Sample Rooms
WALTER J. HODGES,
Pres. and Gen. Mgr.

Wolverine Hotel

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.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon -:- Michigan

"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.

waged against coffee over a considerable period of years, and no better evidence of the hold which this particular beverage has on the public could be adduced than the fact that the sale of this most fragrant berry are constantly on the increase. The growers and distributors, while by no means alarmed over any possible defections from the ranks of coffee users, have nevertheless determined upon a Nation-wide advertising campaign to make this beverage even more popular with the public in the future than it has been in the past.

Speaking of coffee reminds me that in a great many of the cafes and restaurants out here, as well as dining car service, there is a tendency to offer patrons an additional cup of coffee gratuitously. It is a very friendly custom, and I presume is in the end quite profitable, especially as so many of the caterers are adopting the custom.

Hotel men in adjoining states are becoming much exercised over the activities of the several touring and resort associations operating in Michigan. They not only claim that it is having its effect on hotel business but is bringing new residents to the Wolverine State, enlisted from the ranks of tourists who have been brought there through the efforts of the various bureaus. Thus showing that the co-operation of the State and the various associations is bearing fruit.

The Adelaide Realty Company, Detroit, has taken over the operation of the LaSalle—formerly Savoy—Hotel in that city. This organization has a lien on the realty on which the hotel was constructed. The hotel proper seems to be in a complicated legal tangle, a receiver having recently been asked for. It was modernly built three or four years ago to cover a want that did not exist, sponsored by A. B. Riley, formerly of Hotel Bancroft, Saginaw. Mr. Riley operated it for a while, but discovered it was one of the Detroit establishments which was superfluous. Since he left it to assume the management of a St. Louis property, it has been in the limelight most of the time, on account of its tribulations. It, of course, should never have been built, but the investors are certainly making a gamey fight to place it on the map.

The old-fashioned institution, known as pumpkin pie, is said to lead in year-round sales, in the aggregate. Mother's mince pie carries off the ribbons during cold weather, but as an all-season attraction honest, good old pumpkin pie wins the sweepstakes. Another of those scientific statements which may or may not be authentic.

Frank S. Verbeck.

Traverse City, Jan. 28—Appointment of R. D. McFaddan of Chicago, Nationally known hotel executive, as manager of the New Park Place Hotel here, is announced by R. Floyd Clinch, Chicago capitalist who is building the hotel. Mr. McFaddan was president of the Hotel Greeters of America for two years and served a like term more recently as president of the North Shore Hotel Association of Chicago and Evanston. His hotel experience began in Nebraska twenty years ago, when he was state hotel commissioner and later president of the Nebraska Hotel Association. The nine-story Park Place Hotel will be completed about June 1.

John H. Gearhart, of Lansing in renewing his subscription says, "Your paper is improving with age. Long may you live."

Lease Obtained By Fraud Can Be Annulled.

Clare, Jan. 27—Some time ago I read in your Out Around a talk where you ran up against some oil men in Muskegon and you registered your opinion of those birds. Well, I have a case against some of their ilk which I feel sure you would like to know about, although it is really too bad to trouble such a busy, hard working man as yourself.

In the years 1928 and 1929 I spent considerable time in the Saginaw general hospital and underwent serious operations. At different times the surgeons sent me home to rest and build up and then go back for further treatment. Dec. 20, 1928, two of those lease hounds found entry to my room, where I sat in an invalid's chair in my bathrobe, and secured a lease on a block of my land containing 440 acres for ten years. They paid me nothing the first year and after that 50 cents per acre, payable quarterly in advance. My wife came in shortly and signed with me said lease. They said they had half a dozen strings of tools loaded a short distance away and that they would begin drilling on said land inside of two or three weeks. They said they were leasing for Benedum & Fres, oil producers of Pittsburgh, Pa. The lease was taken by a party named Johnson and for one named Harry E. Tope. I think I hear you ask, "Where was the fool killer?" Now please let that pass. I was a sick man, both bodily and mentally. You may ask why did Mrs. Dunlop sign the lease? She had no idea of my mental condition and, as in the past forty-three years which we have journeyed along together, she signed without making any protest, she having perfect faith in my ability to protect myself. All the above for \$1 paid down when lease was signed. When the first quarterly payment became due, \$55, it was sent to the bank here from a gas company in Fort Worth, Texas. I refused it and they have sent it back twice since. After I came back from the hospital, to which I went six days after making the lease, the same Mr. Johnson called on me and wanted to lease all the rest of my land in Clare county. Sometime during the last October a big gas well came in half a mile from my land in question and had there been no lease I could have taken a bonus of \$50 an acre and secured a lease that meant something to me. The one I signed said nothing about when drilling would be commenced. Some three months ago I went to an out-of-town lawyer and he assured me that he would soon smash those fellows up, but soon he forgot about it. I next tried the prosecuting attorney here and he seemed to be interested, but nothing doing so far. Here it is in a nutshell. The oil men can buy up everyone they come in contact with.

Dr. J. W. Dunlop.

Independent Grocer Sales Grow Faster Than Chain's.

The assertion that independent grocers are regaining their sales volume in the stiff competitive fight waged in recent years against chain stores, was the keynote of the twenty-fourth annual convention of the National Wholesale Grocers Association, recently held in Chicago.

For the first time since 1918, independent grocers showed sales gains equal to or greater than most chains; that of \$21,000,000,000 total sales volume through all retail channels, chains accounted for \$2,900,000,000; independents were credited with \$7,000,000,000; provision stores, \$3,600,000,000,

and restaurants, bakeries, confectioneries, drug stores, etc., \$7,500,000,000. There are only 57,000 chain store with an average volume of \$53,000, while there are 80,000 independents with a similar volume to say nothing of hundreds of thousands with less.

For every chain grocery store there is at least one independent with a larger volume—larger by \$15,000 per store. Emphasis was laid on the value of the 1930 Census of Distribution as a guide to wholesale grocers.

Panic Over Parrot Fever Uncalled For

Admitting that there is such a disease sometimes present in freshly imported parrots, but realizing that contraction of this ailment is practically unknown in human beings it seems rather absurd that so many strange illnesses and death should be so generally and unscientifically attributed to this disease, simply because a patient had previously come in contact with a parrot. Even if parrot fever were as contagious as stated by many lay writers, it should be born in mind that it is an intestinal trouble, and that the germs would probably have to be swallowed by a person in a weakened condition before even the remote possibility of contagion would arise.

Persons handling parrots, or any other live stock at any time whatsoever, should, of course, thoroughly cleanse their hands afterward as a sound sanitary measure. That unaffected pet birds should be sacrificed and entire families and neighborhoods become panicky as the result of the present agitation, seems to me uncalled for and unwise.

Sidelights on the Career of Martin Ryerson.

Martin Ryerson, a noted character in the early history of the Grand River valley, in the year 1834, poor in purse, but hopeful of finding employment and fortune, started for Michigan. He was born in Patterson, N. J., in 1818, too late to serve his country in the war with Great Britain in 1812. Soon after his arrival in Grand Rapids Ryerson entered the service of Richard Godfrey, an enterprising young man who was ever ready to engage in the prosecution of plans devised for the development of the natural resources of the region. Ryerson was put in charge of a gang of choppers and teamsters to open a public highway between Grand Rapids and Ravenna.

Ryerson and a daughter of Antoine Campau, of Grand Rapids, were married a year or two later and moved to Muskegon, where he eventually engaged in the business of cutting down trees and converting them into lumber. Mr. Ryerson became the senior partner in the firm of Ryerson, Hills & Co., which operated mills, logging camps and shipping on an extensive scale. The firm was composed of Mr. Ryerson, Charles T. Hills, a Kent county man, H. H. Getty, of Chicago, and Robert W. Morris, who had charge of the firm's camps. Ryerson accumulated a fortune that eventually, upon the death of his father, became an inheritance of Martin A. Ryerson, at present a millionaire of Chicago. Mr. Hills became prominent in the busi-

ness and social life of Muskegon and is now remembered for the generous nature of his support of local charities and for the handsome temple he erected and presented to the Masonic fraternity. Upon the dissolution of the firm, about 1870, Mr. Morris purchased the Gilbert property of twenty-five acres located on Cherry and Wealthy streets, College and Madison avenues, and moved his family to Grand Rapids. He died a few years later.

Martin A. Ryerson, born in the Campau home, which was located on what is now known as Campau Park, on South Division avenue, presented that property to the city of Grand Rapids about thirty years ago. He also caused the Ryerson Public Library to be erected and deeded to the municipality free of charge.

As an instance of the privations and hardships endured by early settlers, the following is of interest: In September, 1839, Mr. Ryerson started from Muskegon on foot through the woods for Grand Rapids, where he would attend an "Indian payment." The ordinary route at that time was along the beach of Lake Michigan to Grand Haven, thence up Grand River, but Ryerson took the Ravenna route, although the country was a wilderness with no roads or settlements. He kept his course with the aid of a pocket compass, crossed Crockery Creek and stopped for the night ten miles East of Ravenna, where he made a brush tent, built a fire and roasted a coon which he had caught and made his supper from it without salt or water and slept soundly on the brush bed. The remainder of the coon served for his breakfast. He arrived at Grand Rapids a few hours later, not feeling fatigued.

Arthur Scott White.

Many Thanks.

Oscoda, Jan. 25—I am one of your many subscribers to the Tradesman and assure you that I am heartily in accord with your fight for us merchants against the chain stores. I especially enjoy the Realm of Rascality and am always on the lookout for any crooked salesman you have warned us against and know that you have saved me much money and trouble.

I am enclosing \$3 and wish you to send my father, Mr. H. Immerman, of Bay City, the Tradesman for one year. He is also a merchant and will appreciate the paper.

E. M. Immerman.

Apples Now Sold in Dozen Packages.

Small apartments and modern living customs have doomed the family apple barrel. To meet the needs of the day, growers of "Jim Hill" apples in Wenatchee, Wash., have devised a new distribution system. These apples are now packed in small pasteboard boxes, each containing twelve apples, all wrapped in tissue with the Jim Hill trade-mark.

D. L. Wransky, dealer in groceries at 1036 Barlow, Traverse City, writes the Tradesman, "I have never regretted taking the Tradesman, so I cheerfully mail the \$3."

L. V. Mulholland, dealer in drugs at Sand Lake, renews his subscription to the Tradesman and writes: "You bet, glad to pay this one."

DRUGS

Michigan Board of Pharmacy.
President—J. Edward Richardson, Detroit.
Vice-Pres.—Orville Hox'e, 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, Croswell.
Treasurer—P. W. Harding, Yale.

New Cloth On An Old Garment.

The performing of the function of dispensing by the physician and that of prescribing by the pharmacist constitutes two questions which, like the pot and kettle, have one point in common: each concerns itself with the exploitation by the less differentiated members of one profession, of the prerogative of the other.

The choice of either of these two subjects as a theme for consideration is usually inversely appropriate so far the group to which the discussion is addressed is concerned. Rather it serves as a smoke screen behind which one profession seeks to cover its own unwisdom by exhibiting the inexpediences of the other.

The writer realizes that in the choice of his theme he, too, seems in danger of falling in the same pit: that of attacking the prerogative of another profession—of attempting to cast the mote from the eye of that profession while the beam is in that of his own. For this reason he desires to make it clear at the outset that his discussion will not primarily concern itself with the prerogatives of another profession, but rather with what he considers to be a mistaken attitude of his own profession toward it.

Supplanting as it does the public service which pharmacy has to offer, and even eliminating the very reason for its existence, the dispensing of his remedies by the physician is deprecated by pharmacy with all the power at its command. Unfortunately its motive is discounted because it protest places undue emphasis upon its own interests instead of a comprehensive consideration of the problem as a whole. In emphasizing its own interests it falls into the error of lack of tact and judgment:

it advances argument: urging injustice (to itself); it favors force: suggesting cutting off the dispensers' supply; it contemplates competition: by counter prescribing — inexpedient because it will not convince; impolitic because it will only destroy all possible chance for co-operation so essential to the success of both professions; immoral because two wrongs never make one right. As rational are these methods as would be an attempt to place the power plants above Niagara Falls and attempt to generate power by changing the direction of the stream so as to flow from Ontario to Erie.

If, instead of considering the question from the narrow viewpoint of our own interests, we would include the interests of the public and the physician, we might contribute something which would enable the latter at least to come to a conclusion more nearly correct than he could in considering his own case. A principle well recognized in medical practice. With this object in view let us consider what is the effect of this practice on his interests.

First, what is the direct effect on the physician's income through its influence on his professional status?

It must, of course, be conceded that the purchase of supplies and their resale constitute merchandising and, so far as loss or gain is concerned, is subject to the laws of merchandising whether engaged in by professional men or laymen. Extensive research has shown that when there is a normal volume, merchandise selling for \$1 and costing 60c just about carries itself. When the patronage comes from only one source, as in the case of the physician selling his own merchandise, the volume would probably be below normal and the expense rate of overhead would be higher. While the overhead of a dispensing physician is not identical with that of a merchant, the subtle leaks which eat up profits are perhaps as many and as serious. He is less careful in measuring out the amount he intends to dispense; his loss from neglecting to charge is probably greater; he has more cases where he gives out medicine with no intent of charging; according to common reports he collects only half his charge accounts, which include supplies furnished for which he has to pay. All

this, with the further consideration of his limited volume, makes serious inroads on his profits. Allowing even 80 per cent. gross, while the merchant only expects 40 per cent., these leaks would cut his profits to a maximum of 20 per cent., which on a 50-cent prescription amounts to 10 cents!

Thus, like the man with the muck rake in Bunyan's Pilgrim Progress, his eyes are on the ground seeking a stray nickel or dime or possibly even two bits, while his more professional brother looks up and sees the crown of a dignified professional practice above his head with the confidence, respect and esteem of a growing clientele and the enhanced fees that go with it.

Can anyone conceive that this ten cents pays for the loss in professional dignity and prestige, or that the conservation and development of that prestige would not be reflected in fees many times that amount?

But someone says it solves the problem of refill and circulation of prescriptions. Here again what is really an opportunity is decried as an evil. He that soweth sparingly shall also reap sparingly. Granted that these two customs can be carried to such excess as to constitute a serious abuse, it can, nevertheless, with tact on the part of the physician at the time of consultation, by gaining the consent rather than arousing the antagonism of the patient, be kept within reasonable bounds.

If, when the patient sits before him to receive the advice for which he is paying, the physician at that time instead of discrediting his own prescription by affecting that sublime indifference assumed and considered by some a mark of distinction—indifferent with reference to giving direction as to when, how often and by whom it is to be prepared, as well as other details—if at that time I say, the physician would discuss these details, his advice will be listened to with eager interest and regarded in most cases scrupulously because they constitute the visible element of the service that he is paying for.

By so doing the physician can have matters quite within his control and that is the time and place to get control. The time when to attempt to get control is most inexpedient is when the uninstructed patient with his mind

made up that he wants to refill approaches the pharmacist requesting pharmaceutical service, and instead the latter presumes to give unsolicited advice—free gratis for nothing—on the unwisdom of his request.

Little wonder that even the mind not given to suspicion is surprised at the pharmacist's refusal to render the service asked for, especially when the physician himself had suggested no caution. And all the argument and tact the pharmacist can command is not sufficient to lower the elevated eyebrows of the patient, which is the mildest form of demonstration that we who are pharmacists encounter in these cases.

This is not an argument for nor a plea on behalf of the pharmacist for indiscriminate refilling or circulation of prescriptions—he has no interest in that at all. A new prescription means as much to him as a refill and more than a bottle of patent medicine. His interests are identical with those of the physician: to keep the patient out of the patent medicine column and retain his good will. His problem of retaining the latter is subjected to two hazards, it is contingent not only on making his own methods acceptable but that the policy of the physician be acceptable also. He loses out if the patient is dissatisfied with either himself, the physician, or both.

It is a positive fact that the public can not long be forced to buy service that it does not want. Making it difficult for a patient to get a prescription refilled when he has made up his mind he wants it does not make him friendly to his doctor nor will it in the long run increase his business with him; the pay patient will treat elsewhere.

The circulation of his prescription among friends, too, is not an unmixed evil but an opportunity if the doctor has the vision to see it. Firms like Parke, Davis & Co., Winthrop, Metz, and all the rest, who are not in business for philanthropy, all give away medicine representing vast sums of money. They know that unless they cast their bread upon the waters it will not come back to them. Their knowledge of the existence of a host eager for free goods does not affect their policy. When they give samples of expensive remedies to physicians that they in turn may give or sell to



**GRAND RAPIDS
STORE EQUIPMENT
CORPORATION**
GRAND RAPIDS - MICHIGAN

**GRAND RAPIDS
SHOWCASE CO.**



**WELCH-WILMARTH
CORPORATION**

**DRUG
STORE
PLANNING**
*Recommendations to fit
individual conditions.*

**DRUG STORE
FIXTURES**
*Planned to make every
foot of store into
sales space.*

their patients, they are not in competition with themselves, they are not killing business, they are creating it. They are acquainting the physician with a remedy so that when he sees the effects and later on meets a similar case, he will prescribe it; similarly, if and when a patient gives the prescription written for him to a friend who never consulted his physician and had no intention of doing so, and who receives benefit therefrom, the physician has received an introduction to that patient; perhaps taken him out of his patent medicine column and made a potential patron out of him. He has received without cost that which the mercantile firms mentioned above pay vast sums for and consider it money well invested. This opportunity for new contacts is closed to the man who issues no prescription and the opportunity for retaining and developing good will is annihilated, i. e., sacrificed for nothing by one attempting to prevent the privilege of refilling.

But, unfavorable as is the direct effect upon his income, the indirect effect through the lowering of his professional status is even more serious, for, while dispensing medicine the normal function of the pharmacist makes him more than a merchant and elevates his status, dispensing makes the physician more nearly a merchant and lowers him. Not only that, but the double role of professional advisor for his client and that of merchant selling goods in his own behalf involve interests mutually antagonistic to each other, it is an attempt at the impossible—of a man serving two masters. For how can he hear the voice of judgment demanding that which he as the merchant cannot supply, or how can he hear its protest against supplying that which yields him as merchant a good return instead of that which is best

for his client? With the lowering of his professional status on the one hand, and the insidious undermining of his efficiency on the other, little wonder that the men who have risen to professional leadership are the ones who have refused to listen to the song of the siren who transforms them into what is neither professional nor mercantile. To paraphrase the motto of our state, if you would see who are the successful practitioners, look around you.

In his address as chairman of the Section of Ophthalmology of the American Medical Association, Dr. Walter B. Lancaster, citing the cleavage between the practice of dentistry and that of medicine, showed how a well defined ethical relationship between the two professions thus formed was established. Applying this development to the present status of the optician or optometrist, he discussed the possibility and urged the adoption of standards for the optician and optometrist to the end that, and to the point where, it could take its place as a profession and be recognized as such, establishing ethical relationships when as yet no such relationship exists, just as dentistry had done.

Now pharmacy as such has long been recognized as a profession and well defined ethical relationships are in an advanced stage of development. There are, of course, and always will be those in both professions who will ignore any personal responsibility in the matter. But, on the other hand, the leaders in both professions recognize the much broader scope of the relationship between medicine and either of the two professions mentioned above, affecting as it does not merely a limited specialty, but the entire range of medical practice. They recognize

(Continued on page 31)

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	Benzoin	@2 25
Boric (Xtal)	9 1/2 @ 20	Elaeagnus	4 00@4 25	Benzoin 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.	08 @ 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	Myrrh	@2 52
		Olive, Malaga,	3 00@3 50	Nux Vomica	@1 80
		yellow	3 00@3 50	Opium	@5 40
Balsams		Olive, Malaga,	2 85@3 25	Opium, Camp.	@1 44
Copaiba	1 00@1 25	Orange, Sweet	6 00@6 25	Opium, Deodor'd	@5 40
Flr (Canada)	2 75@3 00	Origanum, pure	@2 50	Rhubarb	@1 92
Flr (Oregon)	65@1 00	Origanum, com'l	1 00@1 20		
Peru	3 25@3 50	Pennyroyal	3 00@3 25	Paints	
Tolu	2 00@2 25	Peppermint	5 50@5 75	Lead, red dry	14 1/2 @14 1/2
		Rose, pure	13 50@14 00	Lead, white dry	14 1/2 @14 1/2
		Rosemary Flows	1 25@1 50	Lead, white oil	14 1/2 @14 1/2
		Sandelwood, E.	11 50@11 75	Ochre, yellow bbl.	@ 2 1/2
		Sassafras, true	1 75@2 00	Ochre, yellow less	@ 3 1/2
		Sassafras, art'l	75@1 00	Red Venet'n Am.	3 1/2 @ 7
		Spearment	7 00@7 25	Red Venet'n Eng.	@ 8
		Sperm	1 50@1 75	Putty	@ 5 1/2
Berries		Tany	7 00@7 25	Whiting, bbl	@ 4 1/2
Cubeb	@ 90	Tar USP	65@ 75	Whiting	5 1/2 @10
Flsh	@ 25	Turpentine, bbl.	@ 84	L. H. P. Prep.	2 80@3 00
Juniper	10 @ 20	Turpentine, less	71 @ 81	Rogers Prep.	2 80@3 00
Prickly Ash	@ 75	Wintergreen,	6 00@6 25		
		leaf	6 00@6 25	Miscellaneous	
Extracts		Wintergreen, sweet	3 00@3 25	Acetanand	57 @ 75
Licorice	60 @ 65	Wintergreen, art	75@1 00	Alum	06 @ 12
Licorice, powd.	60 @ 70	Worm Seed	4 50@4 75	alum, powd and	09 @ 15
		Wormwood, oz.	@ 2 00	Bismuth, Subni-	2 25@2 52
				trate	
Flowers				Borax xtal or	05 @ 13
Arnica	1 50@1 60	Potassium		powdered	
Chamomile Ged.)	@ 50	Bicarbonate	35 @ 40	Cantharides, po.	1 25@2 00
Chamomile Rom.	@1 00	Bichromate	15 @ 25	Calome	4 1/2 @ 5 1/2
		Bromide	69 @ 85	Capsicum, pow d	62 @ 70
Gums		Bromide	54 @ 71	Carbame	30 @ 30
Acacia, 1st	50 @ 55	Chlorate, gran'd	21 @ 23	Cassia Buds	30 @ 40
Acacia, 2nd	45 @ 50	Chlorate, powd.	16 @ 28	Cloves	40 @ 50
Acacia, Sorts	35 @ 40	or Xtal	17 @ 24	Guaiac Prepared	14 @ 16
Acacia, Powdered	40 @ 50	Cyanide	30 @ 30	Chloroform	49 @ 56
Aloes (Barb Pow)	32 @ 40	Iodide	4 06@4 28	Choral Hydrate	1 20@1 50
Aloes (Cape Pow)	25 @ 35	Permanganate	22 1/2 @ 35	Cocaine	12 50@13 00
Aloes (Soc. Pow.)	75 @ 80	Prussiate, yellow	35 @ 45	Cocoa Butter	06 @ 30
Asafoetida	50 @ 60	Prussiate, red	@ 70	Cogas, 1st, less	30-10 to
Pow.	90 @ 100	sulphate	35 @ 40	40-10 to	
Camphor	87 @ 95			Copperas	05 @ 10
Guaiac	@ 60	Roots		Copperas, Powd.	04 @ 10
Guaiac, pow d	@ 70	Alkanet	30 @ 35	Corrosive Subm	2 25@2 30
Kino	@ 120	Blood, powdered	40 @ 45	Cream Tartar	30 @ 35
Kino, powdered	@ 125	Calamus	35 @ 85	Cuttle bone	40 @ 50
Myrrh	@ 15	Elecampane, pwd.	25 @ 30	Fezzine	04 @ 15
Myrrh, powdered	@ 15	Gentian, powd.	20 @ 30	Jovers Powder	4 00@4 50
Opium, powd.	21 00@21 50	Ginger, African,	30 @ 35	Emery, All Nos.	10 @ 15
Opium, gran.	21 00@21 50	powdered	30 @ 35	Emery, Powdered	@ 15
Shellac	65 @ 80	Ginger, Jamaica,	60 @ 65	Epsom Salts, bbls.	@ 03 1/2
Shellac	75 @ 90	powdered	45 @ 60	Epsom Salts, less 3 1/2	@ 10
Tragacanth, pow.	@ 175	Ginger, Jamaica,	60 @ 65	Epsom Salts, less 3 1/2	@ 10
Tragacanth	2 00@2 35	powdered	45 @ 60	Bigot, powdered	@ 4 00
Turpentine	@ 30	Goldenseal, pow.	6 00@6 50	Flake, White	15 @ 20
		Ipecac, powd.	5 50@6 00	Formaldehyde, lb.	13 @ 35
		Licorice	35 @ 40	Gelatine	80 @ 90
Insecticides		Licorice, powd.	20 @ 30	Glassware, less 55%	
Arsenic	08 @ 20	Orris, powdered	45 @ 50	Glassware, full case 60%.	
Blue Vitriol, bbl.	@ 08	Poke, powdered	35 @ 40	Glauber Salts, bbl.	@ 02 1/2
Blue Vitriol, less	09 1/2 @ 17	Rhubarb, powd.	@ 1 00	Glauber Salts less 04 @ 10	
Bordea. Mix Dry	12 @ 26	Rosinwood, powd.	@ 50	Glue, Brown	20 @ 30
Hellebore, White	15 @ 25	Sarsaparilla, Hond.	@ 1 00	Glue, Brown Grd	16 @ 22
powdered	15 @ 25	ground	@ 1 10	Glue, White	27 1/2 @ 35
Insect Powder	47 1/2 @ 60	Sarsaparilla, Mexic.	@ 60	Glue, white grd.	25 @ 35
Lead Arsenate Po.	13 1/2 @ 20	Squills	35 @ 40	Glycerine	19 @ 40
Lime and Sulphur	24 @ 42	Squills, powdered	70 @ 80	Hops	75 @ 95
Dry	08 @ 22	Tumeric, powd.	20 @ 25	iodine	6 45@7 00
Paris Green	24 @ 42	Valerian, powd.	@ 1 00	iodoform	8 00@8 30
				Lead Acetate	20 @ 30
Leaves				face, powdered	@ 1 50
Buchu	@1 05	Seeds		face, powdered	@ 1 60
Buchu, powdered	@1 10	Anise	@ 35	Menthol	8 00@9 00
Sage, Bulk	25 @ 30	Anise, powdered	35 @ 40	Morphine	13 58@14 33
Sage, 1/4 loose	@ 40	Bird, Is	13 @ 17	Nux Vomica	@ 30
Sage, powdered	@ 35	Canary	10 @ 16	Nux Vomica, pow.	15 @ 25
Senna, Alex.	50 @ 75	Caraway, Po.	30 @ 35	Pepper, black, pow	57 @ 70
Senna, Tinn. pow.	30 @ 35	Cardamon	2 50@2 75	Pepper, White, pw.	57 @ 70
Uva Ursi	20 @ 25	Coriander pow.	40 @ 25	Pitch, Burgundy	20 @ 25
		Dill	15 @ 20	Quassia	12 @ 15
Oils		Fennel	35 @ 50	Quinine, 5 oz. cans	@ 60
Almonds, Bitter,	7 50@7 75	Flax	9 1/2 @ 15	Rochelle Salts	23 @ 35
Almonds, Bitter,	3 00@3 25	Flax, ground	9 1/2 @ 15	Sacharine	3 60@3 75
Almonds, Sweet,	1 50@1 80	Foenugreek, pwd.	15 @ 25	Salt Peter	11 @ 22
Almonds, Sweet,	1 00@1 25	Hemp	8 @ 15	Selditz Mixture	30 @ 40
Amber, crude	1 00@1 25	Lobelia, powd.	@ 1 60	Soap, green	15 @ 30
Amber, rectified	1 50@1 75	Mustard, yellow	17 @ 25	Soap mott cast	@ 25
Anise	1 50@1 80	Mustard, black	20 @ 25	Soap, white Castile,	@ 15 00
Bergamont	6 50@7 00	Poppy	15 @ 30	case	
Cajeput	2 00@2 25	Quince	1 25@1 50	Soap, white Castile	@ 1 60
Cassia	3 00@3 25	Sabadilla	45 @ 50	Soda Ash	3 @ 10
Castor	1 55@1 80	Sunflower	12 @ 13	Soda Bicarbonate	3 1/2 @ 10
Cedar Leaf	2 00@2 25	Worm, American	30 @ 40	Soda, Sal	02 1/2 @ 08
Citronella	75 @ 1 00	Worm, Levant	6 50@7 00	Spirits Camphor	@ 1 20
Cloves	4 00@4 25			Sulphur, roll	@ 4 11
Cocunut	27 1/2 @ 35	Tinctures		Sulphur, Subl.	4 1/2 @ 10
Cod Liver	1 40@2 00	Aconite	@1 80	Tamarinds	20 @ 25
Croton	3 00@3 25	Aloes	@1 56	Tartar Emetic	70 @ 75
		Acafoetida	@2 28	Turpentine, Ven.	50 @ 75
		Arnica	@1 50	Vanilla Ex. pure	1 50@2 00
				Vanilla Ex. pure 2	25@2 50
				Zino Sulphate	06 @ 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

DECLINED

Gallon Olives
Quaker Milk

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, 6 oz., doz.	2 50
Royal, 12 oz., doz.	4 95
Royal, 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

Per case	
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

BLUING

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	18
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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 Bis., 36s	3 85
Shred. Wheat Bis., 72s	1 70
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
Potted Meat, 1/2 Libby	52
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Qua.	85
Potted Ham, Gen.	1 45
Vienna Saus., No. 1	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 25

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED FRUIT

Apples, No. 10	5 00@5 50
Apple Sauce, No. 10	7 50
Apricots, No. 2 1/2	3 40@3 90
Apricots, No. 10	8 50@11 50
Blackberries, No. 10	8 50
Blueberries, No. 10	15 00
Cherries, No. 8	3 25
Cherries, R.A., No. 2 1/2	4 30
Cherries, No. 10	12 00
Peaches, No. 10	7 20
Peaches, No. 2 1/2	2 20
Peaches, 2 1/2 Cal.	3 10
Peaches, 10, Cal.	10 40
Pineapple, 1 sli.	1 60
Pineapple, 2 sli.	2 65
P'apple, 2 br. sli.	2 60
P'apple, 2 1/2, sli.	3 50
P'apple, 2 cru.	3 00
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
Sasimon, Pink, Alaska	2 10
Sardines, Im., 1/4, ea.	10@22
Sardines, Im., 1/4, ea.	25
Sardines, Cal.	1 35@2 25
Tuna, 1/2, Curtis, doz.	2 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, 2 oz., Qua., sli.	1 35
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, 1/4s	2 20
Deviled Ham, 1/2s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Qua.	85
Potted Ham, Gen.	1 45
Vienna Saus., No. 1	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 25

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 VEGETABLES

Asparagus

No. 1, Green tips	3 75
No. 2 1/2, Large Green	4 50
W. Beans, cut 2 1/2	2 25
W. Beans, 10	8 00
Green Beans, 2s	1 65@2 25
Green Beans, 10s	7 00
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.	2 1 40
Corn, No. 2, Fan.	1 80@2 35
Corn, No. 10	8 00@10 75
Hominy, No. 3	1 10
Okra, No. 2, whole	2 15
Okra, No. 2, cut	1 75
Mushrooms, Hotels	32
Mushrooms, Choice, 8 oz.	35
Mushrooms, Sur Extra	50
Peas, No. 2, E. J.	1 35
Peas, No. 2, Sift.	1 85
June	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
Swt. Potatoes, No. 2 1/2	1 27
Sauerkraut, No. 3	1 45@1 75
Succotash, No. 2	1 65@2 50
Succotash, No. 2, glass	2 80
Spinach, No. 1	1 25
Spinach, No. 2	1 60@1 90
Spinach, No. 3	2 25@2 50
Spinach, No. 10	6 50@7 00
Tomatoes, No. 2	1 60
Tomatoes, No. 3	2 25
Tomatoes, No. 10	7 00

Bar Goods	
Mich. Sugar Ca., 24, 5c	75
Pal O Mine, 24, 5c	75
Malty Milkies, 24, 5c	75
Lemon Rolls	75
Tru Luv, 24, 5c	75
No-Nut, 24, 5c	75

CATSUP

Beech-Nut, small	1 65
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 50
Sniders, 16 oz.	2 35
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 90
Quaker, Gallon Glass	12 50
Quaker, Gallon Tin	8 50

CHILI SAUCE

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

OYSTER COCKTAIL

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

CHEESE

Roquefort	45
Kraft, small items	1 65
Kraft, small tins	1 65
Pimento, small tins	1 65
Roquefort, sm. tins	2 25
Camembert, sm. tins	2 25
Wisconsin Daisy	24
Wisconsin Flat	34
New York June	42
Sap Sago	31
Brick	31

CHEWING GUM

Adams Black Jack	65
Adams Blackberry	65
Adams Dentyn	65
Adams Calif. Fruit	65
Adams Sen Sen	65
Beeman's Peppin	65
Beechnut Wintergreen	65
Beechnut Peppermint	65
Beechnut Spearmint	65
Doublemint	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Juicy Fruit	65
Kringle's P-K	65
Zeno	65
Teaberry	65

COCOA



Droste's Dutch, 1 lb.	8 50
Droste's Dutch, 1/2 lb.	4 50
Droste's Dutch, 1/4 lb.	2 35
Droste's Dutch, 5 lb.	60
Chocolate Apples	4 50
Pastelles, No. 1	12 60
Pastelles, 1/2 lb.	6 60
Pains De Cafe	3 00
Droste's Bars, 1 doz.	2 00
Deift Pastelles	2 15
1 lb. Rose Tin Bon	13 00
Bons	9 00
7 oz. Rose Tin Bon	13 20
13 oz. Creme De Caraque	10 80
12 oz. Rosaces	7 80
1/2 lb. Rosaces	3 40
1/4 lb. Pastelles	3 40
Langues De Chats	4 80

CHOCOLATE

Baker, Caracas, 1/4s	37
Baker, Caracas, 1/4s	35

CLOTHES LINE

Femp, 50 ft.	2 00@2 25
Twisted Cotton, 50 ft.	3 50@4 00
Braided, 50 ft.	2 25
Sash Cord	3 50@4 00

COFFEE ROASTED

Worden Grocer Co. 1 lb. Package	
Melrose	30
Liberty	18
Quaker	33

Nedrow	32
Morton House	40
Reno	31
Royal Club	27

McLaughlin's Kept-Fresh



Coffee Extracts

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

CONDENSED MILK

Leader, 4 doz.	7 00
Eagle, 4 doz.	9 00

MILK COMPOUND

Hebe, Tall, 4 doz.	4 50
Hebe, Baby, 8 doz.	4 40
Carolene, Tall, 4 doz.	3 80
Carolene, Baby	3 50

EVAPORATED MILK

Quaker, Tall, 4 doz.	3 90
Quaker, Baby, 2 doz.	3 80
Quaker, Gallon, 1/2 doz.	3 80
Carnation, Tall, 4 doz.	4 30
Carnation, Baby, 3 dz.	4 20
Oatman's Dundee, Tall	4 30
Oatman's D'dee, Baby	4 20
Every Day, Tall	4 20
Every Day, Baby	4 20
Pet, Tall	4 30
Pet, Baby, 8 oz.	4 20
Borden's Tall	4 30
Borden's Baby	4 20

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 Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 00
*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
Walnuts Burdo	60

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, Pla.	1 80
5 Gal. Kegs, each	7 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 35
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 50

PARIS GREEN

1/2s	34
1s	22
2s and 5s	30

PEANUT BUTTER



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

PETROLEUM PRODUCTS

From Tank Wagon	
Red Crown Gasoline	19.7
Red Crown Ethyl	22.7
Solite Gasoline	22.7

In Iron Barrels

Perfection Kerosine	14.6
Gas Machine Gasoline	33.1
V. M. & P. Naphtha	18.8

ISO-VIS MOTOR OILS

In Iron Barrels

Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



Iron Barrels

Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "T"	65.1
Transmission Oil	65.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 30
Parowax, 100 lb.	3.3
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 Picked	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
Tornado, 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 St's & H's 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
Sparrs	16
Neck bones	07
Trimnings	13

PROVISIONS

Barreled Pork	
Clear Back	25 00@23 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 1/4
50 lb. tubs advance	1 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 @25
Boiled Hams	@36
Mixed Hams	@19
Bacon 4/6 Cert.	24 @30

Beef

Boneless, rump 23 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
12 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, 280 lb. bbl.	24
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 00

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	4 20
Big Jack, 60s	4 75
Fels Naptha, 100 box	5 50
Flake White, 10 box	4 20
Grdma 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



80 can cases, \$4.80 per case

WASHING POWDERS

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

Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	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
Sapallo, 3 doz.	3 15
Sapoline, 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

SPICES

Whole Spices

Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@29
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochin	@25
Mace, Penang	1 39
Mixed, No. 1	@32
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70@90	@59
Nutmegs, 105-110	@59
Pepper, Black	@46

Pure Ground in Bulk

Allspice, Jamaica	@35
Cloves, Zanzibar	@46
Cassia, Canton	@28
Ginger, Corkin	@35
Mustard	@32
Mace, Penang	1 39
Pepper, Black	@55
Nutmegs	@59
Pepper, White	@80
Pepper, Cayenne	@37
Paprika, Spanish	@45

Seasoning

Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35
Ponelly, 3½ oz.	3 25
Kitchen Bouquet	4 50
Laurel Leaves	20
Marjoram, 1 oz.	95
Savory, 1 oz.	95
Thyme, 1 oz.	95
Tumeric 2½ oz.	95

Grant, the Greatest American General.

Grandville, Jan. 28—It is difficult to say what might have been the termination of the war for the Union had there been no Galena tanner to come to the rescue at the darkest hour of that civil conflict. Scores of generals had tried out the problem in the East and failed.

After Fort Donelson and Vicksburg had fallen in the West before the splendid generalship of U. S. Grant, that worthy officer was called to the command of the Army of the Potomac by the President, and soon after taking command he crossed the Rapidan on his way to Richmond.

"I propose to fight it out on this line if it takes all summer," was an announcement of the sturdy Grant which electrified the country which had become discouraged at the non-success of McClellan, Burnside, Hooker and others.

When Grant demanded the surrender of Vicksburg, the rebel Pemberton asked what terms he could expect. He received this laconic reply: "The only terms are unconditional surrender. I propose to move immediately upon your works."

This was a new voice in the wilderness of our misfortunes. To understand Grant's greatness we have but to recall that at the outbreak of the war he entered the service as captain of a company, that he worked his way in two years' time from this lowly position to become a major general.

When all seemed lost in the East President Lincoln called Grant to take supreme command, which he did, and in the end won out, whipping the much-lauded General Lee from start to finish. The Confederate commander was outgeneraled at every turn. On surrendering to Grant at Appomattox the colorful Lee appeared in splendid, untarnished uniform, while modest U. S. Grant wore his field clothes, much stained by use on the battle field.

Speaking of great generals it is idle to place the defeated Lee as before General Grant. Lee fought to destroy his country, Grant to preserve it. Which man's motive was the more pure and unadulterated? Why Lee has been so highly rated by American writers is a puzzle to the ordinary citizen who has read history.

And now comes an unexpected witness to corroborate the facts of history, no less a personage than a British colonel who has written a book entitled "The Generalship of Ulysses S. Grant." In that book he lauds Grant as "the greatest strategist of his age, of the war, and consequently its greatest general."

Such language from a foreign source and from a man whose country was our enemy in time of civil war, ought to carry considerable weight. It certainly puts to shame the apologists of General Lee and gives Americans something to think about.

Pause long enough to look the field over and purge yourself of all partisanship. A great four year war, in which were engaged millions of armed men, was calculated to bring out the military genius, if there was such, in either army.

Those who were great at the start—generals of other wars—held the spotlight for weeks and months while the real hero of the conflict went forth from an humble Illinois shop as a mere captain. Yet he who was thus low down in the scale of military glory worked his way up, climbing the heights until he finally became commander-in-chief under the President of an army of nearly two million soldiers.

Could it be anything but genius that set a man to the front in this manner? Then why should Americans attempt

to belittle the splendid achievements of U. S. Grant and laud his inferior who was completely baffled at every point and finally compelled to surrender?

There is a class of Americans who seem to take delight in prying into the lives of the first citizens of our country, even going so far as to belittle the motives of Lincoln and Washington.

Older citizens can readily recall the many efforts of Great Britain in civil war days to find an excuse to engage this country in war. Lord Russel of England rubbed his hands gleefully when he heard of the fall of Sumpter, exclaiming gleefully: "The republican bubble in America has burst!"

That was the feeling which animated Britain in those days when America was engaged in a life and death struggle for existence. For shame that Americans can so smother their self respect as to malign our greatest general and bespatter the man he conquered with sunstinted praise.

Old Timer.

Forty-five Years in the Grocery Business.

James Tatman, the grocer, who has been in active business in the city of Clare since 1884, thus giving him the record of having been continuously in business for a longer time than any other man in the history of this community, has announced his retirement from active business.

Mr. Tatman is 70 years of age and was born in Monroe township, Clermont county, Ohio, the same township and county that was the birthplace of President U. S. Grant. He remembers the great flood that caused so much destruction and loss of life and property in that State.

He came to Clare county with his parents in 1878, they making the trip overland from Indiana where they had lived since the lad James was five years of age. There were thirteen in this family that settled on the farm now occupied by Richard Emerson, just east of Dover. At that time it was covered with a dense growth of hardwood, there being but five acres cleared about the little cottage on this farm.

He attended school at Dover for a year and then applied for and was accepted as teacher of the Hinkle school west of the city. As the Hinkle school was closed at the end of the spring term because of diphtheria and the Dover teacher had left, he completed the school year at Dover, where he had attended school the year previous. He also taught at the Eagle and Colonville schools.

Mr. Tatman came to Clare in 1882 and entered the employ of Bicknell & Co., continuing with that firm for two years, when he entered into partnership with J. Shilling and they continued together in business for seven years.

Mr. Tatman has never had a partner since that first partnership was dissolved and when he purchased the building on the present location of his store it was a two story frame structure twenty-six feet wide and with the addition of a lean-to at the rear was one hundred and thirty feet long. That building was destroyed by fire during the time a street carnival was showing in the city in 1904.

Mr. Tatman rebuilt the present block and purchased the building occupied

by Harris & Hirt of Dr. T. H. Maynard, and it was then known as the post office building. He has leased his store room to the National Grocery Co.

Mr. Tatman has always taken an active part in the affairs of the city and county and during the war was very active in Red Cross work. He was a member of the Board of Education for many years. He is a director of the Clare Chamber of Commerce and is a regular attendant of the Methodist church and although never a member, was for many years the treasurer.

Mr. Tatman has been an active member of the Michigan Retail Grocers and Meat Dealers Association and has served as a director and officer of that organization.

During the many years Mr. Tatman has been in business in the city of Clare he has established a reputation for honesty and fair dealing. He is undecided as to his future plans.—Clare Sentinel.

Blanket Buying Favors Colors.

Buying by wholesalers during the first week of the 1930 blanket season, is said to show a decided trend toward solid colors, as compared with plaid and jacquard patterns. In this demand, the call for green, rose, peach, heliotrope, gold, blue and tan shades stands out. There is a fair call reported for jacquards but, except in the lower price ranges, the early orders for staple plaid effects are apparently subnormal. While wholesalers seem to be fairly well satisfied that prices are right for buying, the volume of business placed, in the aggregate, is below that expected by producers in view of the late opening of the new lines this year.

Issues Color Card For Army.

Colors for the United States Army have been standardized and are portrayed on a color card just issued by the Textile Color Card Association. The card, which contains eighteen shades, has been accepted by the Quartermaster General. In addition to white and black, there are two shades of yellow, four of blue, two of orange and one each of scarlet, crimson, green, purple, gray, maroon, buff and brown. In addition the card shows the color or combination of colors assigned to each of the twenty-four arms and services of the army. Purchasing depots will use the card as a standard in textile purchases.

Laboratory Tests Guiding Orders.

Buying plans for the year are revealing a greater emphasis on laboratory tests and specifications than was the case in 1929. Hosiery is outstanding in the merchandise up for test at the moment. The large group-buying organizations have sent the testing laboratories the samples on which they will place their contract orders for the remainder of the year. Indications are that they will take similar action with respect to an increased number of other staple and specialty items for which large orders are placed. Smaller retailers, however, have yet to utilize tests to any marked degree.

Tailored Pillows Again Popular.

Tailored pillows, in which the fabric rather than the ornamentation is the chief selling point, are returning to favor. A limited number of buyers representing department stores have been in the Eastern market going over the new lines and have selected rayon-damask covered pillows retailing at \$2.95 in the greatest volume. Rayon-brocade pillows selling at the same level are next in popularity. So far the color preferences have given first place to rose, with green, gold, henna and black next in the order named. Orders so far have been normal but the number of buyers has fallen below expectations.

Style Jury Reports on Show.

The leading Spring sports wear colors range from yellow through the pumpkin and Capucine shades to brown, according to the report issued on the Spring show of the Garment Retailers of America by the "Fashion Jury," headed by Miss Althea Rickert. Green was first choice for afternoon wear, while pink, blue and white were unanimously chosen for evening. The major fabrics cited were wool crepes, Lido cloths and cottons for sports; flat crepe for afternoon and chiffon for evening. The silhouette agreed upon for afternoon wear featured the normal waistline, with attention also given the cape, bolero and peplum treatments.

New Pattern To Aid Piece Goods.

A new "master" pattern method to insure the correct fit of home-made garments has been invented by Miss Nan Stack, who formerly conducted apparel shops in London and Paris. Elimination of the fear of poor fit will do much to stimulate yard goods sales. The new method, Miss Stack explains, consists of shaping a tight muslin pattern to the individual figure. Over half of this "master" pattern, which hooks up the front, is draped a looser pattern into which a sleeve is fitted. Made to individual measurements the pattern may be used for all future garments.

Sales of Bridge Tables Off.

The sale of bridge tables so far this year has proved a disappointment to manufacturers and retailers alike. Although local stores report a fair business in these items, trade in other cities has suffered a decline. Producers feel that the introduction of new lines will improve the situation and are featuring tables in the lower priced ranges. Those retailing at from \$1.75 to \$2.95 are expected to get a greater bulk of business than they did last year. No radical changes of designs in the new tables are reported.

Perfect Poison For Rats Announced

A rat poison that is "almost ideal" has been developed by three bureaus of the Department of Agriculture, according to announcement by the Department.

The new raticide is made from the red squill, a wild plant growing along the coasts of the Mediterranean Sea, and is said to have elements of safety to human life and domestic animals, economy and effectiveness that other preparations do not possess.

Hard Nuts For Intelligent Grocers To Crack.

(Continued from page 20)

before we can put our own house in order we simply must ask debtors to do likewise. Thank you in advance for meeting our request. It will help add to our mutual satisfaction at the dawn of the New Year. And may 1930 bring you abundant happiness and prosperity."

"Thank you in advance" is, I think, the only good touch in that letter, because I am sure that will be the only thanks any grocer who uses it under the implied compulsion conveyed in its publication will have occasion to give anybody.

An account of \$76.31 is so far above the average of grocery bills that, quite plainly, it is proper to call it an "old" account. And if old, why was it permitted to get that way? Here was a case of the "creeping balance," something which should be a joke in any grocery store.

Recently a grocer said to me: "But I have a good customer. He has traded with me for years. He has always been prompt pay. Now he loses his job. Am I to stop his account and refuse to carry him through his trouble?"

Well, let's see. Grocery profits average 2½ per cent. It is a goodly account that runs \$40 per month. Yet on a \$40 bill the average real profit is \$1. Yes, I said it—one dollar. If you are way above the average, you may make 5 per cent. net. Then your earnings on \$40 of sales is \$2.

Has your service been such that you really earned that \$1 to \$2? If you think it has been, then how do you owe any obligation to that customer? If you cannot pay your bank, will it extend your loan? Think a bit clearly and you are not apt to have delinquent bills of \$76.31. Paul Findlay.

New Cloth On An Old Garment.

(Continued from page 27)

nize also how much greater and more vital is the benefit both to themselves and to the public of a cordial co-operation between the two professions and the importance of working for its advancement.

As stated, this discussion is not a defense of counter-prescribing—no one defends that, there is no defense possible for it, nor is it "minding the doctor's business," nor presuming that we know it better than he does; it is recognition of the universal lack of the gift to see ourselves as others see us. As pharmacists we have the constant opportunity to see the reaction of their clients toward the attitude of physicians on certain questions, the significance of which for both subjective and objective reasons does not impress itself upon them. Accordingly we extend our good offices in the spirit of co-operation in the interest of efficient public service and the mutual benefit of both professions.

Leonard A. Seltzer.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Jan. 14—We have to-day received the schedules, reference and adjudication in the matter of William H. Chew, Bankrupt No. 4004. 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 collector. The schedule shows assets of \$750 of which the full amount is claimed as exempt, with liabilities of \$3,240.18. The first meeting will be called and note of same made herein.

In the matter of Peter Hummel, Bankrupt No. 3577, the trustee has filed his final report and account, and a final meeting of creditors was held Jan. 13. The trustee was present and represented by attorney Donald Slawson. The bankrupt was not present, but represented by attorneys Wicks, Fuller & Starr. The trustee's final report and account was approved and allowed. Claims were allowed. An order was made for the payment of expenses of administration, as far as funds permit. There were no funds for dividends. 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, as a closed case, in due course.

Jan. 10. On this day was held the adjourned first meeting of creditors in the matter of Fleckenstein Pump Co., Bankrupt No. 3942. The bankrupt was represented by attorney Glen D. Mathews. The trustee was represented by attorneys Corwin, Norcross & Cook. The receiver in State Court was represented by attorney George Nichols. R. J. Cleland was present for one creditor. Two witnesses were examined before a reporter. The adjourned first meeting then adjourned without date.

Jan. 15. On this day was held the first meeting of creditors in the matter of Henry Wirth, Bankrupt No. 3978. The bankrupt was present in person and represented by attorney Roman F. Glocheski. Creditors were present by attorneys Lindsey, Shivel & Phelps and by Grand Rapids Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. W. Moore, of Belmont, was named trustee, and his bond placed at \$200. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Earl Mol, Bankrupt No. 3977. The bankrupt was present in person and represented by attorney Melbourne Luna. No creditors were present or represented. No claims were proved and allowed. C. W. Moore, of Belmont, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Jerome Hamlin, Bankrupt No. 3983. The bankrupt was present in person and represented by attorney Leo W. Hoffman. Creditors were present in person and represented by attorney Roland F. Allaben. No claims were proved and allowed. No trustee was appointed for the present. The bankrupt was sworn and examined with a reporter present. The first meeting then adjourned to Jan. 22.

On this day also was held the first meeting of creditors in the matter of A. Gust Glade, doing business as Glade & Son, Bankrupt No. 3982. The bankrupt was present in person, but not represented. One creditor was present and proving a claim, which was not allowed for the present. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned to Jan. 22.

On this day also was held the first meeting of creditors in the matter of Henry Retsema, Bankrupt No. 3980. The bankrupt was present in person and represented by attorney Willard J. Turner. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Jan. 16. On this day was held the first meeting of creditors in the matter of Athol R. Thomson, formerly one of the partners of the Brooks-Thomson Motor Sales Co., Bankrupt No. 3574. The bankrupt was present in person, but not represented by attorney. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Jan. 16. On this day was held the first meeting of creditors in the matter of William Wolfson, Bankrupt No. 3984. The bankrupt was present in person and represented by attorney Charles H. Lillie. Creditors were represented by attorneys Norris, McPherson, Harrington & Waer and Boltwood & Boltwood, and by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. Shirley C. De Groot was elected trustee, and his bond placed at \$200. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Czerl B. Corbin, Bankrupt No. 3981. The bankrupt was present in person and represented by attorney Albion B. Titus. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Frank N. Goodwin, Bankrupt No. 3986. The bankrupt was present in person and represented by Watt & Colwell, attorneys and by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Shirley C. De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$200. The first meeting then adjourned without date.

Jan. 17. We have to-day received the schedules, reference and adjudication in the matter of Vern L. Hyde, Bankrupt No. 4006. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a truck driver. The schedule shows assets of \$525 of which \$500 is claimed as exempt, with liabilities of \$1,242.50. 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. 17. On this day was held the first meeting of creditors in the matter of Brodie E. Dorris, Bankrupt No. 3985. The bankrupt was present in person and represented by attorneys Dunham & Cholle and Hilding & Hilding. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Jan. 17. On this day was held the first meeting of creditors in the matter of Joseph W. Lynd, also as Niles Ice Co., Bankrupt No. 3949. The bankrupt was present in person and represented by attorney Charles H. Kavanagh. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Frank N. Goodwin, Bankrupt No. 3986. The sale of assets has been called for Jan. 31, at the premises formerly occupied by the bankrupt at Lake Odessa. All the stock in trade will be sold consisting of a general grocery stock, appraised at approximately \$709. All interested in such sale should be present at the date and time.

In the matter of Fleckenstein Pump Co., Bankrupt No. 3942. The sale of assets has been called for Feb. 4, at the premises formerly occupied by the bankrupt at 145 Ionia avenue, Grand Rapids. The following property will be sold. Stock in trade, tools and equipment, office furniture and fixtures; 1 ford convertible coupe model T; 2 ford standard coupes, model A; miscellaneous supplies, jobbing supplies, jobbing supplies; machinery; leather belting; pulley and hangers, appraised at approximately \$14,455.75. All interested in such sale should be present at the date and time above stated.

In the matter of William H. Knox, doing business under the assumed name of Knox Shoe Co., Bankrupt No. 3993. The final meeting of creditors has been called for Feb. 3. The trustee's final report and account will be approved at such time. There will be a final dividend for creditors.

In the matter of Clarence W. Morgan, Bankrupt No. 3847. The final meeting of creditors has been called for Feb. 3. The trustee's final report and account will be approved at such time. There will be no dividends for creditors.

In the matter of Floyd W. Miller, Bankrupt No. 3799. The final meeting of creditors has been called for Feb. 3. The trustee's final report and account will be approved at such time. There probably will be a first and final dividend for creditors.

Jan. 18. We have to-day received the schedules, reference and adjudication in the matter of Gardner-Muskegon, Inc., a corporation, Bankrupt No. 4007. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Muskegon, and they were dealers in automobiles. The schedule shows assets of \$3,764.33 with liabilities of \$6,892.80. 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. 17. On this day was held the first meeting of creditors in the matter of Ernest J. Plett, Bankrupt No. 3988. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. Creditors were present in person and represented by attorneys Wicks, Fuller & Starr; Knappen, Uhl & Bryant and Jacob Stoketee and by Central Adjustment Association and Grand Rapids Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined with a reporter. C. W. Moore, of Belmont, was elected trustee and his bond placed at \$2,000. The first meeting then adjourned without date.

Don't seek only selfish friendships.

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.

Exchange—Have 80 acre farm, free and clear, good buildings, good markets. Located in Central Michigan. Will exchange for stock of men's clothing or complete dry goods stock. Write G. E. & L. A. Cornell, 408 Ypsil-Ann Building, Ann Arbor, Mich. 220

FOR SALE—The best hardware location in Central Michigan. Reason for selling, ill health. Stock inventories \$5,000, fixtures \$1,200. People interested must act immediately. Address No. 221, c/o Michigan Tradesman. 221

FOR LEASE—Excellent location for men's furnishings store. Reasonable rent. GRAND RAPIDS TRUST CO., Grand Rapids, Mich. 222

FOR LEASE—Excellent location for paint and wall paper business. Reasonable rent. GRAND RAPIDS TRUST CO., Grand Rapids, Mich. 223

Cash—For your stock general merchandise or shoes, groceries, dry goods. Address No. 224, c/o Michigan Tradesman. 224

PHARMACIST AND PHYSICIAN—LOCATION WANTED, one or both. Pharmacist, 730 No. Burdick St., Kalamazoo, Mich. 225

FOR SALE—BILLIARD PARLOR—Eleven tables, lunch, soft drinks. Good business. Only two pool rooms in a town of 16,000. J. Post, Holland, Mich. 226

FOR SALE—Three shares Grand Rapids Wholesale Grocery Co. stock. These belonged to Bromley & Royce. I have three shares of my own that I would not sell. Arthur Royce, Mecosta, Mich. 227

Wanted to Buy—A large size multi-graph machine, with type. Must be cheap. Arthur Royce, Mecosta, Mich. 228

FOR SALE—Well-established general store on good road, near Battle Creek. Splendid location, reasonable rent. No trades considered. Address No. 229, c/o Michigan Tradesman. 229

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 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

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Late News From the Metropolis of Michigan.

The Congress Cigar Co., of Philadelphia, has opened a distributing branch in Detroit with offices in the Interim Warehouses, Fort and Tenth streets. A staff of twenty salesmen, under the direction of A. W. Ricketts, as manager, and J. Harley Davidson, assistant manager, will serve the trade in Detroit and its metropolitan area. Mr. Ricketts has had twenty-five years' experience in the cigar business, having recently resigned as manager of the cigar department of Lee & Cady to accept his present connection. Mr. Davidson has been connected with the Congress Cigar Co. for eight years as Michigan representative.

Directors of the Metropolitan Trust Co. at a meeting last week elected Thomas P. Henry, Sr., and P. E. Manning members of the board. These appointments are further steps following out the policy of the company of having on its board representative, successful business men of the city. Harold R. Crusoe was elected vice-president.

Andrew J. Walter-Leigh has purchased the interest of F. C. Mathews in the Dairy Press, and succeeds Mr. Mathews as president of the concern, in addition to his position of managing publisher. J. W. Knox has rejoined the organization as vice-president and managing editor.

Taxation will be the principal topic of discussion at the annual Officials' Dinner of the Governmental Committee of the Board of Commerce to be held in the grand ball-room of the Book-Cadillac Hotel, Monday evening, Feb. 3, beginning at 6:30 o'clock. On this occasion officials of the city, county, state and Federal Governments will meet with the business leaders of the community. This annual dinner has grown in importance and scope over a long period of years until it has become an institution.

Federal officials of Washington, who are to come to Detroit Feb. 1, for the purpose of studying at first hand the requirements of Detroit with respect to an adequate Federal office building, are to be the guests that day of McPherson Browning, president of the Detroit & Security Trust Co., at a luncheon at the Detroit Club. Mr. Browning is a member of the Board of Commerce Federal Building Committee, which is working to obtain a suitable and adequate Federal building in Detroit. Among the Washington officials who will come to Detroit will be: Ferry K. Heath, first assistant secretary of the treasury in charge of the public buildings program; Fourth Assistant Postmaster General Philp, and Frederic A. Tilton, a Detroit, who is third assistant Postmaster General.

The funeral of John T. Woodhouse, Detroit wholesale tobacconist, who died by his own hand Saturday night, was held at the family residence Tuesday. Mr. Woodhouse came to Detroit fifty-six years ago as a boy of 10. His father belonged to an Old English family living at Scale Hall, Lancaster. Later the family moved to the United

States where, after completing his school course, Woodhouse, as a youth, became associated with the tobacco house of Holmes & Wagner, then located at the Michigan Exchange Hotel, West Jefferson avenue. The firm subsequently became R. Wagner & Co., and was located on the north side of Jefferson avenue at Griswold street and Woodward avenue until Woodhouse was taken into partnership, the company being renamed Wagner & Woodhouse with a store on 89 Woodward avenue. In 1895, with the death of Wagner, Woodhouse became head and the concern was known as the John T. Woodhouse company, with its headquarters on the present site on the southeast corner of Jefferson avenue and Griswold street, originally the old Board of Commerce building.

During his fifty years in business, Mr. Woodhouse built up a large wholesale tobacco business. A subsidiary company known as the Woodhouse Co., operates at Grand Rapids and supplies the Western section of the State. Mr. Woodhouse also was president of the Woodhouse Land Co., which has extensive real estate holdings in Detroit, and vice-president of the A. B. Stove Co., Battle Creek. He was also a large stockholder in the American Tobacco Co. and in several Detroit banks. He was one of the oldest members of the Detroit club, where he lunched daily, the Detroit Athletic club, the Old club, the Detroit Country club, the Scarab club, the Lochmoor club, of which he was a director, and the Detroit Boat Club.

To-day, Yesterday and To-morrow.

Grandville, Jan. 28—The next important day on the calendar is known as Candlemas day, half the wood and half the hay, and, perforce, represents the middle of winter in our climate.

Among some things peculiar to that date is the coming of the ground hog out of hibernation to look for his mate—no, his shadow, which if he sees sends him back with a grunt to his winter quarters, there to remain six weeks. Even at that spring in six weeks would be welcome. In old settler days it was the bear and not the ground hog which came out to look over the scene and decide how long winter was to continue.

It is said that if the bear does not see his shadow he remains out for the season and spring is here. Now, frankly, I ask how many Michigan residents, old or young, ever saw spring open up as early as the first week in February?

Ice sometimes breaks up and goes out of the rivers at that time, but there remain yet several winter weeks before the spring warmth comes. I call to mind only one year when spring actually came in Michigan as early as April. That year a neighbor planted corn in April and it grew to ripening with no touch of frost. Such a season, however, comes only once in a lifetime.

Long, cold winters are not infrequent in our State, open ones, with little or no snow being the exception. On the first of April in the year 1843 there was three feet of snow on the level. This was the year of the so-called Millerite excitement, when men and women gave away everything but their clothing and mounted a hill expecting the end of the world.

However, the snow did not turn to oil and take fire, as the fanatical leaders of the movement promised and the

world still stands, or rolls through space at its old time gait.

There are other subjects aside from the weather which interested our pioneers. A bright boy was little Ben, the son of a millowner in pod-auger days. He rambled the hills and woods, seeking what he could find and there was little in nature which escaped his notice.

A huge toad hopped across his bare toes as he reflected, and that toad made the mistake of his life. Ben had been provided with a jackknife the previous Christmas. This he opened and proceeded to investigate. Soon the toad was squirming on the blade of said knife, thrust through the body and that was how Ben made a great mistake.

He carried the toad home to show mother. She reprimanded the boy for his cruelty and soon after the incident was forgotten. There was an aftermath, however. That boy's hand became a perfect mass of warts. Think of it, the price of his cruel play was years of humiliation and suffering because of those unsightly warts caught from the blood of a toad, a big, warty toad, as his comrades named it.

Doubtless some reader may say, "I know better," yet the facts as narrated can be verified. And the time and trouble taken to eradicate the blemishes. The largest, a big seed wart, was pierced by a needle and the outer end held in the blaze of a candle with the hope that the heat would kill the wart. It did not work, however, and that youngster carried warty hands about with him until he arrived at man's estate.

Toads, like birds, are not as much in evidence as they were in our fathers' days. Insects are increasing, but useful animals are slowly passing away. It is said that even the homely, warty toad was of some service to man by consuming flies and insects which prey upon plants.

"If you kill a toad your cow will give bloody milk," was an old saying, not verified, however, by facts.

The month of February just coming on is one of America's notable bits of time, even though it is the shortest one in the year. Our two greatest Americans were born this month, and also we note the surprising fact that they were both born "down South." Kentucky for Lincoln and Virginia for Washington.

We will not attempt here to decide which was the greater of the twain. Sufficient is it for us to know that they hold the first place in the hearts of their countrymen.

We read much about dieting in these late days which may be the proper way to avoid illness, yet in our fathers' day such a thing as going on a diet was unknown. Teeth were not drawn to save from blood poisoning, and for aught we know to the contrary our people lived to as great an age as they do at the present time.

Where ignorance is bliss it is folly to be wise. Modern doctors regard the potato as not the best of food under certain conditions, yet I know a man who to-day, at 75, is in the pink of condition, lived his boyhood even up to man age almost wholly on milk and potatoes. He was never subject to the fever and ague which ravaged the country in an early day.

I call to mind a man who lived to be 104, nearly all his life in perfect health. His diet was that of the average pioneer—potatoes, pork, beans bread and milk, with a liberal allowance of codfish thrown in.

Well, this is not a health clinic, so I will ring off. Boys, toads and warts may not be of first class importance, but it had to come out, so we will let it go at that. Old Timer.

Gabby Gleanings From Grand Rapids.

M. J. Seven & Son have closed out their grocery stock at the corner of West Leonard street and Hamilton avenue and leased the store to the A. & P., which has already installed a new stock. The senior Seven has been in business on West Leonard street about forty years and about twenty-five years at the location he has just abandoned.

Retailers in the men's wear line are now given an opportunity to meet competition of the chain and department stores. M. Katz & Son have purchased the wholesale stock of C. E. Long & Co. and will continue the wholesale business on a cash and carry basis. Goods will be sold at 10 per cent. above jobbers' cost, which means a saving to the merchant of 10 to 20 per cent. on their purchases, which will enable them to sell as cheap or cheaper than most chain stores.

Claude Hamilton has gone to Emporia, where he expects to remain about two weeks while a law suit in which he is interested is being tried. Mrs. Hamilton will join him at the conclusion of the trial and they will proceed to San Francisco, sailing for Japan and China. They expect to be gone about two months.

Byron S. Davenport (Lee & Cady) has done a most sensible thing—gone to St. Petersburg, Florida, for a month's rest. The old ticker which times him has not been ticking regularly for some time, so he took the advice of his physician, who insists that a month's respite from business cares and responsibilities will fix him up fine and make him as good as new. R. C. Rockwell, of the Lee & Cady house, will cover his territory during his absence. Of course Mrs. Davenport accompanies her husband on the trip.

The sympathy of the fraternity will go out to William H. Pipp in the death of his wife, which took place Sunday at the home of her daughter, Mrs. W. J. French, of Cedar Rapids, Ia., with whom she was staying. She had been ill several months. Born in Germany 61 years ago Mrs. Pipp when eight years of age came to this country with her parents. As a resident of this city she was an active communicant of St. Andrew's cathedral. The body arrived here Tuesday and will repose at the residence of her son, 1103 Bates street. Funeral services will be held at the residence Thursday morning at 8:30 and at St. Andrew's cathedral at 9 o'clock. Burial will be in Woodlawn cemetery.

J. Fred Putnam, 62, veteran traveling salesman for Buhl Sons and Co., Detroit, known to scores of hardware men throughout Southern Michigan, died suddenly at his home at Constantine last Wednesday morning. His widow and one daughter, Mrs. Halsey Davidson, Detroit, survive. Putnam was born on a farm near White Pigeon. He was a member of the Masonic fraternity and prominent worker in the local Congregational church.

C. N. Kane, of Battle Creek, says that he has to have the Tradesman.

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.

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