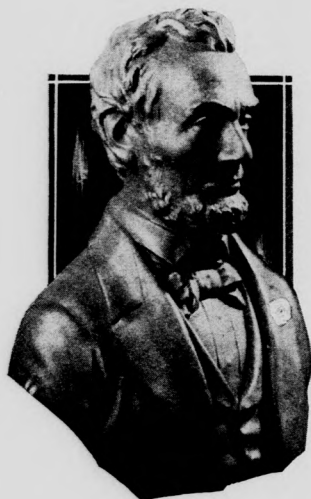


## Promise Yourself

- To be so strong that nothing can disturb your peace of mind.
- To talk health, happiness and prosperity to every person you meet.
- To make all your friends feel that there is something in them.
- To look on the sunny side of everything and make your optimism come true.
- To think only of the best, to work only for the best, and to expect only the best.
- To be just as enthusiastic about the success of others as you are about your own.
- To forget the mistakes of the past and press on to the greater achievements of the future.
- To wear a cheerful countenance at all times and to have a smile ready for every living creature you meet.
- To give *so much time to the improvement of yourself* that you have no time to criticise others.
- To be too large for worry, too noble for anger, too strong for fear and too happy to permit the presence of trouble.
- To think well of yourself and to proclaim this fact to the world—not in loud words, but in great deeds.
- To live in the faith that the world is on your side so long as you are true to the best that is in you.



## One of Our Presidents Who Did Not Leave a Will

While Abraham Lincoln was one of our Presidents who did not leave a Will it is interesting to note that his son, Robert Todd Lincoln realized the advantages of a Corporate Executor and named a Washington Trust Company as Executor of his Estate.

Robert Todd Lincoln's Will directed that all of the papers of his famous father be presented to the United States Government, to be kept and preserved in the Congressional Library.

If Abraham Lincoln were alive today, we believe he would adopt the plan of the leaders of today . . . name as his Executor and Trustee, a substantial, enduring Trust organization like The Michigan Trust Company — whose life goes on from generation to generation.



**THE MICHIGAN TRUST CO.**  
GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN

*You are invited to  
consult with one of  
the Officers in our  
Trust Department  
at your convenience.*

## Financial Statement of the FINNISH MUTUAL FIRE INSURANCE CO.

CALUMET, MICH., DEC. 31, 1929

### ASSETS

U. S. Municipal and other bonds & Securities	\$220,400.00
First Mortgage Loans	24,609.75
Cash in Banks	113,795.94
Real Estate	2,900.00
Premiums in course of collection	6,627.18
Notes Receivable	1,493.83
Office Fixtures	1,500.00
Accounts Receivable	919.75
Accrued interest	3,341.89
	<b>\$375,588.34</b>

### LIABILITIES

Reserve for fire losses unpaid	1,821.61
Reserve for commissions	548.92
Reserve for unpaid bills	236.92
Reserve for Unearned premiums	68,499.59
<b>SURPLUS TO POLICYHOLDERS</b>	<b>304,481.30</b>

**\$375,588.34**

Insurance in force Dec. 31, 1929	\$10,393,474.00	Number of members	4125
Insurance in force Dec. 31, 1928	9,600,391.00	Number of Policies	6271

Increase 1929 -- 793,083.00

Surplus increased year 1929 \$23,533.15  
Dividend paid members 1929 44,264.95

Net profit year 1929 ----- 67,798.10

### MUTUAL PROGRESS

Year	Assets	Premium Income	Insurance in Force
1890	\$ 376.38	\$ 1,540.51	\$ 98,125.00
1900	28,292.68	14,561.44	981,751.00
1910	110,658.68	40,546.19	2,793,300.00
1920	235,072.85	75,531.15	4,552,274.00
1926	315,731.08	128,634.48	8,415,273.00
1929	375,588.34	135,759.61	10,393,474.00

### OFFICERS AND DIRECTORS

Edward Keisu, Pres.	J. P. Frisk, Sec'y	Matt Lohela, Treas.
Frank Eilola	O. H. Sorsen	Wm. Johnson
Henry Sakari	Jacob Uitti	Henry A. Kitti

## North American Trust Shares

A fixed investment trust, of new, improved type, providing every good feature desired by prudent investors

**SAFETY**—No corporation with less than \$100,000,000 capital stock was accepted for the portfolio;

**DIVERSITY**—28 stocks of the required worth, or more, the aggregate assets of the corporations being \$22,000,000,000;

**MARKETABILITY**—Through the sectional distributors of North American Trust Shares, or the Guaranty Trust Co., of New York, shareholders may convert their holdings into cash at any time;

**YIELD**—An average of 13% per annum, brought about by the sale of stock dividends, share splits and rights, and adding the revenues therefrom to the dividend fund.

## A. E. KUSTERER & CO.

303-307 Michigan Trust Bldg.  
GRAND RAPIDS, MICH.

PHONE 4267



# MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 5, 1930

Number 2420

## MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING  
Detroit Representative  
409 Jefferson, E.

### Secretary Hanson Helps Bangor Organize.

On Friday evening, Jan. 31, the writer was invited to address the business men of Bangor at a dinner meeting held in the Dixie Hotel, which was attended by forty-three local business men representing all lines of business of the village from the editor of the local newspaper, the banker, automobile dealers, retail grocers, meat dealers and down the list even to the proprietor of the hotel and hamburger stands.

The writer at one time was a resident of Bangor, making same his headquarters while representing one of the Chicago packing houses as salesman, and never addressed a more attentive and appreciative group of business men.

The object of the meeting, was to inspire the local business interests of Bangor against the invasion of syndicate chain stores, mail order houses and peddlers. As a result, the Bangor Better Business Bureau was inaugurated, without a dissenting vote and an advertising fund substantially under way, to conduct a newspaper campaign in the local newspaper, using institutional advertising.

The writer told the Bangor business men that in all cities, the grocery chain was always the first to invade and if same was favorably received by the community, other chains invariably followed, which made the retail grocer the key man of every community. If the other lines which have been more or less indifferent to the menace of chain store competition, due to the fact that they were not affected, did not wish to have their lines demoralized by syndicate invasion, it is essential that the patronage of grocery chains be discouraged.

The writer also explained at some length the wonderful oppor-

tunities of retailers working in harmony, applying present day merchandising methods, appealing to the housewives which would be the means of building up their communities as well as their own business.

The sudden awakening of consumer interest as well as the retailers, due to the several radio broadcasting campaigns dealing with the dangers of present day syndicate mergers, has resulted in stimulating the independently retail owned stores, but the retailers must be cautioned against any unfavorable re-action that is possible and which would be far more difficult to overcome than the original invasion.

Retailers are urged to be on their toes, and to price their merchandise carefully and on a reasonable mark-up, give full weight and measure, handle quality merchandise and co-operate with the radio campaigns by convincing the consuming public that the independently owned store is a better place to trade, besides being to the best interests of the community.

Thursday evening, Feb. 20, the Retail Grocers and Meat Dealers of Grand Rapids will hold their annual banquet in the dining rooms of the Association of Commerce, corner Lyon and Ionia, opposite postoffice. N. C. Thomas, who officiated as auctioneer at the recent fat stock show, will be the toastmaster. The speaker will be David B. Chindblom, President of the Holsum Bakery, and Henry DeVries of the Schultze Baking Co. Herman Hanson.

### Late News From the Chains.

To make some trade policy point, two New York department stores cut cigarette prices last week to 74 and 79 cents a carton, respectively. Then they went back to selling cigarettes as merchandise.

Jewel Tea has undertaken to manage Club Aluminum Utensil for three years, assuming no responsibility for liabilities. Management contracts of this kind in business have some of the characteristics of trial marriages in social life.

Montgomery Ward reports mail-order sales in 1929 of \$166,677,000, compared with \$171,072,000 in 1928. Its chain and department store sales rose from \$61,282,000 to \$124,853,000. In other words, last year's whole volume was only 57 per cent. mail order, while in 1928 mail orders

accounted for 74 per cent. of the total. When mail-order business was 100 per cent. of the business, in 1925 for example, the amount was \$184,092,000. No wonder the "mail-order" houses have been turning into chain-store systems.

In an effort to revive mail-order business, Montgomery Ward, following Sears, Roebuck, prepaid shipping expenses to customers during the second six months of 1929. The results were not satisfactory. Volume was probably increased, but so were expenses to such an extent that, in spite of a gain of nearly 25 per cent. in total sales, profits were cut from \$19,571,000 in 1928 to \$14,504,000 in 1929. Needless to add, that sales-boosting plan has gone into the discard. Yet Sears, Roebuck, originators of the shipping expense premium, added about \$3,000,000 to their earnings last year, bringing them above \$30,000,000.

### Decadence of the Chains.

From every source comes news of the decadence of the chain stores, whose employes are leaving them in droves, like rats deserting a sinking ship.

Wm. F. Tiefenthal, who has long been engaged as an A. & P. manager, has left the rotten old hulk and engaged in the retail grocery business for himself at 2101 South Division avenue under the style of Tiefenthal & Roth. The grocery stock was furnished by Lee & Cady.

Casey Vandstra and G. R. Schippey, two Kroger managers at Home Acres, have thrown up their jobs with the apostles of short weight and opened independent stores separately near the scene of their former careers.

Independent merchants everywhere are bracing up for the battle which will result in the extermination of chain store methods based on short weight, short count, short change and false addition.

### Late News From Detroit.

Automobile production figures are gradually increasing and output for January compares favorably with that of the same month a year ago. Further increases will be made during the month of February, when the large producers always get well under way. Two of the largest producers of cars have already been forced to increase their schedules.

Practically all the motor executives spent last week at the Chicago automobile show, gathering statistics and

holding meetings with their dealers West of the Mississippi River. Reports from the West are to the effect that conditions are rapidly improving.

During the past week there has been considerable talk about automobile prices. One company reduced prices on one of its lines of cars, but this is not the general trend of the industry. If any more price revisions are made, they are almost certain to be upward. It is the opinion of the executives of the industry that motor car prices are low at the present time.

Surveys just completed covering the rural districts of the United States show these sections are great potential consumers in the automotive markets this year. This applies to both new car sales and to parts. The truck industry also is greatly encouraged by reports coming in from agricultural sections.

The estimated figure of 5,000,000 cars and trucks as the production for 1930 still stands. There has been no effort on the part of experts to make any revision, despite the fact that the majority of the factories were in heavy production much sooner than was expected this year.

The employment situation in Detroit has improved greatly in the last three weeks. Thousands of workers have returned to the motor manufacturing plants and more men are going back to work daily.

### Worden Grocer Co. Absorbed By Lee & Cady.

Official announcement is made on page 16 of this week's Tradesman of the absorption of the Worden Grocer Co. by Lee & Cady, which has acquired all the assets of the organization by purchase. The transfer was made Jan. 30. The purchaser will continue to handle the brands of quality which have been made popular by the Worden house. It will probably avail itself of the services of several of the men who have made themselves especially valuable to the old house. It will require some time to work out the plans Lee & Cady have in relation to the purchase of the oldest wholesale grocery house in Western Michigan—possibly the oldest house in the State.

The acquisition of a house so strong in the estimation of the trade as the Worden has always been will add greatly to the prestige of the purchaser.

The Worden store will be closed Saturday of this week, when the merchandise will be removed to the Lee & Cady store with as much expedition as possible.

The old butter-oleomargarine feud has been revived in Wisconsin, where farmers say the butter glut is intensified by large sales of oleo in farm districts.

## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

Petoskey, Jan. 30—Enclosed please find folder omitted from my previous letter. I tried this Resole out thoroughly and it does not stick to the sole nor wear, but breaks just like a piece of old rotten rubber. I may have received some that were not up to standard. Have written them and they decline to refund money.

I do not care so much about my investment, but I do not like to see goods misrepresented in this manner.

A. J. Crago.

This article is put out by a house in Des Moines. All of the information which has reached the Tradesman is to the effect that the product is worthless and that the organization which is exploiting it should be compelled to make good on the stuff it has sold to the trade.

A trade practice conference for Manufacturers of Walnut Wood was recently held at Chicago, under the direction of Commissioner Charles W. Hunt, assisted by M. Markham Flannery, Director of Trade Practice Conferences.

It was estimated that 60 per cent. of the manufacturers and producers of walnut lumber, walnut products and veneers were present or represented at the conference.

George N. Lamb, Secretary of the American Walnut Manufacturers' Association, was unanimously elected Secretary of the Conference.

Commissioner Hunt, in discussing the scope, character and procedure of trade practice conference work, pointed out that since the Trade Practice Conference Division was organized in 1926 over seventy conferences had been held for as many different industries, some of which were among the largest in the country, and that many applications for new conferences were now on file.

The trade practice conference, the Commissioner continued, was a method designed to assist in eliminating from the industry unfair trade practices which the members of the industry themselves were unable to eradicate. He then contrasted the involved, expensive and somewhat slow method of preventing these practices through the medium of complaints, trials and cease and desist orders issued by the Commission with the quick, easy and inexpensive method of the trade practice conference, where all of an industry's unfair trade practices could be wiped out at one time.

The Commission modified Resolution 1 (now Rule 1), as adopted by the industry by striking certain portions thereof, incorporating in a separate Group II rule (Rule 2) the intent evidenced by the wording of said stricken portions.

Rule 1, of Group I, is affirmatively approved by the Commission as an unfair method of competition in violation of Section 5 of the Federal Trade Commission Act. The rules appearing in Group II are accepted as expressions of the trade.

Rule 1. That the use of the term "walnut," either alone or in conjunc-

tion with other words, as applied to wood other than the wood of the tree of the botanical walnut family, deceives the public and is an unfair trade practice.

Rule 2. This industry declares that any wood other than of the genus *Juglans* is not walnut and cannot be properly designated as walnut; therefore the industry condemns such improper designation of walnut wood.

Rule 3. Whereas—It is the tendency of modern business to seek descriptive terms that avoid confusion and are the least capable of being used to mislead the public; and

Whereas—It is the desire of the lumber, veneer and cabinet-making industries to promote the use of distinctive names that separate rather than confuse various woods; therefore be it

Resolved—That the present commercially used species of "walnut" be designated with a qualifying adjective indicating the species, variety or place of origin; and be it further

Resolved—That the following names be designated as the accepted trade names for use in the United States:

*Juglans nigra*, to be called "American Walnut" or "Black Walnut."

*Juglans cinerea*, to be called "White Walnut" or "Butternut."

*Juglans regia*, to be called "Royal" or "Persian Walnut."

From England, to be called "English Walnut."

From France, to be called "English Walnut."

From Italy, to be called "Italian Walnut."

From Turkey, to be called "Turkish Walnut."

From Russia, to be called "Russian Walnut" or "Caucasian Walnut" or "Circassian Walnut."

From Spain, to be called "Spanish Walnut."

*Juglans sieboldiana*, to be called "Japanese Walnut."

*Juglans boliviana*, to be called "Bolivian Walnut."

Otis B. Johnson, Sec'y.

### Ten More Chain Store Crooks Arrested.

Decatur, Ill., Feb. 3—All of the chain stores in this city were recently inspected by the food officer and about half the independent grocers. No short weighing was found in any of the independent stores. The stores whose managers were arrested are:

A. & P. store at 439 North Water street.

A. & P. store at 2184 East Wood.

A. & P. store at 1212 East Wood.

A. & P. store at 877 North Monroe.

A. & P. store at 225 South Fairview.

A. & P. store at 1164 East Eldorado.

Kroger store at 200 North Twenty-second street.

Kroger store at 200 South Maffitt street.

Kroger store on East William street.

Kroger store on N. East Ave.

The short weights were found in potatoes which had been sacked. At each of the places visited one of the men accompanying Inspector Deardorff was sent into the store and asked for a peck of potatoes and paid for the purchase. They were put up in paper bags, some of them marked "one peck" and some "fifteen pounds." A peck of potatoes is supposed to weigh fifteen pounds. Each of the bags on being purchased was marked with the date and the address of the store at which it had been purchased. The bags were then taken to police headquarters, where a set of new scales was used and each of the sacks was weighed.

According to Inspector Deardorff, all of the potatoes purchased of chain stores were found to be short in weight, the amount of the shortages ranging from four ounces to three pounds in a peck

of potatoes. Accordingly, the managers were arrested on a charge of giving short weight.

### Colored Tapes Important.

The new cotton season with much home sewing has brought into the notion department ideas in colors of tapes, and, as many as three tones may be used on the children's garments, it means wide color range and stock. Examples of how tapes can be used are being featured by one house so that a buyer may intelligently sell these over the counter to her trade.

### Ties Are Soft in Tone.

Colors in neckties are in soft tones of beige, blue, and pie-crust tints with contrast for dark suits in reds of claret hue and blues of sapphire. Small figures are used, but plain tones are more fashionable. For summer there are woven shantungs in soft rust and blue tones to complement the flannel and linen suits.



"Why, hello Ann...you're a stranger!"

Friends who live out-of-town need not be "strangers," for you can chat with them often by Long Distance telephone at a surprisingly low cost.

For **\$1.00** or less

you can call the following points and talk for THREE MINUTES:

From	Lay Station-to-Station Rate
GRAND RAPIDS to:	
CHARLEVOIX, MICH.	\$1.00
MADISON, WIS.	1.00
BOYNE CITY, MICH.	1.00
LIMA, O.	.95
DETROIT, MICH.	.95
LAPEER, MICH.	.85
ANN ARBOR, MICH.	.80
ADRIAN, MICH.	.80

The rates quoted are Station-to-Station Day rates, effective 4:30 a. m. to 7:00 p. m.

The fastest service is given when you furnish the desired telephone number. If you do not know the number, call or dial "Information."

Evening Station-to-Station rates are effective 7:00 p. m. to 8:30 p. m., and Night Station-to-Station rates, 8:30 p. m. to 4:30 a. m.

**MICHIGAN BELL  
TELEPHONE CO.**



**"Eureka!"—Or Close To It.**

Sebring, Florida, Feb. 1.—Starting from the Fruit Belt of Michigan on Jan. 9, 1930, the writer and his companion of two score years started South with the announced intention of "finding summer weather." Twenty days later finds us at Sebring, county seat of Highlands county, Florida.

The spirit of conservatism grows on me with increasing years, otherwise I would not wait for further proof—a week of continued sunshine and a temperature of 68 to 78 degrees—to declare, with Pythagoras, the exclamation in the above headline.

Having been here for the period stated and enjoyed the circumstance of perfect Michigan summer weather, at this period of the year, we are debating in our minds whether we are mistaken in our calendar, that we have been the fortunate beneficiaries of an unusual "spell of weather" or hypnotized by the blandishment of our old friend, Hi Potts, who will be happily remembered by all of the old time newspaper men of Michigan. It is around three score years since Hi first dipped his pen into the ink of Michigan journalism and now, in the year of A. D. 1930—rich in the experience of the past—it has lost none of its felicity and facility.

Indeed, it is because of a circular which he wrote and printed and distributed, all at his own initiative and expense, that I am here, sitting in my car with the windows open, parked across the street from the Circle—the city's center—prepared to declare to all the world that every prospect pleases and that summer time is here.

To-day I have driven forty miles or so through the citrus groves which surround the town and all over perfect roads. It is very evident that there is real productive value in the Florida highlands, beyond their sunshine and features of climate delightful to human beings. Adjacent to Sebring there are 14,000 acres of citrus fruit groves, and this is multiplied many times upon the "ridge" or "highlands" section of Florida. This section is similar in topography to the Western Michigan fruit belt, which many readers of the Tradesman will recognize as the highest possible compliment, coming from this writer.

The town has gone through the big Florida land boom, forced upon it, Mr. Potts says, by a psychopathic aberration of a lot of Northern people who had more money than they knew well what to do with, but that it is now "on the way back," to the general advantage of people with less money and more sense.

The country in this section of the state is generally and gently undulating—rather more gently than in Oceana, Newaygo, Kent and Barry, for instance, but sufficient to make one feel at home, after a time on the coast or the flat lands, which make up so large a part of the state's surface.

The fruit crop is pretty well harvested and orange blossoms have begun to appear. No city or town in Florida is considered properly or sufficiently dedicated until it has a name appropriate to its particular precedence. Sebring is the "Orange Blossom City," Orlando is the "City Beautiful"—and well deserved. We stopped in Orlando but a day, after a week in the historic city of St. Augustine. We hope to be in the former city again—at the State Press Association meeting this month, and before our good friend C. W. Garfield returns North.

It was just before reaching Orlando that we came in contact with a most strikingly beautiful flower, covering in gorgeous yellow, fences, stumps, trees, trellises and houses. It is called the "flame flower," credited to both Flor-

ida and California, but we are advised that its proper term is Bignonia. I have seen that term used in flower catalogues often, but never the flower.

One of the interesting practices which would be quite impossible with Michigan merchants, at this time by the calendar, yet quite the thing here—especially with drug stores—is a front wholly opened onto the street. From where I sit at the curb and look into one now I see thirteen doors folding on hinges and all pushed back to one side.

To my mind it spells a loud "Welcome"—and that appears to be the slogan of Florida from one end to the other.

Harry M. Royal.

**Remarkable Record of Finnish Mutual.**

Attention is directed to the annual statement of the Finish Mutual Insurance Co. on the second cover page, showing an increase of \$793,083 in insurance in force during 1929. The net profits during 1929 were \$67,798.10. The amount of insurance in force is \$10,393,474. The company has \$113,795.94 cash in bank and \$275,009.75 invested in bonds and mortgages. The surplus to policy holders is \$304,481.30. No finer statement could be made by any insurance company than is presented by this organization.

**Strike Threat Affects Silks.**

While the threatened strike in the dress trade has injected an element of uncertainty into the placing of additional orders for Spring broad silks, many of the mills are working on a good backing of orders. These are mainly concentrated upon sheer silks, flat crepes and prints. The recent improvement in the call for prints is credited with having cleared the market of available stocks of gray goods. Chiffon leads in the sheer silk division, while for afternoon dresses flat crepe retains its lead.

**Spring Chinaware Buying Starts.**

Chinaware buyers have turned their operations from special sales items to regular merchandise. Orders booked by both manufacturers and importers show sizeable increases as a result. Domestic goods purchased are wanted for delivery next month in most cases, while May is the date specified for the imported lines. Sets which feature conservative floral decorations are selling best in all ranges. Solid colored ware, especially green, is popular, but the bulk of this business is in the popular priced ranges.

**Woven Color Borders on Handkerchiefs**

Woven colored borders in pastel tones, or having a colored center with the hem, hand rolled and the color motif appearing in this are new summer ideas that are smart in men's handkerchiefs. Tones of orchid, rose, green, blue, and yellow complement the ties and suits.

**Kids For Easter Selling.**

The well gloved hand is ruling the new mode with increased sales on such styles as slip-ons in suede and glaze in white with black piping edges and pearl buttons. The lengths are six or eight buttons. Flaring cuffs and novel edges characterize the 1930 kid glove line.

**MAKING YOUR WILL IS TODAY'S MOST IMPORTANT DUTY****GRAND RAPIDS TRUST CO.**

Grand Rapids, Michigan

**WORDEN GROCER COMPANY**

The Prompt Shippers

Don't Experiment. Make

**Morton House  
COFFEE**

Your Leader. It Never Fails

**WORDEN GROCER COMPANY**

Wholesalers for Sixty-one Years

OTTAWA at WESTON

GRAND RAPIDS



**MOVEMENTS OF MERCHANTS.**

Owosso—The grocery and meat market of A. T. Beebe was damaged by fire.

Kalamazoo—The Kalamazoo Wholesale Grocery Co. has increased its capital stock to \$17,400.

Hastings—The R. C. Fuller Lumber Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—Jay Cowen, 12701 Gratiot avenue, dealer in boots and shoes, has filed a petition in bankruptcy.

Pullman—George Hurlbut has reopened his meat market here with Charles Hurlbut as manager.

Detroit—Jack Paston, dealer in shoes, etc., at 9538 Campau avenue, has filed a petition in bankruptcy.

Cadmus—The Cadmus Farm Bureau Association has changed its name to the Cadmus Grain & Coal Co.

Monroe—The Saloff Mortuary Association has changed its name to the National Mortuary Association.

Detroit—The Colonial Clothes Shop, 25 State street, has changed its name to the Colonial Department Store.

Detroit—The Mid-West Co., 8628 Medbury avenue, has changed its name to the Mid-West Abrasive Co.

Bay City—The Kuhlman Electric Co., 1000 26th street, has increased its capital stock from \$250,000 to \$550,000.

Blissfield—The Farmers Co-Operative Grain & Produce Co. has changed its name to the Blissfield Co-Operative Co.

Bear Lake—H. C. Sorensen has engaged in the boot and shoe business in connection with his photograph gallery.

Detroit—The Meybell Co., 17901 John R street, dealer in boots and shoes, has filed a petition in bankruptcy.

Grand Rapids—William Wolfson, 95 Monroe avenue, dealer in boots and shoes, has filed a petition in bankruptcy.

Detroit—William Steinberger, dealer in shoes, etc., at 8336 West Jefferson avenue, has filed a petition in bankruptcy.

Nashville—C. T. Hess & Son have purchased the Charles Lentz residence and will convert it into a modern funeral home.

Detroit—The O. A. Maul Co., 519 Woodward avenue, has changed its name to the Ellman & Kinnie Office Supply Co.

Kenton—W. C. Kahler recently announced his retirement from active business, closing his meat market on the North side of the public square.

Detroit—Tasty Doughnut, Inc., 5298 Tireman avenue, has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed and paid in.

Baldwin—Fisher & Bradford are the proprietors of the meat market which was formerly owned by Cashion & Fisher, Mr. Bradford having purchased the interest of Mr. Cashion.

Portland—The grocery, meat market and bakery which has been operated on West Main street by F. H. Mark, has been sold to Clarence Rhodes & Sons, of St. Marys, Ohio.

Grand Rapids—The Grand Rapids Reserve Supply Co., 111 Logan street,

S. W., has been incorporated to deal in lumber and lumber products with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and \$1,000 paid in in cash.

Cadillac—Gilbert Sluyter, formerly connected with Johnson Hardware Co., with his associate, S. G. Moon, has purchased the hardware stock of H. E. Drury. Mr. Moon was formerly connected with the hardware firm of Skellenger & Moon.

Lansing—Merger of the Dancer-Brogan Co. with the J. W. Knapp Co. has been announced by officials of the latter company. The property of Dancer-Brogan will be taken over by the Knapp Co., a member of the Continental Department Stores chain.

Coloma—Clarence E. Geisler, dealer in autos, parts and accessories, farm implements, etc., has merged the business into a stock company under the style of Geisler Motors, Inc., with an authorized capital stock of \$2,000, all of which has been subscribed and paid in.

Ishpeming—Cohodas Bros., 114 Front street, dealer in general merchandise at wholesale and retail, have merged the business into a stock company under the style of Cohodas Bros. Co., with an authorized capital stock of \$500,000, all of which has been subscribed and paid in in property.

Detroit—The Western Packing House Market has merged its business into a stock company under the style of the Western Packing Co., 2811 Humbolt avenue, to deal in meats, butter, eggs, etc., with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in.

Lansing—The McKee Lumber Co., 2615 Rundle street, has merged its wholesale and retail business into a stock company under the style of the McKee & Kane Lumber & Fuel Co., with an authorized capital stock of \$50,000, all of which has been subscribed and \$30,000 paid in in cash.

Lansing—Owing to ill health, John Brandl is conducting a closing out sale of his stock of men's and boys' clothing at 214-16 North Washington avenue and will retire from trade. The lease and store fixtures have been sold to an out of town party who will open a retail store, announcement of which will appear later.

Buchanan—Mate L. Sands, who has been in the retail grocery and meat business in Buchanan for the last twenty-five years and who has conducted a store at 111 South Oak street for the last sixteen years, was recently forced to sell his stock because of illness. Mrs. Mattie E. Graffort and Robert Babcock are the new proprietors. For the last three years, Mrs. Graffort has been book-keeper and for the last year Mr. Babcock has been meat cutter in the Sands market.

**Manufacturing Matters.**

Detroit—Starr Dress, Inc., 23 West Jefferson avenue, has increased its capital stock from \$10,000 to \$25,000.

Detroit—The Heppenstall Steel Co., West Jefferson and Grand Blvd., has changed its name to the Heppenstall Co.

Grand Rapids—Williams & Marcroft, Inc., 11 Scribner avenue, has increased its capital stock from \$8,000 to \$20,000.

Holland—The Szekely Aircraft & Engine Co. has increased its capital stock from 100,000 shares no par value to 200,000 shares no par value.

Lansing—The Michigan Mills Co. has been incorporated with an authorized capital stock of \$50,000, \$38,000 of which has been subscribed and paid in in cash.

Ann Arbor—The Hydro-Air Spray Co., Inc., 625 First street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Detroit—The Interstate Brass & Copper Co., 6631-39 East Jefferson avenue, has been incorporated with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in.

Detroit—The Detroit Wrench Co., 13834 Woodward avenue, has been incorporated to manufacture and deal in wrenches with an authorized capital stock of \$5,000 preferred and 4,500 shares at \$10 a share, \$6,000 being subscribed and paid in.

Hillsdale—The Hillsdale Screen Co., has merged its business into a stock company under the same style with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in cash.

Detroit—The McLean Economy Gas Furnace Co., 6209 Hamilton avenue, has been incorporated with an authorized capital stock of 2,500 shares at \$1 a share, of which amount \$1,213 has been subscribed and paid in.

Detroit—The Automotive Lock & Products Co., Inc., 439 East Fort street, has been incorporated with an authorized capital stock of 200 shares at \$100 a share, \$5,000 of which has been subscribed and paid in in cash.

Royal Oak—National Fiber Products, Inc., has been incorporated to manufacture and deal in paper products with an authorized capital stock of 25,000 shares at \$1 a share, \$13,800 being subscribed and \$11,000 paid in.

Detroit—The Detroit Vault Co., 20514 Crudder avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$200,000, \$50,000 of which has been subscribed and paid in in cash.

Muskegon—The Langeland Co., Muskegon avenue, has decreased its capitalization from \$250,000 to \$200,000 by the purchase from stockholders, of \$50,000 worth of preferred stock. The company manufactures doors, blinds, sash, etc.

Detroit—Carl Peschke, 2600 East Grand boulevard, manufacturer of sausage, etc., has merged the business into a stock company under the style of the Peschke Packing Co., with an authorized capital stock of \$100,000, \$90,000 of which has been subscribed and paid in.

Grand Rapids—The Neu-Tra Corporation, 1206 Grand Rapids National Bank building, has been incorporated to manufacture and deal in chemical compounds with an authorized capital

stock of \$120,000 preferred and 2,400 shares at \$1 a share, of which amount \$4,800 has been subscribed and \$2,412 paid in in cash.

**Montgomery Ward Gets Cold Reception in Holland.**

Holland, Feb. 4—The mechanical hen is again in operation. Last year the output of chicks, shipped to all sections of the United States, exceeded considerably 5,000,000. Chicks are dispatched to buyers by express when but one day old. Zeeland is the center of this important industry.

A large number of motor vehicles, owned by operators, parked daily in the vicinity of the De Pree Chemical Works, indicate great activity in that institution.

The Buss Machine Co., builder of woodworking machinery formerly located in Grand Rapids, has established a large volume of business in England and other countries of Europe. Recent shipments included furniture planers.

The streets of Holland are not enlivened with the shouts of newboys. Those young merchants pursue their calling quietly yet effectively. One young fellow devotes his efforts to patrons of the restaurants which he is permitted to enter. He disposes of many newspapers every day.

Copies of the Michigan Tradesman placed on the tables of the lobby at the Warm Friend Tavern are read by many patrons of the hotel. Ladies, as well as members of the sterner sex, find much of interest in Tradesman pages.

Trains bound for Grand Rapids from Chicago on the Pere Marquette Railroad do not carry many passengers from this station, owing mainly to the unseasonable hours of their departure—5 o'clock a. m. and 2:07 and 4 p. m. The first is too early to accommodate the average traveler and the latter is too late. Greyhound busses carry the larger number of travelers.

Montgomery Ward's opening last Saturday attracted many visitors. Not many sales were made. The manager, who appears to be a fine fellow, is greatly dismayed and downhearted over the prospect.

Arthur Scott White.

**Be Sure and Register Your Vote.**

"Resolved that the chain store system is more detrimental than beneficial to the community."

This was the subject of a debate heard over the radio (WMAQ), Sunday, Feb. 2, between 6 and 7 p. m.

Contestants: Kent College of Law, Chicago (affirmative). Coe College, Cedar Rapids, Iowa (negative).

Two men students from each school. Very spirited debate, but dignified.

Results of debate to be announced after about ten days. The general public to be referee. Radio listeners invited to send in their opinions.

W. A. Pierson.

**Soft Tints in Fine Shirts.**

The 1930 shirts are tints, not colors, and come in the new clear effects of green, blue, tan, peach and toast or beige. Expressed in such fabrics as plain mesh madras, end-and-end broadcloth, in both plain and jacquard the lines follow the usual mode. Pencil and pin stripes give a hint of tone and throw into relief the many neat jacquard patterns that are used in many instances.

Self collars appear on many tailored modes, but the white collar is still the favorite for good dressing.



### 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 has been very quiet during the past week. Even Ceylon, India and Java teas show a falling off in demand. Other grades, such as Formosas, Chinas and Japans have been even duller. In spite of the great dullness, traders say that the demand is up to normal for this season. There have been no changes in price in this country since the last report. In primary markets, Ceylons have shown a slight advance. Indias, excepting the very fine grades, have been a little weaker. Consumptive demand for tea is comparatively small, with values everywhere unchanged as far as the United States markets are concerned.

**Coffee**—Rio and Santos coffee, green and in a large way, have been both up and down during the week, but at the close the quotations on spot goods were exactly where they were a week ago. Brazilians are still making a strong effort to put things on a better basis, but the market is so extremely heavy that they cannot do it more than one day at a time. At this writing the market shows very clearly a soft undertone. Milds are a small fraction higher than they were a week ago. Jobbing market on roasted coffee is easy and irregular.

**Canned Vegetables**—Tomatoes are in slow demand. Spot prices hold firm and unchanged, and the primary market continues strong. Southern factors reported a continued good demand from other distributing centers. The whole South and Midwest is now more or less dependent on Southern tomato stocks for several months to come, so the situation appears very strong, with possible, and even probable, further advances in values. The situation on other canned vegetables continues without exciting developments. Spots are not wanted to any degree here, and futures have so far attracted little attention. In California, spinach and asparagus canning for the new season will begin shortly. There have been no estimates heard lately on the probable size of the packs.

**Canned Fruits**—California canned fruits are selling every day without incident. Everybody is expecting lower prices on canned peaches this coming season, as raw material bids fair to cost much less than it cost last year.

**Dried Fruits**—Raisins show up weak, with list prices being shaded on nearly all varieties. There is no heavy trading of this item. Apricots and peaches attract little interest, but prices remain about at previous levels in spite of a poor demand. Prunes sell in a small way, with the market about steady at former quotations on both Oregon and Californias. No change in the volume of trading in the less important dried fruits has appeared lately. Dates are in fair supply generally, and consumer demand naturally having fallen off since the turn of the year, there are no features to the market, which holds about steady. Figs

are in small supply but demand is not keen. California figs rule quiet. Currents are sluggish but unchanged prices prevail.

**Canned Fish**—Local jobbers are advised of an extreme shortage of shrimp at primary points in the South, as compared with the quantity on hand at this time last year. With the heavy packing season still four or five months away, it looks as though there would hardly be enough to care for a normal demand. Spot prices on canned shrimp remain firm and unchanged. A fair demand for sardines in the local market is seen, but no sensationally large transactions have lately been reported.

**Salt Fish**—With the Lenten holidays only four weeks away dealers in salt fish are beginning to stock up and the market has lately taken on a somewhat more lively appearance. Prices on the large size mackerel have strengthened slightly, while the smaller sizes have declined. Factors in the local trade anticipate considerably higher prices to develop on large sized mackerel, while at the same time looking for the small fish to hold about at their present price level. Stocks of all salt fish are comparatively light for the time of year.

**Beans and Peas**—Dried bean market, from the standpoint of the seller, is not in a very satisfactory condition. Early in the week white kidneys and California limas showed weakness and declined. Red kidneys on the contrary were in good demand at firm prices. Another firm item was blackeye peas, which advanced several times during the week. At the present writing the situation is as described above. The demand is very poor.

**Cheese**—There is a moderate demand for cheese and prices are steady.

**Canned Milk**—Canned concentrated milks have shown no particular change in the last several days. There have been liberal offerings in most lines, with demand unimproved and movement rather quiet. Nationally advertised brands of evaporated case goods held unchanged. Miscellaneous brands have ruled very irregular.

**Nuts**—California almonds in the shell are expected to meet with a better demand now that they are being offered at more attractive prices. The California Almond Growers' Exchange has not, to date, lowered its prices to the levels of other sellers of California almonds. The present lull in demand has created a dull market on most unshelled nuts, and some shading of list prices is seen. Filberts and pecans are exceptions to this rule, and domestic walnuts are holding their own. In the shelled nut list the strongest item at present is filberts. Stocks are light and primary market conditions indicate a strong market for the near future. The primary French market on shelled walnuts has dropped off somewhat this week, but advices recently told of a stronger tone. Offerings from abroad are meager, and many exporters state that supplies in many districts are quite exhausted.

**Pickles**—A very slow business is reported by local jobbers. Prices have held unchanged. It is generally be-

lieved that prices have reached their peak and that shortly they will turn sharply either one way or the other. Packers are holding firm and want even higher prices, while buyers are doing all they can to depress market.

**Syrup and Molasses**—Demand for sugar syrup is good and it is expected to be better as soon as the candy makers begin their Easter work. The market is not supposed to show any weakness for some time and prices are on a rather high level. Compound syrup is selling fairly well at unchanged prices. Molasses is selling normally for the season, without any pressure whatever to sell or buy. Prices are steady and unchanged.

**Sauerkraut**—The cold weather in the past week has been good for the sauerkraut business, and reports of a larger demand for bulk kraut have been received. Quotations have not varied since last week.

### Review of the Produce Market.

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

**Bagas**—\$1 for 50 lb. sack.

**Bananas**—5½¢@6¢ per lb.

**Beets**—\$1.60 per bu.

**Brussels Sprouts**—30¢ per qt.

**Butter**—For the most part the market has shown no change during the week. About the middle of last week, however, there was a small fractional decline on account of the indifferent turn of the demand. There is no real weak undertone to butter, however. The demand was good most of the week. Jobbers hold prints at 38¢ and 65 lb. tubs at 36¢.

**Cabbage**—\$1.90 per bu. for white; red commands 6¢ per lb.

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

**Cauliflower**—\$1.90 per crate for Calif. Crates hold 9, 10, 11 or 12.

**Celery**—40¢@60¢ 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.

**Cocanuts**—90¢ 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 ----- \$6.35

Light Red Kidney ----- 6.65

Dark Red Kidney ----- 7.00

**Eggs**—The market is a little stronger than a week ago. Local jobbers pay 34¢ for strictly fresh hen's eggs and 30¢ for pullet's eggs.

**Grape Fruit**—Extra fancy Florida 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, 50¢ per box less.

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

46 ----- \$5.50

54 ----- 5.75

64 ----- 5.75

70 ----- 5.75

80 ----- 5.75

**Grapes**—Calif. Emperors, sawdust lugs, \$3.25; kegs, \$5.25.

**Green Onions**—Shallots, \$1.25 per doz.

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

**Lemons**—The price this week is as follows:

360 Sunkist ----- \$7.50

360 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. ---- 14c

**Limes**—\$1.50 per box.

**Mushrooms**—75¢ per lb.

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

100 ----- 4.50

126 ----- 5.25

150 ----- 6.25

176 ----- 7.00

200 ----- 7.50

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, \$2 per 100 lb. sack; white, \$2.25; Spanish, \$2.50 per crate.

**Parsley**—50¢ per doz. bunches.

**Peppers**—Green, 80¢ per doz. for Calif.

**Potatoes**—Home grown, \$1.75 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 ----- 25c

Light fowls ----- 18c

Heavy Roasters ----- 25c

Light broilers ----- 18c

Old Toms ----- 20c

Young Toms ----- 23c

Hen Turkeys ----- 20c

**Radishes**—60¢ per doz. bunches of hot house.

**Spinach**—\$1.90 per bu.

**Squash**—Hubbard, \$5.50 per 100 lbs.

**Sweet Potatoes**—\$3.25 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

# ANNOUNCEMENT

In order to serve our clientele more efficiently and expeditiously, we have established direct wire connections with the main office in New York of

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## PETTER, CURTIS & PETTER INC.

*Investment Bankers and Brokers*

GRAND RAPIDS

MUSKEGON





PETTER, CURTIS & PETTER, INC., brings to Grand Rapids and West Michigan Investors **First Hand** information of what's what in the investment world. Market quotations—New Issues—Industrial Expansions — New Projects — complete Statistical Information, Mergers and Financial reports now come from the leading markets of the world through our direct wire connections with the internationally known investment house of Spencer Trask & Company.

No relays or delays. Transactions handled as fast as telegraph keys can send the dots and dashes. Spencer Trask & Company have an extensive private wire system, many branch offices, representatives and correspondent connections with all leading financial centers in the United States, Canada

and England. They have either had the major position or were on the banking group for practically every issue of a conservative nature which has been offered to the public in the last 50 years and have sponsored many nationally known issues such as Gillette Safety Razor, Borden, Purity Bakers, Allied Chemical and Dye, Western Dairy Products, Tri-State Telephone and others.

PETTER, CURTIS & PETTER, INC., is the only Grand Rapids firm in direct wire communication with this company and now not only offers its clientele the speediest investment service obtainable but also the opportunity of participating in investment securities issued by the world's leading industrial enterprises.

PETTER, CURTIS & PETTER, INC., is new in name only. The same personnel, the same desire to serve and with an ever increasing scope of operations.

## PETTER, CURTIS & PETTER INC.

**Investment Bankers and Brokers**

**GRAND RAPIDS**



**MUSKEGON**

**ATTENTION TO BUSINESS.**

After the collapse in the stock market the point was made in many quarters that business should benefit as it received more and ticker tape less attention. Evidence of this renewed interest in actual business affairs is not lacking. One striking illustration is found in the new records for attendance being made for most trade exhibitions. The automobile shows and the motor boat exhibits drew exceptionally large crowds. Trade displays, such as the garment and furniture shows, brought new high levels of buyer patronage. These trade representatives were eager to see what was new and placed a fair volume of orders, with additional business promised once the new designs have been accepted by consumers.

More than matching the interest of buyers has been the expanded effort of salesmen in covering their old accounts, striving for new ones and leaving no loophole for coveted business to escape. With a little less business to go around for the time being, it would be natural to look for greater sales activity, and the congestion, for instance, at the resident buying offices where out-of-town buyers make their headquarters in this market has been such as to make necessary a new plan for handling the salesmen who call in thousands.

Another phase of this attention to business presents itself in the readier adoption of manufacturing devices aimed at cutting costs still lower. Many of these improvements, despite keen competition, were withheld so long as stock market rather than industrial or trade developments were uppermost. They are now being hurried into action in not a few cases.

A final angle may be mentioned in the spurt of interest shown in foreign trade possibilities. Agencies in this field report that their enquiries on both old and new markets have jumped considerably since a margin of business that means profits or no profits has become so important.

**EXPENSE REDUCTION VITAL.**

In the program on which members of the National Retail Dry Goods Association are this week working, no problem of interest to the store owners and their executives has been overlooked and many ideas of profit should be obtained by those who attend the discussions. Probably the greatest interest, however, will be taken in the subject of expense reduction for the reason that over a term of years the costs of department store operation have been rising and not only the profits but the very existence of these establishments threatened, if reliable authorities are to be credited.

As this critical condition has come to be recognized, there has also come realization that something should be done about measuring the real efficiency of the selling personnel. The matter of store wages has been held in the background for obvious reasons. Happily it will be brought to the fore at the convention in a study just completed under exact direction, and a new

yardstick will be proposed for measuring retail selling efficiency. This report, it has also been explained, will cite some significant results obtained through higher wage payments.

It does not seem going too far to hold that real control of selling efficiency should enable the stores to make the greatest progress in expense reduction and in volume and profit expansion. If this efficiency is an unknown quantity, or inadequately known, then it is obviously impossible to really gauge buying, advertising or service efficiency, since the salesperson can make or mar all operations up to and even beyond the counter.

**REPORTS SHOW SPOTTINESS.**

While progress upward from the low stages of reaction in industry is noted, the showing continues to be one of irregularity. Thus, steel operations are higher, but prices still weak. Automobile output has been increased, although at a more cautious rate than was expected. Weather conditions have proved a handicap to construction activity and contract awards have slipped further under a year ago.

This recital of spottiness in the general situation may be carried along by citing continued declines in car loadings and the failure of commodity prices to hold up or gain. The small turn upward in the Annalist Weekly Index was followed last week by another decline in commodities. Only the chemical and miscellaneous groups were firmer by fractional margins. Pressure on prices, therefore, is not over and still finds weak spots.

Another report on improved employment was issued from Washington during the week and made some weekly comparisons to bear out previous utterances. Once more an unfortunate contrast was set up by the federation of labor statement pronouncing the situation even worse than the winter of 1927-28. These conflicting reports make plain, although no emphasis is needed, just how necessary it is to have complete and authentic employment data. Chambers of Commerce throughout the country seem to occupy strategic positions for the gathering of this information and they might search a long time to find a more valuable contribution to the economic well-being of the country.

**ANCIENT AMERICA.**

It is always encouraging to discover that, while we may live in the New World, the zoological history of America goes just about as far back as any one could reasonably expect or desire. When scientists report that the petrified skeleton of a man who lived 20,000 years ago has been discovered in Florida, that New Mexico has yielded a fossilized crocodile 60,000,000 years old and that in Utah the remains of a dipodocus and of a brontosaurus 80,000,000 years old have been found we feel that we can snap our fingers at the boasted antiquity of Europe and Asia.

That the United States was once the home of these prehistoric creatures can be safely asserted on the authority of the Museum of Natural History, for

their skeletons were discovered in its 1929 expeditions. Many of them, in fact, are now in New York. Moreover, the Museum did not find it necessary to send to the Gobi Desert to find traces of dinosaurs. Their tracks are all over New Mexico and, while State laws prevent their removal, we may accept the word of science that the dinosaurs existed.

Whatever their lives may remind us of, there can be no denying that they left their footprints on the sands of time.

**RUSSIA'S NEW CALENDAR.**

Russia imitates one of the fantastic actions of the leaders of the French Revolution by arranging a new calendar. In their determination to wipe out the past and start all over again the French set up the Year One, dating everything from the Revolution. The Russian proposal is to take the death of Lenin as the new beginning of history.

Moreover, the Russians, like the French, are contemplating the reconstruction of the week, but in the opposite direction from that followed by the French. Instead of lengthening it, as did the French, who made the week consist of ten days, the Russian propose to shorten it, making it consist of five days and giving each month six of these weeks. In this country the five-day week would lose its attractiveness under this arrangement. And suppose that Russia advanced to the point of establishing what in this country would be called the four-day week. Would she alter her calendar again?

France found her calendar-tinkering more sentimental than practical. The work week, whatever its length, can be adjusted to the seven-day unit as easily as to any other. These attempts to fit human activity into a rigid mold show small appreciation of the changeability of human customs.

**CRISIS IN SILVER LININGS.**

The persistent decline of the price of silver is causing anxiety in some quarters. Last year the price fell 10 3/4 cents an ounce to a low of 46 1/2 cents at the year's end. Now the price is 44 1/2 cents, although it has this month been down to 43 3/4. The fall has been in face of a decline in world production, made up of new silver and supplies from debased and demonetized coinage and an increase in consumption by China, the largest user, in the arts and crafts and for coinage.

Political and economic disturbances in China and India seem to lie at the root of the unsettlement of the silver market. Without a cessation of civil warfare in China and increased buying power of the population of India consequent upon settlement of labor troubles and higher values of agricultural products, there is little expectation that silver's place in the world economy will be improved this year. Curtailment of production might help, but this is difficult, as a large percentage of silver mined is a by-product of copper, lead and zinc production.

In view of the situation in silver-standard countries, it is interesting to speculate on what might happen the

world around were the market for gold by any chance to follow the course of silver.

**AIRPLANE PRODUCTION.**

The United States produced more airplanes in 1929 than ever before. According to figures which will be published in the Aircraft Yearbook for 1930 ninety-six companies built 6,034 military and commercial planes having a total value of \$44,457,300 without motors. The aggregate price of these machines equipped for flying is more than double that amount. The increase in production of both types of airplanes over 1928 was 27 per cent., but the gain in commercial plants was 1,815 craft, or 51 per cent., whereas the military output fell off 44 per cent. Of the 6,034 planes built in this country last year 5,357 were designed for commercial use. This phase of the aircraft industry has had a striking growth. The first factory for the production of commercial planes was erected only ten years ago. To-day nearly five-sixths of the output of ninety-six factories is for commercial purposes, and these planes are finding a growing market not only in this country but in Canada, South America and Asia. Combinations during the last year have helped stabilize the industry, with the result that it should be in a position to break more records in 1930.

**DRY GOODS CONDITIONS.**

Where weather conditions have been fairly favorable and unemployment not too severe, the chances are that trade volume in the month just closed was either equal to or slightly above the January, 1929, figures. From the reports at hand, the month showed a fair gain on the average for the first half and then consumer buying became less active. It is likely that the month's results in the aggregate will fall under those of a year ago, although by a smaller margin than was expected earlier.

Fair activity is still reported in the wholesale merchandise markets, although retailers are operating cautiously and close to their needs, with particular attention to weather developments. Most of the buying for sales purposes has been completed and new lines are being sampled for spring operations. When weather conditions permit a real test of consumer preferences, reorders should expand.

A mighty clever way of racking boudoir slippers was noted in the Famous Barr store. All the forward stock is kept in cabinets similar in size and character to glove selling cases. These cases keep 800 pairs of boudoirs on tap at all times. Then by having the slippers out of the cartons wrapped in clean tissue, the stock may be kept in a much better shape, especially the delicate colors. Sales are speeded up, for one girl can serve several customers at once. If she was waiting on the trade in the regular shoe store fashion, one at a time would be all that could be expected.

Aim to please but be sure your're aiming in the right direction.



## OUT AROUND.

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

During the quarter of a century Noyes L. Avery, President of the Michigan Trust Co., has been husbanding his resources and gradually assembling a fortune variously estimated to scale somewhere between three and five million dollars, he gradually conceived the idea that he must acquire several hundred acres of land on which he could create a model dairy on a large scale on the most modern plans available and, incidentally, create the finest herd of Guernsey cattle in the Middle West; also be able to go out into the tall timber and get acquainted with the birds. Of course, there are birds which frequent large cities and sing their songs after the play at Delmonico's, and with these birds every man of affairs must, of necessity, become acquainted, but Mr. Avery prefers the other kind. There is a merry freedom about the bird in the cherry tree which can never be successfully imitated by the bird on the hot platter, tucked in with green stuff.

Mr. Avery is to be congratulated. It is believed by all who are familiar with the industry and resourcefulness of the man that he has set a hot pace for the farmers of Michigan. In fact, his long and blameless experience as a wholesale grocer, bank director and trust company manager ought, in a measure, to equip him for the difficult duties he voluntarily assumed when he bought his farm. On the face of it, this point of view may seem a little warped, but it must be remembered that if there is a thing on this green earth, or in the indigo vault the sun shines through, which a man who sets up as a farmer needs more than any other thing, it is the ability to know how to make money.

Mr. Avery's farm is located at Eastmanville, three miles West of Lamont, which is the hub of the Universe. It consists of about 1,000 broad acres. I don't know whether the acres are broader than anybody else's acres, but it is the thing to mention acres as broad when speaking of a large estate. You may cut out the broad if you want to, as it will not affect the fertility of the acres.

The soil of this farm is said to be very fine. As I understand it, it has a top-dressing of fertilizer at three dollars and a half for a two-horse load and a clay foundation. This foundation reaches to trap rock, wherever that is, and is said to be entirely free of foreign substances or cracks in the walls or eye-beams. It is quite probable that it will not be necessary for Mr. Avery to use the soil farther down than fifty or sixty feet, unless he plants these long, slim beets, in which case he will have to reach down with a dredge.

This farm, which is destined to make such eminent apostles of advanced agriculture as Hon. Charles W. Garfield

and William H. Anderson sit up and take notice, is about seventeen miles from Mr. Avery's Grand Rapids office, and envious ones are waiting to see how he will farm at long range. Some of our captains of industry are said to have managed to raise something on farms besides money at 6 per cent.

However, Mr. Avery has been very successful as a trust company official and it is more than probable that he will succeed in raising good crops if he remains away from the place when there is any important work to do, visiting it at rare intervals when the manager and his associates appear to be in need of polite society.

I understand that Mr. Avery's war-bags are reasonably well filled with rolls of yellow-backs which have been in seclusion so long that they are getting mouldy in the center, but for all that he is not figuring on raising spuds at three dollars a bushel or incubator hens that you can get into a potpie made in a pint cup at two dollars a throw. It is his habit to acquire something when he peels off one of those yellow ones.

It may be well to state here that Mr. Avery's intimate knowledge of potato culture is said to cover a wide range, from information concerning the time to sow with the patent broadcaster to the date of reaping and putting into the silo in the attic. It is said that a fine assortment of artichoke trees will ornament the footpath running from the back door to the bank of the majestic Grand River, which condescends to pass his estate. There are some combinations in agricultural life which Mr. Avery will do well to take note of:

For instance, if you join the Bordeaux mixture with the wrong kind of bug you may have to purchase your peaches and berries of the dark man who goes through the alleys with a whoop and a skeleton horse just at the time in the morning when you don't want to get up. The Bordeaux mixture, and the lime and sulphur mixture, and the arsenate of lead mixture, and the pure Paris green dope that is mostly made out of some kind of breakfast food, are things which must be reasoned with, and stirred right, and squirted on the trees at the right angle and the right moment in order to accomplish good results. There are books which Mr. Avery ought to memorize, and which deal with appendicitis in the peach tree and the sleeping sickness in the apple tree, and the prodigal-sonitis in the plum, but without doubt he will be supplied with these by Hon. Carl Mapes, who has been in Congress so long that he is believed by the politicians to have taken root in Washington.

In the present condition of the best society in the agricultural world it is desirable that a tiller of the soil be able to pass examination as a registered pharmacist. However, this is not absolutely necessary, as there are bugs and beetles on the farm which wouldn't

know a remedy provided for their demise from a handsaw. It may be just as well, and more profitable, for Mr. Avery to acquire an interest in a drug store.

As Mr. Avery is a discreet and painstaking man, and pays the highest going wages to his army of employees, he is very popular in the vicinity of his farm. Whenever a new bug is made, it is first tried out in Eastmanville. They have something there which has the San Jose scale groggy in the first round and back on the ropes in the second and so the spraying on the Avery estate may not proceed further than the sixth in any one season. On the whole, Mr. Avery will have a peach of a time on his farm. He may not be able to forget stock quotations or to look unmoved upon an advance in the bond market, but after he has given over efforts to teach his cows how to wipe off their feet before they darken the doorways of the palatial barns where they sleep nights or to instruct incubator chickens in the proper mastication of their Post Toasties, and learned to associate with the potato bug without prejudice, it is probable that he will wield the shining hoe in the wheat field with becoming grace and effect.

Anyway, here's luck to him and his wonderful farm! May the long, emerald things which grow on tomato trees cough their heads off before they get to his preserves and may his raspberry bushes grow so tall that he'll have to purchase a fire escape in order to bag the fruit. And when he goes to market with a basket of butter and eggs on his arm, here's hoping no capitalistic retailer will inform him that there is no market for farm produce unless taken in trade.

Leaving the realm of jest for a moment, I think it is very remarkable that a very busy man like Mr. Avery should take a million dollars of his ample fortune and invest it in land, buildings, cattle, machinery and home adornment for himself and his employees, fully realizing that he will never see the color of his money except it may be in the enjoyment it gives him to witness a commonplace situation transformed into a place beautiful; to see broad acres restored to their original productiveness by fertilization and rotation of crops; to see things grow; to see his herd of Guernsey cattle developed to the highest standard of excellence and productiveness; to furnish lucrative employment to many men and women; to house them comfortably in beautiful home surroundings in dwellings equipped with all the modern conveniences found in city homes; to maintain fire apparatus which is held in readiness to respond to calls for assistance for miles about. His farm and the manner in which he is developing it makes it one of the show places of Michigan and is an inspiration to farmers everywhere to watch the methods by which such remarkable results have been attained in less than a half dozen years.

Reference to the wonderful herd of

Guernsey cattle Mr. Avery has assembled with such care and thoroughness reminds me of the way in which Bill Bye once advertised his family cow for sale:

For Sale—Our family cow. She is pure blooded—one-half Jersey and one-half hyena. At present she is very much attached to home by means of a trace chain. One revolver and two shot guns go with the cow. To a man who enjoys the comforts of religion and is not afraid to meet his Maker she is a bargain.

Established and maintained under the active supervision of Chicago business men, in an endeavor to provide a virile, appealing service of Christian fellowship and inspiration for strangers and for downtown hotel, club and boardinghouse residents, the Chicago Sunday Evening Club has achieved a success which assures it permanence and emulation. This new form of Christian-social institution has aroused Nation-wide and even international interest.

Services are held every Sunday evening from October to June in Orchestra hall, one of the country's largest and finest auditoriums, in the heart of Chicago's business district. On each occasion the feature is an address by an invited speaker of National or international reputation. These men drawn from many walks of life, give inspiring talks based upon the life and teachings of Jesus Christ, and dealing directly with individual and civic betterment. The call of each is to a life of higher ideals and to a better and more useful citizenship.

Governors, senators, judges, educators, authors, presidents of great corporations, in addition to the most distinguished clergymen of all denominations, are included among the speakers. An attractive feature of each service is the musical programme, which is given by the Chicago Sunday Evening Club Choir, a carefully trained organization of eighty selected voices, assisted by a quartette of noted soloists.

Although the capacity of Orchestra hall is 3,000, it frequently has been filled to overflowing, and on several occasions many hundreds have been unable to gain admittance. The average attendance during the last season was over 2,500. The seats are free, and everyone is welcome. The services are broadcast every Sunday evening from 7:30 to 9:30 through WMAQ.

While nonsectarian, the Club is strictly Christian, and it endeavors to co-operate with all the churches of Chicago through a well-organized Committee on Church Affiliation. The chairman of this Committee has a desk in the lobby to assist strangers in forming church connections in any part of the city with the denomination of their choice.

The Club was organized and is conducted entirely by well-known Chicago business men, some of whom take part in every service. These men follow the Club's career with unflag-



ging interest and attend to its business with the fidelity which characterizes their attention to personal affairs. They have brought into its ranks scores of earnest, able, successful young men, who seem never to tire of working for the Club's future success. There are no paid officers, and virtually all of the money contributed is expended for rent of hall, expenses of speakers, music, printing, etc. In all of the Club's literature special emphasis is given to an invitation to visitors from other cities to attend its services. The opportunity is one which should interest every right-minded citizen.

The furniture manufacturers of Grand Rapids have done a graceful thing by making Arthur Scott White an honorary member of the Grand Rapids Furniture Club. Fifty-one years ago Mr. White was local correspondent for the New York Trade Bureau. I secured the representation of the Boston Cabinet Maker and together we tramped from factory to factory every week, picking up news and gossip concerning the local factories, which would prove interesting reading for the retail furniture dealers of the United States. Mr. White's ambition to serve the industry to a greater degree soon found expression in the establishment of the Michigan Artisan, which he ably conducted thirty-one years, first as a monthly, later as a semi-monthly, and finally as a weekly, in the interest of the Grand Rapids furniture market. I think there is only one man still living who has been actively connected with the local market as long as he has—Charles W. Jones. Mr. White never found any task too great or any sacrifice too formidable to stand in the way of his championship of Grand Rapids furniture and furniture manufacturers. I do not think there is a man anywhere in the United States who has been more faithful to a single industry for half a century than Arthur S. White.

E. A. Stowe.

#### Has Taken the Tradesman Twenty-five Years.

Petoskey, Feb. 1—In the year 1895 I went to work for the East Jordan Lumber Co. and began reading the Tradesman. Except for a short time that I was not working along mercantile lines I have read the Tradesman every week since. Many times your words and deeds have helped us retailers to carry on when the going looked hard. Your attitude toward the chain store is giving us the encouragement we need to meet this menace to the future welfare of all rural communities. It is with sincere gratitude I think of the time you helped me collect a bill from a Mr. Winnie. Without your help I don't think I would ever have been able to collect it. Another time you spent half a day or more showing me around the city.

About 1918 I sent you an advertisement in a Sunday school paper of some mail order house which was offering sugar illegally at that time. In a very short time that concern was obliged to quit owing to your prompt and painstaking efforts.

Pardon this rambling letter, but I want to assure you that your help and encouragement is appreciated by us dealers and I want to again thank you for many past favors. A. J. Crago.

#### Accessory Emphasis Marked.

There is no mistaking the strong emphasis retailers plan to put on accessories during the Spring season. The belief is general that departments handling these items will show up very well from both volume and profit standpoints. As reflected in the recent buying done in the wholesale markets here the outstanding accessory lines comprise blouses, corsets, novelty jewelry and sports wear scarfs and neckwear. The style trends in apparel strongly favor a widespread

accessory vogue to provide ornamentation and the proper lines for the new silhouette. In the case of blouses, some stores are reinstating departments dropped several seasons ago.

#### Prystal Leads in Novel Jewelry.

Orders for novelty jewelry are showing up very well and confidence in an active Spring season is general. Prystal, a new imported material, is an outstanding item and is reported to be making strong headway in favor. The material is a coal tar derivative and is

being fashioned into necklaces, bracelets and earrings. It is being featured in a wide range of new pastel shades to match Spring fabrics. Seed beads are also in good demand in necklaces, with the longer strands selling better than the choker lengths. Metal jewelry has received less attention, but is expected to meet with more favor later on.

The disagreeable man hurts himself. He cannot hurt you unless you let him.

# Announcing DEL MONTE COFFEE

*a modern coffee ~  
to satisfy customers who demand  
the last word in coffee excellence~*

—a new coffee, with a richness and flavor, we believe, never achieved before

—packed in vacuum cans to insure its full flavor and original freshness at all times

—backed by the same type of strong advertising support—reaching millions of better class homes—which has given DEL MONTE Fruits, Vegetables and other food products their outstanding place today.

Here is a brand new opportunity in the merchandising of coffee. Advertising just starting. Every home that wants a better coffee—every housewife who now buys other DEL MONTE Products—will be interested in DEL MONTE Coffee and is a first-class prospect right now! Why not be the leader in your own neighborhood—offer your customers a new, quality product they are sure to want—and get this business right from the start?

CALIFORNIA PACKING CORPORATION



FOOD PRODUCTS

*Always fresh*  
**IN THIS MODERN VACUUM TIN**

### Good Showing Made By Local Insurance Company.

The annual financial statement of the Grand Rapids Merchants Mutual Fire Insurance Co. presents a condition which should be very satisfactory to both officers and policy holders.

The business in force a year ago was \$8,052,184. The business in force Dec. 31, 1929, was \$9,159,673, a net gain of \$1,107,489.

The income during 1929 was \$118,091.59, with disbursements of \$112,087.24. This increases the net balance to \$62,759.95.

The loss ratio was 26.2 per cent. and the operating expense was 14 per cent. This showing reflects much credit on the faithful Secretary.

The fire losses were \$26,967.35, of which \$10,536.88 was recovered from reinsurance in other companies.

The surplus is invested as follows:  
Mortgage loans ----- \$33,990.00  
Stocks and bonds (market value) ----- 10,997.29



Miss Eleanor De Hoog

Cash on hand and in bank 9,115.85  
Certificates of deposit ----- 6,000.00  
Accounts Rec. less reinsurance due ----- 2,656.81

\$62,759.95

The old officers and directors were re-elected. In addition to the regular force, Miss Eleanor De Hoog was made Assistant Secretary. Miss DeHoog is a graduate of the literary department of the Christian high school and later took a two-year course in the commercial department. She has been connected with the company six years.

The officers of the company for the coming year will be as follows:

#### Officers.

J. N. Trompen, President, Grand Rapids.

J. Vanden Berg, Vice-President, Grand Rapids.

John De Hoog, Secretary-Treasurer, Grand Rapids.

Jason E. Hammond, Associate Secretary, Lansing.

Eleanor De Hoog, Assistant Secretary, Grand Rapids.

#### Board of Directors.

D. M. Christian, Owosso.

H. Holtvluwer, Grand Rapids,

A. K. Frandsen, Hastings.  
W. O. Jones, Kalamazoo.  
C. A. Mills, Grand Rapids.  
F. E. Mills, Lansing.  
J. B. Sperry, Port Huron.

### Weldon Smith Sees a Ranch in the Making.

Glendale Calif., Jan. 25—We are fortunate in having some friends in North Hollywood who invited us to accompany them on a trip to their ranch in the Antelope Valley. Arriving at their home on an appointed day and hour we found they had provided a basket lunch for the trip, so we were soon on our way.

We went out through the San Fernando Valley through the historic town of Newhall, through the Newhall tunnel and on to Saugus, where the road splits three ways, one leading to Santa Barbara, one to Bakersfield over the Ridge route and the third up the Mint canyon to the Antelope valley. We took the Mint canyon road. It is up grade all the way, about fifty miles and on a sixty foot pavement. There are many pretty picnic places and occasionally a small store and gas station or place of amusement. The mountains on either side of the road are quite high and in some places very high.

We finally reached the town of Palmdale on the edge of the desert at an elevation of 2,500 feet. The valley is about twenty-five miles wide by seventy-five long and is surrounded on all sides by mountains which on this day were covered with snow.

We drove three and one-half miles of the main road on a dirt road which was hard and smooth and came to our destination. I find the process of clearing and preparing about as follows: The desert at this point is very level and covered with sage brush. There is no irrigation here, everyone depending on a well for water. They first drilled a well 530 feet deep and got a fine supply of water. The next thing to do is to clean the land which is done by taking a railroad iron and hitching four horses to each end and dragging it over a portion and then

returning over the same space in that manner, breaking the sage brush from the roots. It is then gathered in piles and burned. The next process is similar, only the long iron bar has teeth on it that penetrate the ground about six inches and bring the roots to the surface. These roots are taken off the ground and then the land is water leveled, done by scraping and leveling until it is as smooth as a floor. The land is piped with cement tile laid eighteen inches under ground at proper distances and connected with the well. Now the land is marked off in panels, about sixty feet wide and one-eighth of a mile long, and then a small bank of earth is thrown up about one foot high around each panel. Now by means of water controls the water is turned on each panel and allowed to flow until there is one inch of water over the surface. A rotary pump connected to a fifty horse power motor forces the water to every part of the ranch and is at all times under control, so they can get the water where it is needed.

The land is now ready for alfalfa, which is about the only crop raised here. This land is prepared (eighty acres) seeded and two cuttings taken off the first year, after which seven cuttings are taken between May and January. The yield is from seventeen to twenty tons per year per acre and the market price ranges from \$18 to \$35 per ton, according to the season. Improved ranches are priced from \$500 to \$600 per acre.

After seeing and learning all this we went on to the desert city of Lancaster, where we demolished our lunch and then started for home, taking another route, through Soledad canyon, which was another thrilling experience.

Weldon Smith.

The packers' petition for modification of the decree excluding them from retail store operations and food lines other than meats has stirred up a hornets' nest as the time approaches for a hearing. The Department of Justice, suspending judgment until the

packers have told their whole story, announces its intention to put in some pertinent facts, and the Senate has taken the matter up in a spirit reminiscent of old animosities.

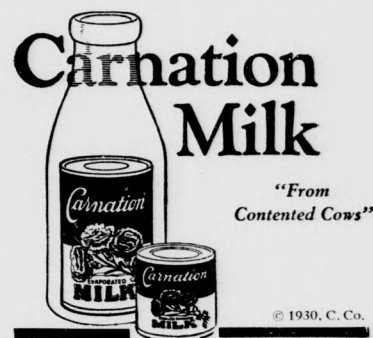
## You own a newspaper

Didn't you know it? It's the Carnation News, published in your interests, whether you sell Carnation Milk or not.

The News may talk Carnation on the side, but the main emphasis, you know, is given to those authoritative articles on money-making storekeeping, on show-card writing, and on various other matters that the up-to-date grocer wants to know about.

We're glad to have you sell Carnation, but the Carnation Company hopes it's big enough to see that selling Carnation is not your only problem.

Carnation Company  
Carnation Bldg., Oconomowoc, Wis.



# Are you putting the season to work for you ?

"WE'RE tired of heavy mid-winter foods; please give us variety and freshness!" — that's what your customers' appetites are saying.

So now is the time for you to suggest California Canned Asparagus. Tender, succulent, and always tempting, it brings the flavor of Spring to any meal.

Now, too, full color pages and black-and-white advertisements in the leading women's magazines are illustrating appetizing new dishes, giving actual recipes,

in short — almost getting behind your counter and talking canned asparagus to your trade.

If you'll just display canned asparagus in your windows and on your counters, and feature canned asparagus during February in dozen and half dozen lots, you'll be putting both the advertising and the season to work for you. Try it, it will pay you a profit.

CANNERS LEAGUE OF CALIFORNIA  
Asparagus Section — San Francisco, Calif.

# CALIFORNIA CANNED Asparagus



## FINANCIAL

### Looks For Stability in Prices and Credit.

Uneasiness over the recent large withdrawal of gold here by Europeans is unwarranted, in the opinion of Potter & Co., who have surveyed the outlook for gold movements in relation to prices and credit. The firm looks for "comparatively stable gold conditions for some time to come and presumably equally stable prices and credit."

The loss of gold is attributed to withdrawals by individuals abroad of money attracted to Wall Street by high money rates prevailing here last year. Even should there be a further loss, which is held unlikely, this would not endanger credit or business prosperity, it is contended.

The \$125,000,000 withdrawn between October 28 and January 14, though seemingly large, was actually less than 3 per cent. of the total United States gold stock of \$4,275,000,000, it was pointed out.

"The lower money rates which have prevailed here since the break in the stock market and the prospect of a lower rediscount rate," says the survey, "have had the effect of returning to its natural homes much of the wandering gold which has been attracted to us in the past eighteen months through our high call loan and rediscount rates."

"Since the United States has apparently an ample, or even over-abundant, supply of gold, this withdrawal does not mean high money rates here, although it may tend to check very easy money, which is probably a wholesome thing."

"Gold supplies, for the first time since the World War, seem to be approximately normally distributed among the various nations and are likely to hold so for some time, with only the usual fluctuations due to transfer of commodities in trade and credits in minor international financing."

"We have more gold than we need, according to many authorities, who say that we could lose \$200,000,000 more without endangering credit and business prosperity. The 'free' gold above our legal reserves and other special requirements now amounts to about \$700,000,000, while it has been estimated by those in closest touch with the money market that \$500,000,000 is all that is needed to finance our business and credit."

"Great Britain's gold holdings are slightly above the level of £150,000,000 recommended by its experts. Notes secured by collateral are in circulation to an additional £351,782,000, under Parliamentary authority, making the current British gold ratio 41.7 per cent., the highest it has been for some time."

"France has a reserve far above requirements, is a creditor nation and can hardly want more gold just now because of the tendency it would have to raise prices within the country, and there is much agitation there now about high commodity price levels. Altogether, France would seem not to wish any more gold."

"The Reichsbank has built up ample gold reserves, and the reduction of its

rate would seem to indicate confidence in the situation and no desire for additional gold, except as the result of favorable loans to German enterprise, negotiated abroad."

William Russell White.  
[Copyrighted, 1930.]

### Federal Reserve Should Lower Its Rate.

With business at ebb tide the time has come for a prompt move by the Federal Reserve to a lower rediscount rate as its way of stimulating industry just when the mill pond needs a little agitation.

Differences of opinion on what the policy should be before resulted in a lack of decision and delay in putting the rate up. The blow of a higher rate to the market was softened by this indecision. Consequently the objective of the move was partly lost. When finally the necessary correction came from within the market itself it was unnecessarily severe.

A move by the Federal Reserve to a lower rediscount rate now is the stimulant needed to restore confidence in business. The theory of Reserve policy has been that the money authorities primarily are interested in maintaining an even flow in industry. When rampant speculative tendencies threaten excesses the Reserve has at its disposal a weapon effective enough if promptly and persistently administered.


And similarly when the business patient needs stimulation we have in the Reserve a body specifically created to administer the dose. Delay in putting the rate down once it becomes clear that an easier money program is desired can rob the instrument of its potency just as surely as delay in putting the rate up.

Let us examine the arguments for and against a further reduction in the rediscount rate from, let us say, 4½ to 4 per cent. Business has been receding for seven months. The November-December recession was the sharpest in five years. Commercial loans in the last two months since late November have fallen \$900,000,000. Lately the downward movement in commodity prices has gathered momentum. Underlying conditions reveal no elements for concern but confidence in business must be restored. No stimulant is so effective for these purposes as cheap money.

The argument against action is that it would start the bull market all over again. We have no indication of such an episode. The bovine animal seems a much wiser and more sober beast than it was.

We must not make the mistake of assuming that the Reserve has done nothing. The New York rate has been lowered twice. Heavy purchases of bills and Government securities since summer by the Reserve have put the banks in funds sufficient to reduce member borrowings from \$1,191,000,000 to \$433,000,000. Those are distinctly steps toward easier money. The question is rather whether the Reserve should not now go further in its efforts to make 1930 a prosperous business year. Paul Willard Garrett.

[Copyrighted, 1930.]

 Once upon a time, you went to your banker for accommodation . . . now you go to him for service. And the whole evolution of banking, as conceived by the Old Kent, lies in that difference. Do you know just how far the Old Kent goes to serve you? If you don't, why not find out? An investigation might prove lastingly profitable!

**OLD  
KENT  
BANK**

**14 OFFICES  
RESOURCES OVER  
\$40,000,000.00**



## The Measure of a Bank

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.



**GRAND RAPIDS SAVINGS BANK**

*"The Bank Where You Feel At Home"*

**16 CONVENIENT OFFICES**



### Business Affects Market More Than Market Affects Business.

E. H. H. Simmons in another of his distinguished speeches told a Philadelphia audience on Saturday night that the stock market from this point on is very much more dependent on business than business is on the stock market.

This attitude is widely held in New York where every large institution is sending out "feelers" to detect the first evidences of a recovery in different sections of the country. It is a curious commentary on American psychology that the outlying districts in turn are looking to New York for the first signs of an upturn. When asked by a New Yorker the other day whether recovery was under way in the Southwest the president of a leading railroad replied that his canvass of several states showed that people were looking to the financial center for the initial signs of returning prosperity.

Now Mr. Simmons very properly points out that the stock market affects business mainly in three ways: first, psychologically; second, through a facilitation in the flow of capital into business and third, through whatever increased consumption realized profits in stocks make possible.

That a rising stock market inspires business confidence everybody knows but that at bottom it takes improving business to maintain an upward stock market trend is an even more fundamental financial concept. Even last year it was the downturn in business that started in July that gradually undermined confidence in the stock market. The decline in stocks did not start a business recession. It accelerated a recession that was already under way.

Then going on to the second point, nobody can rightfully claim that there has been any decline in the flow of capital into corporate enterprise. Whatever else may be said against the speculative orgy of the last two years it has not checked but augmented the movement of funds into companies with listed shares. The benefits unfortunately were not shared by the construction industry. It did not have access to this vehicle of financing. Thirdly, it is probably true that most stock market profits remain in the market and that the fall in security prices therefore has not caused as great a curtailment in consumption as was at first thought.

Paul Willard Garrett.  
[Copyrighted, 1930.]

### Increasing Motor Sales Would Give Momentum.

Flickerings of a business upturn now are seen in building and steel but the rapidity of the early 1930 upswing depends largely on activity in motors.

February seasonally is the month when automobile sales begin their rapid expansion. Normally the rate of production increases faster in January than the rate of sales growth. Not so in the calendar month now just ahead. With the coming of February—and particularly the last half—car sales mount much faster than production. This continues through March.

We are then just approaching the month when we should get our first reliable sign on the 1930 trend in the consumption of motor cars. January never throws a full light on this question. Reports for January this year have been especially puzzling since the number of new models introduced was unusually large. Within the next few weeks we should know something about the rate of the movement of cars into consumption.

Estimates on the flow of business during January strengthened the indications of a month ago that bottom in the current recession probably was reached in December. Curiously enough bottom in the 1927 recession was reached in December. Bottom for the current recession to date (December) was registered almost exactly at the same level as that two years ago. The question now seems to be not whether business in the current recession will drift substantially below the December levels but whether the pick-up from this point on will be slow or rapid.

Scattered but rather convincing signs that the 1930 upturn will come sooner than was anticipated have shown already in the building and steel figures. If the weeks that lie immediately ahead bring the usual sharp upturn in automobile sales the evidence of a fairly rapid 1930 business pick-up will be complete. Gains in the construction industry this year seem assured, but it will take more than these to give general business real momentum. The steel industry partly feeds on the automobile industry. That is why the rapidity of the general upturn in business in the months ahead now depends primarily on the rapidity of the increased consumption of motor cars.

Paul Willard Garrett.  
[Copyrighted, 1930.]

### A Business Man's Philosophy.

Progress measured year by year seems so slow that often we do not feel that we are getting anywhere.

In 1930 let us turn to 1830.

A century ago Amasa Whitney decreed certain rules for his factory in Winchendon, Mass.

The mill was to be put in operation ten minutes before sunrise at all seasons of the year, and the gate to the entrance of the factory was to be shut at ten minutes past sunset from March to September, and at sunset on Saturdays.

Anyone who by negligence or misconduct caused damage to machinery or impeded progress of work was held liable for the damage.

Anyone employed for a certain time was required to make up for lost time before being entitled to pay.

And in those days at least four weeks notice was required of intention to leave employment in the factory, twenty-five minutes was allowed for breakfast, thirty minutes for dinner and twenty-five minutes for supper.

William Feather.

What is it to be a gentleman? The first to thank and the last to complain.

It is a cheap victory that is won without a battle.

## GRAND RAPIDS NATIONAL BANK



Established 1860—Incorporated 1865 — Nine Community Branches

### GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

## Investment Securities

## E. H. Rollins & Sons

Founded 1876

Phone 4745

4th Floor Grand Rapids Savings Bldg.

GRAND RAPIDS

Boston

New York  
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## L. A. GEISTERT & CO.

Investment Securities

GRAND RAPIDS—MICHIGAN

506-511 GRAND RAPIDS TRUST BUILDING

Telephone 8-1201

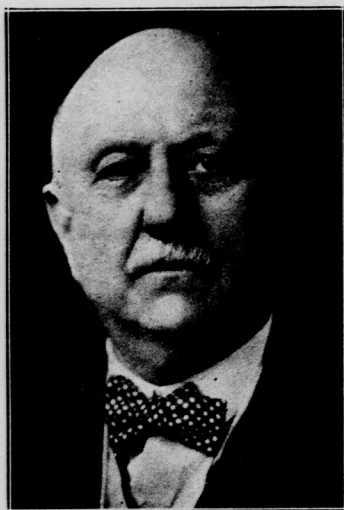
## LONG AND USEFUL LIFE.

### It Was Devoted To High Grade Publicity.

George DeHaven, formerly General Passenger Agent of the Chicago & West Michigan Railway Company and Detroit, Lansing & Northern Railroad Company (now Pere Marquette) passed away in Chicago on Jan. 4, after a long life, during the most of which he was prominent in railroad circles, both in the East and West.

His railroad start in life was as a young man in Philadelphia in the Pennsylvania Railroad ticket office at 9th and Chestnut streets. His natural and unique advertising ability, even at this early date, began to develop and soon came to the attention of his superiors and he was promoted to be advertising manager attached to the general baggage department.

About that time Atlantic City was little known except locally. Then a man who kept a high grade boarding house in Philadelphia and who was not well, opened a boarding house at Atlantic City and, finding his health improving, kept it open in the winter. He did well and this was the com-



The Late George DeHaven.

mencement of the year round business at Atlantic City. The man's name was Helmsly; the house, the Brighton. About this time a physician, later becoming well known, came to Mr. DeHaven with a booklet advertising "Atlantic City as a Health Resort." He was welcomed and Mr. DeHaven was instrumental in distributing enormous editions of it in city ticket offices all the way to St. Louis, Chicago, Cincinnati, Washington, etc. This was the first advertising of any account Atlantic City had had beyond Philadelphia. Mr. DeHaven took there music festivals and great metropolitan bands and persuaded the famous 5th Maryland Regiment to camp there several seasons and satisfied them so well that he was presented a gold badge representing all officers and men and rating him an honorary member. Thus he was instrumental in starting the development of this sea side resort which has since grown by leaps and bounds.

Then Mr. DeHaven was promoted to

Baltimore, representing the passenger department.

After three years in Baltimore he was offered and accepted the position of Assistant General Passenger Agent of the Erie, with headquarters in New York. Among the incidents of this incumbency the following is interesting: Baggage checks used to be of brass (they were then changed to a shell enclosing a card). Mr. DeHaven found that the Erie checks had been made of copper instead of brass and instituted a search for abandoned copper checks, with the result that enough were found and sold as old copper to more than pay his salary for the three years he was with the road. At this time, forty years ago, migration to the suburbs from New York had not commenced; Brooklyn was distant land; the Brooklyn bridge about four years old. The only suburban towns (country towns) were along steam roads or old established turnpikes. Mr. DeHaven started an effort to tempt people to live out along the Erie. He enlisted a well-known architect, who furnished floor plans and perspectives and had these printed in booklet form as from the architects and by circulation advertised the advantages of living along the Erie. Many other novel and advanced ideas characterized his short connection with this road.

In 1890 he came to Grand Rapids as General Passenger Agent of the Chicago & West Michigan and Detroit, Lansing & Northern and his ten years here were probably the happiest and most productive of his life. He adopted the then new form letter and half-tone in broadcasting the resources of Michigan to men in railroads who came in contact with the public and in due time every ticket agent in the United States knew more about Michigan and its resources than he did about his own section. Mr. DeHaven coined the slogan "Michigan is a Great State" and so extensively advertised it that it is used to this day. Charlevoix was on the Chicago & West Michigan and Mr. DeHaven christened it "Charlevoix the Beautiful" (and it is so known to-day), and he was prominent in the construction and subsequent management of the Charlevoix Inn, that well-known hostelry which has since become famous throughout the country. All of the brilliant advertising ability was displayed in his connection with these roads, which has helped in no small way to the present development of this "great State." Then the roads were sold and other officers were installed.

Mr. DeHaven then created the Grand Rapids Furniture Record and edited it and it is to-day a leading furniture paper. Then he was offered and accepted a responsible position in the B. & O. at Baltimore.

His next connection was with the Harriman lines in Chicago, where the first work assigned to him was so appreciated that he was made critic of all the advertising of all the lines in that aggregation. Here he had six years of dreamland, where he was a pole horse in publicity for the Imperial Valley, a fellow in the original organization advertising the Sunkist orange

and did much to induce people to eat raisins and more raisins and raisin bread.

Then he went to Rand, McNally & Co., where for nineteen years, until his death, he gave that company the benefit of his advertising genius. Incidentally, in connection with his work, he had to do with getting up the guides to the large cities of the United States, a publication of Rand, McNally & Co. greatly in demand throughout the country.

This is a sketchy history of some of the incidents and accomplishments in the busy career of this kindly, likeable man who was gifted with a brilliant mind and was able through his fearlessness and forcefulness to assist practically in the development of those direct and kindred interests with which, principally in the railroad line, he was closely connected.

### Brokerage Firm Announces Change in Name.

Announcement has just been made that the investment house of Link, Petter & Company will henceforth be known as Petter, Curtis & Petter, Inc.

This is a change in name only, the personnel remaining the same. A. G. Curtis, whose name now appears, has been a member of the firm for several years. He has had wide experience in investment fields, is well known in financial circles throughout the State and his efforts have been responsible in a large measure for the steady growth of this concern.

Coupled with this comes also the announcement that Petter, Curtis & Petter have established wire communication with the New York office of the Spencer Trask & Co., members of the New York and Chicago Stock Exchange and the New York Curb market. This company is one of the oldest and strongest investment houses in the country and has sponsored many Nationally known issues, including Gillette Safety Razor, Borden, Purity Bakers, American Cynamid, Allied Chemical and Dry, Western Dairy Products and Tri-State Telephone. It has an extensive private wire system, many branch offices, representatives and correspondent connections in the financial centers of the United States, Canada and England.

Petter, Curtis & Petter, Inc., is the only Grand Rapids firm in direct wire communication with this company and is now able to offer its clientele immediate quotations and information from the leading markets of the world.

Henry Petter, president of the company stated, that "Due to the continued expansion of industry, both at home and abroad, and because holdings of American investors are constantly becoming more diversified, it is imperative that fast, accurate service be maintained for statistical, financial and technical reports covering a wide scope, both as to type and geographically."

## INVESTMENT SECURITIES

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GRAND RAPIDS, MICH.



## MUTUAL FIRE INSURANCE

### Mobilizing the Countryside.

The time has come for a general mobilization of all the fire fighting forces in America, to organize a vast "move up" system to battle large fires.

Chief Sherwood Brockwell, of Raleigh, N. C., speaking on the subject of "Community Fire Fighting Mobilization," said, "When a fire starts in a city and gains such destructive headway that the fire department in that city or town cannot cope with it, the cities nearby are notified and those nearer to the scene send one or two engines and hose, while cities farther away send equipment to those that have gone to the aid of the city in which the blaze rages. Brockwell said that in this way, there is plenty of fire apparatus for any fire, and at the same time the cities sending aid do not reduce their men and equipment below the danger point.

"Community fire fighting grew out of the family development which gradually spread to community interest," he said. "The world has reached the point where the acts of one group must be in accord with other groups. Cooperation and concerted action in fire fighting as in other activities are essential to the success of the fire department and the man who is not willing and ready to do his share must be dispensed with," Mr. Brockwell added.

There exists a mutual desire for community protection among many cities where their own apparatus is inadequate for fighting a large fire. These towns are not large enough to maintain two or more pieces of fire apparatus because of the small number of fires which occur annually. The solution to the problem, therefore, is for towns to arrange a move-up system whereby three or four fire companies and apparatus may be available and combined strength concentrated on a large fire.

In arranging a move-up system other complications arise. Fire protection must be provided for towns owning only one engine. When this machine moves up to another town to cover territory vacated by other apparatus, the town should not be without fire protection.

It is therefore advisable to include in the system several towns having more than one piece of apparatus. Also to consider the lay-out of the system so that if a town is left without fire apparatus it shall be located near a town where another piece of apparatus is in service.

Condition of roads is another important factor to be considered in dispatching engines to move up or go direct to the fire. The National standard thread should be used in all cities that contemplate receiving outside help or entering into such a system.

All hose and equipment on the trucks should be marked in order that it may be returned to the proper fire company after the blaze is extinguished. Many times equipment is scattered about and it is easily lost if some mark of identification is not placed upon it.

The alarm system of a move-up plan is most important. Most places now use the telephone, but as this is unreliable, some automatic type of system should be installed. It is difficult to have telephone lines cleared for the fire service so that prompt action may be obtained. However, it may be possible to arrange with the telephone companies to handle this service and clear lines whenever the emergency arises. If this plan is followed, each telephone operator should be carefully instructed as to the manner in which these calls shall be handled.

When a company moves into a city, the members of the company should be familiar with the city they are to temporarily protect. They should know the fire alarm signals, the streets, where to take water and the fire fighting practices. Also if any super-hazards are located in the town. It is best for a captain of the local fire department to remain at the house and stay with the move-up company because he is familiar with layout and conditions.

Whenever fire companies move up or go direct to the fire, the fire chief or assistant chief should accompany the fire company. It should also be agreed that the chief of relief companies shall act as captain of the company and the chief in whose town the fire occurs as the commanding officer at the fire. The local chief is familiar with local conditions and layout at the fire.

These are a few of the fundamentals which should be given consideration in forming a community system. Local conditions determine exactly how the system may be applied.

Ford Monroe.

### Home Owned Stores Annual Meeting.

Greenville, Feb. 3—The Home Owned Stores Association held its annual meeting Jan. 23 and celebrated the occasion with a chicken pie banquet.

It was without doubt one of the most enthusiastic conventions of local business men held in this city in years. Main street was zoned and the business men themselves went out and sold the tickets and boosted and the event was a grand success.

The Secretary reported that the Association had seventy-five members in 1929 and expended in the fight against chain stores over \$3,000; furthermore, that the Association was free from debt and has a small sum in the treasury.

It was voted to leave the dues at \$5 per annum and a drive is now on to increase the membership to 100 if possible.

Mr. Henderson and Mr. Caslow were the subjects of popular discussion, and eighteen members joined the Merchants Minute Men and a considerable sum was voted to back W. H. Caslow, the Main street crusader. "Winn" Caslow has spoken twice in our city and has referred to our merchants and farmers, husbands and wives banquet, given last year, as one of the most responsive meetings he ever addressed.

Three representative business men in any community can get a hotel to serve a banquet and get their business associates to help sell tickets and put on just as hot a meeting as we had. Instead of asking those present to vote by acclamation, request them to arise, and before long they will get accustomed to standing and then everybody will want to stand up and talk, and

when they get to talking things are bound to happen.

Greenville does not believe in letting George do it.

We are glad to acknowledge with dollars the benefits we have received through the radio campaigns.

If they continue, no doubt we will be heard from again. C. L. Clark, Publicity Manager.

### A. & P. in Contempt of Michigan Supreme Court.

The Great Atlantic & Pacific Tea Co., which is none other than the fountain head of the A. & P. stores, where housewives go to fill their baskets and be short weighted and short changed, is in contempt of the Michigan Supreme Court.

Some time ago the Court issued a decree saying a building under construction for the A. & P., as

lessee, in Detroit, would have to be ripped down or remodeled. In accordance with its usual custom, the A. & P. defied the highest tribunal in the State, went nonchalantly ahead and finished the store, occupied it and started selling groceries. Besides that its attorneys went into the Wayne courts and undertook to start some more litigation, which in effect would have amounted to a review by a circuit court of a Supreme Court decision.

The Supreme Court thereupon issued an order giving the A. & P. ten days to purge itself of contempt by getting rid of that store—or else take its medicine.—Michigan Digest.

Keep down din.

## ASSOCIATED TRUCK LINES



The Outstanding Freight Transportation Line of Western Michigan.

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The Net Cost is **30% Less**

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

WILLIAM N. SENE, SECRETARY-TREASURER

## **Announcement To The Trade.**

We wish to announce to the trade that we have purchased the stock in trade, fixtures, equipment, book accounts, trade marks, and good will of the Worden Grocer Co.

Our action in making this purchase was prompted by the idea that the lowering of overhead expense would permit us to serve our friends, the independent retailers, more economically.

This will be of decided benefit to all independent retailers and will place them in a much stronger position.

We take this opportunity to thank our old friends for their patronage and loyalty in the past and hope to merit a continuance in the future.

We assure the former patrons of the Worden Grocer Co. that we will be pleased to welcome them into our family of friends and that we will do our utmost to render a service that will be mutually beneficial.

*We shall continue to handle the quality goods and private brands which the Worden Co. has made popular.*

**LEE & CADY**



# WE EXTEND THE HAND OF GREETING

We extend the hand of greeting and congratulations to LEE & CADY. Their recent acquisition of the Worden Grocer Company, one of Michigan's oldest wholesale food distributors, brings to the patrons of each company a state-wide organization second to none in the country in point of service to independent grocers.

W. R. ROACH and COMPANY is proud indeed to have its products identified with such a soundly organized and capably managed institution.



It is our desire during the next few weeks to have a W. R. Roach & Company representative visit every retail grocer in the State with a view of further cementing the loyalty and good-will which has always been shown towards HART BRAND CANNED FOODS AND OTHER PRODUCTS of the company. Now, on the start of 1930 selling season, we wish to thank our many retail grocer friends for the excellent support and patronage we have enjoyed during more than a third of a century.

W. R. ROACH and CO.

GRAND RAPIDS, MICH.

*W. R. Roach*

## 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.

### What's New in Giftwares?

The last word that's new in the fine end of gift wares, and popularly priced are unique porcelain animals, birds, etc., that are softly tinted and designed as ornaments, for show cases, for groups in a show window, or for use on the dinner table. There are also exquisite bits of imagery in animal and bird form in blown glass in delicate colors that are table motifs.

Wrought iron stands, for lamps, aquariums, fern stands, three branched stands for flowers are the last word in the new end of this selling, and again these are popularly priced.

New key holders that carry eight are in colors to match the man's suit, and are highly satisfactory, and wear well. There are new shades in squares, and oblong shapes, as well as cones and the variety is vast. Traveling about the gift show one's stock can be brightened for the season in thirty minutes.

Candles have never been as big as now. With home entertaining on the increase it is a wise hostess that uses the subdued lights of these with the result that the conversation scintillates, and displays of these on the various set-ups of tables about the store aids in the sale. And, if the new Swedish pewter is used, there is more than ever a reason for the candles being on the table with such lovely ware and holders.

Virtually every merchant will want a garden outfit. There are two types: One in a box that has a hand cultivator, transplanter, spading fork and trowel. Another has a basket with these same tools and, in addition, a kneeling pad, a marker set, line and scissors. As these are in colors one is not apt to forget them as they stand out from the grass and are easily seen.

In pottery the famous Anton Lang, who has for many years played the Christus role in the Passion Play, is a designer of lovely motifs, dishes and ornaments which will be of interest to your traveled customers as well as lending themselves to special display and advertising.

### Safety Shoe Developed.

A shoe for workmen on which a 400 pound weight can be dropped ten feet without crushing the wearer's foot is one of the newest developments in safety devices for use in industries in which the hazard of injury from falling objects is great. Several new types of heat resisting clothing of asbestos, chrome leather and fire-proof duck have also been developed lately.

The new safety shoes, which are made of chrome leather and resist heat, are especially adapted for use in mines, quarries, foundries and industries in which heavy objects are constantly being handled. They are made with an eight-ply safety box toe, extra heavy sides and a steel-plated instep. The new safety clothing includes chrome leather spats and hip-length

leggings for use in foundries, and asbestos coats with doubly reinforced shoulders for use in steel mills as protection against flying molten metal.

### Art Needle Approves of Tapestryes.

Successful art needlework departments are finding women much interested in making things with their fingers and at the moment there is dealer interest in fine tapestryes, a few of which may be had commenced. How to make things, in class work, is proving to be a big ponit and this business can be developed until Easter which this year does not come until April 20. Lamp shades using the new rayon-taffeta are also in the 'making' for successful seasons.

Another item that must not be overlooked is the wool felt cut-out silhouettes that make pillows and as a recent buyer stated his success in selling pillows in this section was due to the fact that he advised women no home could be complete without at least thirty-six (three dozen) pillows! Have you done that in your store?

### Strike May Mean Dress Shortage.

While leading dress manufacturers believe that the coming strike will not last very long, they admit that if it continues for more than a week or ten days a shortage of merchandise is possible. This would result from the present low stocks on the racks and the unwillingness of the better houses to handle "bootleg" merchandise. One factor which may affect the trade from the price angle is the effort of the organized contractors to have the union assist them in getting better prices for their work. While it was said yesterday that this might not necessarily cause a realignment of the wholesale price divisions, it would doubtless mean less value for consumers at the corresponding retail prices.

### Jewelry Producers Optimistic.

Although retail jewelers throughout the country apparently have somewhat larger than normal stocks on hand at the moment, there is a feeling of optimism current among producers. Makers of the cheaper and medium-priced lines, retailing from \$100 down, are especially optimistic. Salesmen for some of these concerns are now on the road, but have not been out long enough to indicate in their orders just what the trend is. Others will leave with new sample lines between Feb. 1 and 15. Prospects are that this will be a good year for popular-priced rings, and special lines of dinner single-stone and diamond-set wedding rings of that type are being worked up.

### Some Rubber Footwear Advanced.

Prices on some items in 1930 lines of waterproof footwear, which was made last week by the footwear department of the United States Rubber Company, will show a slight upward adjustment from the higher levels named on March 2 last as a result of changing trade conditions after the original 1929 prices were made on Jan. 1. Other items in the new line will show no change from the March revisions. The actual changes were not given out for publication. Stocks on hand in the trade are believed to be

generally under those of a year ago, due to weather more favorable to sales of protective footwear and better production control during 1929.

### Silverware Sales Fairly Good.

Silverware sales were fairly good during the past month and there is general anticipation of good business later in the year. It is expected to develop more slowly than last year, however, due to general business conditions and the lateness of Easter. The latter will hold back for a few weeks much of the business done in gift merchandising for post-Easter weddings, which has come to be an important factor in the year's volume. The character of the merchandise wanted at present shows little change. In the better-grade sterling lines there is still a good call for boudoir sets and fitted cases.

### Wallpaper Sales Increased.

In a special bulletin to its membership the Wall Paper Association of the United States calls attention to an increase in business during December, as compared with December, 1928. Production reported by twenty mills was 4,500,000 rolls higher last month than in the corresponding period of 1928. The volume of orders received by the mills increased 3,400,000 rolls, while unfilled orders gained 6,700,000 rolls. Total shipments were 300,000 rolls above those of December, 1928. The increase, according to the bulletin, is especially gratifying in view of the fact that average selling prices were the same.

### Sunwear Apparel For Infants.

Any merchant or buyer looking for fashions in infants' wear and expecting to find much that is new, may be disappointed and forget that it is the babies that are always new and the apparel must be comfortable. The new idea, although the Greeks found it very successful, of plenty of sun and air on the body has brought out any number of sun-types of suits and dresses as well as bathing suits for the younger children. Representative lines are on show in the market and with the lovely broadcloths, prints, and wash silks there isn't a youngster that

cannot be outfitted as simply or as elegantly as one's trade warrants.

### Early Toy Orders Placed.

Advance bookings on certain toys for Spring delivery have been good, running in some instances ahead of last year at this time. This is particularly true of wheel goods, infants' items and home playground equipment. A considerable spurt in general activity is expected this week when the Annual Toy Fair is held in the Breslin, Imperial and Martinique hotels, at New York. More than 700 exhibitors will display their lines and indications are that attendance will be good. While the bulk of the business is expected from jobbers and department stores, chain volume will run large.

### Ask Earlier Underwear Deliveries.

The fact that a number of retailers of men's lightweight underwear have asked for earlier shipment of merchandise ordered for Spring delivery has created a feeling of confidence in the market. The majority of requests for anticipated shipments advance the original March or April delivery date to February. Low-end merchandise, especially in men's shorts, is in chief demand at the present time and a number of stores are asking for merchandise which can be retailed at less than 35 cents. One mill is now figuring on a chain store order for men's shorts to be retailed at 25 cents.

### More Grocery Jobs Than Men.

The demand for salesmen in the grocery manufacturing field has increased to such an extent during the last few months that the Associated Grocery Manufacturers of America, Inc., is finding difficulty in finding men for positions. The organization since the first of the year has been operating an employment service for the benefit of its member companies, and in that way has kept in touch with the supply and demand for workers in the industry. The increase in requests for salesmen is attributed by those in charge to the fact that companies are expanding their markets.

Bawl yourself out for a mistake before the boss gets a chance.

## BUY YOUR HOSIERY FROM HOSIERY SPECIALISTS

We justly lay claim to being Michigan's largest exclusive hosiery wholesalers. Single dozens or case lots—you will always find the prices, quality and service right, and the goods ready for delivery.

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## 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.

### Problems of Small Town Stores.

This Forum was called to order by Ernest A. Burrill, who introduced Hubert S. Steele of the College Slipper Shops, Birmingham, Ala., and he spoke as follows:

Mr. Steele: Mr. Chairman and Fellow Retailers: I can't qualify to tell the small town retailer how to run his business because we don't have any small town stores. The smallest city in which we operate is fifty thousand population, and we have no store that does less than approximately a \$100,000 business per year.

But while I can't tell you what to do, I might be able to tell you what not to do, and that is more or less because during the past year we have made a very extensive survey of the smaller cities in the Southeastern territory, with the idea of establishing stores in them. We had a man who worked on this particular thing for almost twelve months and spent a great deal of time in the different cities that we lined up to begin with as being the best cities in our territory and consequently the cities in which we more than likely would like to establish units.

You will be interested to know what we, after careful thought, consider an outstanding small city retailer.

The selection of any city for a location is never complete without a most careful consideration of the type of competition which must be met there. You will be further interested to know that certain cities showed a most glaring and obvious opening for a type of store of our type, whereas there were others which at first appeared open for our efforts but which, upon investigation, proved would be unprofitable for certain different reasons.

I might say at this point that in going into this thing we didn't consider what the average small city retailer would think if we came into a city and looked it over and we found a great many very enterprising and modern, up-to-the-minute merchants—that we would stay out of the city. To the contrary! We found that that city, as a rule, was a far better city than those who had no outstanding merchants in it.

We found that at least one (or more) of the local dealers measured up to and beyond what we had prepared as a yardstick, so called, by which we could measure quickly the competition we were to face. I will give you a short description of that yardstick, and if you will measure your business by it you will more than likely find a change or so in your methods will be profitable.

Let us make a belated resolve for 1930 to do the things which we know ought to be done. Whatever you find out, however you may learn it, whether it's here, at home or any place else, do it! You can cure most anything that is the matter with your business if

you study it closely. Once you learn something, do it!

I am going to give you this part of the survey which we felt was vitally necessary. If we were going into a place to do business, we must know what is there to contend with.

The first thing this man did, who made the survey was to meet the merchants. He met all of them. He goes in and talks to them. They probably don't know anything about what he is doing there. He is merely there to visit. He meets the merchants and talks with them. The first thing he notes is the personal appearance. Then he learns from his neighboring merchants his personal standing in the community. That is very simple—to ask one about the other.

He gets something of his financial background—not so much what he actually has but his standing with banks and neighboring merchants; what they think of him. Is he apparently qualified to operate a business so personal as the sale of shoes? Is he agreeable, optimistic? Does he like and brag some about his city? Does he belong to and support certain civic local organizations and attend meetings of fellow shoe men? Does he speak highly of the other local shoe stores?

There is a point. The insurance men, you know, won't permit any agent at any time to say anything at all disparaging about any other insurance company. They don't say: "Oh, don't buy that policy! That company isn't so very strong." They won't permit a man to stay with them two minutes if he does that, because that breaks down the generally secure feeling that everyone has in insurance. It hurts all insurance.

So, in a small city particularly, don't ever say anything about your fellow merchant unless it be something very good, because it will not help you; neither will it help your town or the shoe business in your town.

Does he voice sentiments that indicate he is afraid of chain or other types of competition? There is nothing in the world that can kill a small town merchant quicker than to be afraid that probably some chain store or some competitor, whether it be a chain or some live young man in his first venture in the local city, is going to hurt him. It is not going to hurt him. It is going to help him!

One of our men wrote me the other day and this is exactly what he said. He is manager of one of our stores and has been with us a long time. "I am very glad to tell you that we are going to have a store just across the street from us, operated by the most outstanding organization in the South." And if there is any such things as competition they are competition. Yet he looked upon it entirely differently from what some merchants in the small cities look upon such a thing.

I wrote him and told him I was glad of it, because it would improve our location. It will hurt a little bit for a time but it will bring more people down there and eventually we all sell more shoes.

Forget the old, antiquated idea that you can't say anything good about your neighborhood. It will help every-

thing in your entire community if all the merchants adopt a practice of getting together once in a while and of always speaking well of their competitors.

For goodness sake, don't worry about any chain stores, because they are going to help and are not going to hurt you. There will always be a place in the picture for such outstanding shoe retailers as we have in a great many of our Southern cities—and in other cities.

I have found, as a rule, that when a man goes out of business in a smaller city and says that it was the chains or this or that thing that put him out of business, it is a case of suicide, not murder. He put his own self out of business. If he cares to he can compete with any organization of any type because there will never be a day when chain stores can hire the type of brains that we find in the outstanding retail stores in small cities.

Next our man looks over the interior of the store and the salespeople and he sends in a list, giving us a slight description of the type of salespeople that are employed in this particular store he is interviewing at the moment. We believe above all else that if we can put a store into one of those cities and give the public a clean store, then the right kind of people to deal with them, that our success is assured right off the bat because we find fewer decent appearing and efficient salespeople in some of these cities than you'd ever believe possible.

He goes over the salespeople. He mentions whether or not he thinks

they are the type necessary for handling the modern, thinking customer, and he gives a description. He judges whether the store is properly laid out for handling business. Apply this to your own particular case. Is your store properly laid out for handling business? Many of you right here now know good and well your store isn't laid out for properly doing business, and with just a slight change or two it can be made perfectly all right. That is one of the things I'd do in 1930. Have a pleasing type of store to do business in. Have it properly arranged.

Are the cartons all cleanly labeled and properly and regularly run into place? So many stores do not realize the importance of a regular-appearing store and a clean-appearing store. They don't realize how strongly their trade is impressed, when people come in, with the general condition of things. You and I may be in there all the time and we don't realize it, but it is important and worthy of consideration.

Does this merchant appear overstocked or in liquid condition? That is easy to see. You don't have to look at a man's books to find out whether he is overstocked.

Are his floors extra clean? State the type of floors, etc. We take the view that a clean, beautiful floor, whatever is best suited to the business, whether linoleum, carpets or whatever is best suited, is of paramount importance. Cleanliness in the store starts from the bottom up, for the floor is the first thing the customer sees.

(Continued on page 31)

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

### MUTUAL PROGRESS CASH ASSETS

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

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

**\$380,817.91**

for  
Information write to

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

## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — A. J. Faunce, Harbor Springs.

First Vice-President—G. Vander Hoon-ing, 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.

### Arrive At Cost Which Shall Be Exact.

R. S. Sykes, Muir, Michigan, writes thus:

"I have just finished reading your article on figuring costs in the grocery business. While I am not in the grocery business, this applies to me as well and I would like to ask for some information.

"Suppose I get in a bill of shoes. I take the invoice, count the number of pairs and divide the freight I paid on that shipment by the number of pairs and find I should add 11c to each pair for the exact wholesale cost. This I do, and mark it on the shoe box.

"Now, I take the amount of invoice and post it in my accounts payable ledger. Of course, I just put down the face of invoice without adding the freight, as I do not want to pay to the shoe company what I have already paid to the railroad.

"The question arises with me, and has for several years, is when I come to inventory at what price should I invoice the shoes that were bought in this shipment that are still on my shelves unsold? If I inventory at wholesale with the pro rata freight added, it seems to me there is a difference somewhere in the amount that the total purchases will show, because in the accounts payable ledger the freight was not considered.

"Possibly this has not been made clear, but I have never quite got it cleared up and therefore I have always put my freight and express in the expense account and disregarded it in figuring the wholesale price that I mark on each pair of shoes. I would appreciate it very much if you could put me straight in this matter."

The purpose of an inventory is to attain a physical check of tangibles to ascertain whether the books we have kept during the year contain history or a fairy tale. Inventory is the well-known "day of reckoning," and to be true to its character, the nearer we can get to hard actualities, the better will be our results.

Let us, then, count this lot of shoes at invoice cost, plus 11c. Nothing could be more exactly accurate, unless there is also a drayage charge to include. And please note, in passing, that the drayage charge belongs against those shoes if anybody in any way exerted any effort to get those shoes into the store from the freight station. Cost to be any good on earth must be as nearly inclusive of every item of expense entailed in getting the goods onto the shelves as is humanly possible. Where doubt exists, a little extra should always be added by way of precaution.

The reason for "taking" those shoes at invoice cost, plus 11c—or more—is that, regardless of how accounted for

in the books, those shoes have cost invoice, plus 11c. "Take" at that figure into your inventory.

You see, if your purchase ledger shows certain accounts still unpaid, that record balances itself. That is to say, the way you count your stock will not influence that record, but the count of stock at invoice, plus all direct charges, will bring out the exact value of your tangibles. And that is what you inventory to ascertain.

Now when you figure freight against merchandise directly, as in the case of those shoes, freight expense bills must be charged into merchandise purchases. If you do that, the value shown by stock at cost, plus freight, must precisely balance what you have charged to merchandise. There can be no other outcome.

If, on the other hand, you have charged freight and other in-charge handling costs into expense—and not into merchandise—your inventory will still accurately offset invoice cost and freight charges; but in this case your expense records will exceed actualities by just the amount of transportation charges you have put into the expense account, while your merchandise purchase account will be equally less representative of actualities. The two, taken together in this regard, will still precisely offset your inventory figures.

This condition is not so unfortunate as that of the merchant who does not include all true expense items in his expense account. He fools himself with a fairy tale that his expenses are less than they are. You fool yourself to the extent that your expense records exceed actualities. And it is better to err on the side of thinking your expenses higher than they are rather than to have records which deceive you into the idea that they are lower than they actually are. But it is best always to have records as exactly representative of actualities as possible.

It is conceivable, for example, that a man who charged freight and other transportation into expenses might thereby swell his theoretical expense ratio so greatly as to be out of the running in competition with another who figured more accurately, but because most merchants fail rather to include all expenses than to include too much, this is a remotely contingent danger.

I incline to think that Mr. Sykes is in no actual danger from his questionable practices. This because, first, he thinks as he goes. Men who think are apt to be accurate minded enough to get a safe cost and profitable price. So I am not much afraid that Mr. Sykes will not continue to run a profitable shoe business.

Perhaps his uncertainty and confusion has arisen from his running transportation into expense instead of into merchandise purchases. If that be the case, he can easily change his method. I must emphasize once again however, that matter of drayage. Never forget that it costs something to get goods from the railway station to the store. Ascertain that expense down to the smallest fraction and include it every time on every item.

While we are on this subject, let us

(Continued on page 31)

## In More Homes Everyday

# HOLSUM

## America's Finest Bread

### SANCTUM BAKORIUM NEWS

HOLSUM has so consistently improved in quality that the housewife has no incentive to bake at home.

## 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

--

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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.

## 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



## MEAT DEALER

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

### Selling Lamb Carcasses By Grade.

There has been considerable activity on the part of the Federal Government and commercial interests, especially during the past year or so, in establishing definite grades of meat. It is quite natural that bringing the ideas of the entire meat industry together on meat standards or grades should present difficulties and consume considerable time.

All competent meat men have the same general ideas with respect to meat quality, but getting them all to call all grades of meat by the same names is something else again. There are many things to indicate that the more progressive dealers in meats see in the future more uniformity in grading and grade names. They realize that the machinery of establishing uniformity has been set in motion, and that it is gaining momentum with every revolution of its ponderous driving wheels.

The force behind the movement is the desire on the part of a large majority of those engaged in the business to conform to popular demand and give the buying public what it wants. Only those lacking in vision attempt to retard this natural progress consistent with the sentiment and sound business acumen of the times. Several of the largest packers of the meat industry are now selecting strictly high qualified lambs and beef, marking this meat according to its inherent characteristics and selling it for what it is. This talk is particularly applicable to lamb carcasses. There are among lamb carcasses quite an important percentage that conform in all respects to what the Federal Government calls prime.

There are many retailers supplying extremely critical trade who demand lamb carcasses and cuts of this quality. When the packers select carcasses of the highest quality possible of production and mark them prime, or some name that means prime, the retailer requiring such quality for his trade can buy the carcasses as marked with entire satisfaction. He does not even have to see the lambs before he buys to trade in them intelligently and profitably.

While packers maintain care and diligence in the selection of prime lambs confidence will be maintained. To fail to do so would result in misunderstanding. Those who consume the meat so selected receive full measure of protection. This points out the present trend in marketing meats.

### Reindeer Improved By Crossing With Caribou.

Experiments in Alaska in cross-breeding reindeer with native woodland caribou in an effort to produce a harder strain of animal have met with success. This statement was made by the Biological Survey of the United States Department of Agriculture, which maintains a reindeer experiment

station near Fairbanks, Alaska, where it conducts studies for the improvement of the industry.

In 1925, ten young caribou bulls were transported down the Yukon River from Kokrines, Alaska, to Nunivak Island in Bering Sea, where there were at that time 200 female reindeer. This year more than 1,200 animals were counted on the island, and there were many more in the mountains that could not be rounded up. By actual measurements taken it was found that a bigger, stronger, and harder animals is being produced. At birth the new reindeer-caribou fawns weigh approximately five pounds more than the reindeer fawns.

The possibility of improving the grade and weight of the reindeer in Alaskan herds by crossing them with the caribou was suggested to the biologists of the survey not only by the fact that the average dressed weight of reindeer carcasses is about 150 pounds, while that of many of the larger native caribou bulls is well over 300 pounds, but also by the close biological relationship between the two species, both belonging to the same genus of deer.

### How Frozen Fillets Should Be Thawed.

There seems to be some doubts in the minds of the users of frozen fillets, notwithstanding that the directions are printed on the wrappers, as to whether the fillets should be thawed before cooking. The answer is "No." Unwrap the fillet and place it at once in a hot fat griddle or pan, turning the fish to sear it so that the juices will be retained. Never place fillets in cold water.

The California oval sardine, according to R. H. Merritt, sales manager of the E. B. Gross Canning Co., is the most food for the least money in the world.

### Combination That Increases Sales.

A large, solid, cleanly-trimmed head of cabbage, placed in the middle of a pan of fresh corned beef on the meat counter, will greatly increase the sale of both items.

Similar results may be achieved by the proprietor of a complete food store by displaying other vegetables in close proximity to the meats with which they are regarded as most appropriate.

If a woman is worth her weight in gold, just how much is she worth? As a matter of fact, she would have to be almost in the dieting class to weigh as much as \$50,000 in gold. Evidently the insurance companies rate women much higher than that, as several of the fair sex are insured at over a million dollars. One woman is said to carry a policy of three and a quarter millions. We know what some of you are thinking, but it isn't so; they are all worth more alive.

H. G. Phillips, grocer at 316 Third avenue, Three Rivers, renews his subscription to the Tradesman and says: "I congratulate you on the constant excellence of your paper and especially on your anniversary number. You are a constant help and ally of the independent grocer. Success and long life."

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 are now making reservations for April eggs for storage. Come in and see us for rates.

**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

### DOCTORS WILL TELL YOU

Leading physicians the world over are agreed that constipation is civilization's curse and is the cause of many human ills. Fleischmann's Yeast-for-Health relieves constipation and its attendant ills.

An extensive advertising campaign is telling people to go to the grocer for Yeast. Are you letting them know you have it?

**FLEISCHMANN'S YEAST**  
 SERVICE

**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.

## 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 Concerning the Paint Department.

Right now the paint department is a relatively quiet one. In recent years there has probably been some increase in the winter sales of indoor paint specialties, such as polishes, floor finishes, wall tints and varnishes. The season for outdoor paints will, however, not open for some weeks yet.

For that very reason—and because this is a quiet time in the hardware store—now is the time for the dealer to make his plans and preparations for the spring campaign.

It is a sound rule, in pushing the sale of seasonable goods, to launch your selling campaign some time in advance of the season. With paints particularly it is necessary to go through a fairly elaborate process of paint education.

The customer who receives your advertising matter does not respond by immediately coming into the store and buying paint. Far from it. You have to circularize him again and again and as a rule canvass him personally before you can get results.

Hence, an early start is necessary. And if you are to start your advertising campaign early you must plan for it still earlier.

Right now a general consideration of the paint department is worth while. I asked an experienced dealer for his views. Here, in brief, are some of the things he laid down as worth considering in the conduct of a paint department:

"A good merchant will first of all decide what is the best stock for him to handle. He will not buy haphazard from the first salesman who comes along, no matter what his claims may be. He will ask himself:

"1. What is the standard in this vicinity? 2. Is it worth its high position? 3. Do the manufacturers advertise it to the general public?"

"If the merchant finds the standard product meritorious and well backed by its manufacturer, he will make no mistake in stocking that line. In fact, he will not be able to get along without it, except by tremendous effort to sidetrack enquiries for it. This effort had better be expended otherwise. It is better to pull with the manufacturer who has built up a demand for his wares than to pull against him.

"If there is no particularly worthy standard product established in the community, the shrewd retailer will go straight to the best advertising mediums—newspapers and magazines—and see what line is most persistently and convincingly advertised. He knows that a paint product which is already advertised in general mediums will not need to be introduced to his customers so entirely at his own expense.

"The testimony of local painters of the best reputation is valuable. If they do not know the product which the merchant contemplates handling,

arrangements should be made to test its working qualities. Its make-up can be determined by chemical test.

"Having determined which product will probably sell the most easily and will give the best satisfaction when sold (which is the foundation of cumulative trade) the merchant stocks it and begins planning his selling campaign.

"The retail dealer has, as a rule, two classes of patrons who should be appealed to differently—the painter and the house owner. The painter, who buys the paint as raw material to sell again in the shape of a finished job, must be attracted by means of appeals similar to those which attracted the merchant himself—assurance that the paint offered is the one most likely to give satisfaction to the client. Also the retailer should bind the painter to him by showing him that he is helping the painter to get business.

"Helping the painter get business is only another way of saying 'stimulating the house owner to have painting done.' This the dealer must do if he wants to get business. A retail merchant, no matter what his line, is not realizing all his opportunities if he sits back with shelves well stocked and waits for trade to come. But the paint dealer must be especially aggressive. The sooner he gets the idea into his own head that his town needs more paint and then sets out to make his fellow townsmen think the same, the better for his business. He must first believe, himself, in paint, in the brand he handles, and in the local need for more paint.

"The supreme effort should be made to influence people to paint—not primarily to make them believe that there is only one paint to use. A hot fight between two competitive paint sellers or manufacturers is only of academic interest to those prospects who do not realize that they need paint. It may be amusing, but the prospects do not see the paint at all.

"But point to an owner's house and say, 'Man, your property is deteriorating for want of a little paint. It looks bad. What do you suppose your neighbor thinks of you? Aren't you anxious to make it a credit to your town and to yourself?'

"Get the prospect to realize the need of paint, and the wisdom of painting, and automatically he becomes interested in the quality of your paint, as compared with the other fellow's.

"How to stimulate the desire to use paint should be the constant study of some one person who is responsible for the success of the paint department in your store.

"The first, most obvious, cheapest and most effective method, and yet about the least appreciated, is to use the advertising matter supplied you by the paint manufacturer.

"The booklets, cards, etc., furnished by the paint manufacturer are frequently much more attractive in appearance and much more convincing in argument than anything the retailer can prepare for himself. This is so for various reasons. First, the manufacturer prints in quantities which make

## Your Insurance Company Is Your Sincerest Friend

When you have means, you also have friends. But where are the friends when your money is gone? Will they cling close to you in your old age when you must come to them for help? Will they be as anxious to be counted among those who know you as they are today?

Your Insurance Company remains your friend through all your trials. The new Era Life Association has been a true and tried friend to thousands of people in this city and state. Letters that are received in our office testify that we are not only a true friend financially, but we are a sincere friend in our sympathy. We welcome the privilege of being your friend.

~ ~ ~

## NEW ERA LIFE ASSOCIATION

(Legal Reserve Organization)

Second Floor Grand Rapids Savings Bldg. Grand Rapids, Michigan

Telephones, 9-3189; Evenings, 8-7797.

## 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

## Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting  
Goods and

Fishing Tackle



high class work within reach, while the retailer's limited field requires such small quantities that the price per thousand for equally high-class printed matter would be more than he would be justified in paying.

"Second, the manufacturer knows his goods and has a department devoted to stimulating sales. No good point in favor of painting, and, incidentally, no good point of his particular product, is overlooked in the literature distributed.

"Why should not the dealer who is selling paint use these excellent helps the manufacturer provides?

"Some dealers neglect this material completely. Others refuse outright to distribute it, or hand it out perfunctorily. Why? One of the reasons I've heard is that sometimes the printed matter supplied by the manufacturer does not contain the dealer's name, or leaves no space for it.

"Sometimes, however, the best business-producing literature of this type is such that the imprinting of the dealer's name would spoil its effect. Fine booklets with illustrations the originals of which cost thousands of dollars, to say nothing of the cost of reproduction, are neglected by some captious dealers; while other men more wide awake would jump at the chance to purchase them and send them to prospects with the dealer's own neatly printed card of presentation slipped between cover and fly leaf. The first class of dealers would rather send out a cheaply printed patent-medicine type of pamphlet so long as the dealer's name is printed on it in big letters.

"Much of the manufacturer's advertising matter can, however, be linked up with the local dealer.

"It is not merely this material, however, which the dealer quite often neglects to utilize. There is a great deal of material of one sort and another that can be worked into your window displays. For instance it's a good stunt to clip a catchy magazine advertisement and stick it in your paint window, or paste it on a show card.

"Another stunt is to use your local advertising space to refer to current magazine and poster advertising of the paint you sell, accompanied by the significant post-script, 'We handle that paint in this town.'

"In addition to using the advertising material secured from these sources, the dealer should do some advertising on his own initiative. In a community so small that the store can cater to the entire town, the local paper can profitably be used. Space large enough to command attention should be taken and it should be filled with catchy and attractive paint talks. In your advertising, talk to your unseen readers pretty much the way your best salesman inside the store would talk to a paint prospect if a big sale were at stake.

"Two classes of newspaper copy are to be avoided. One is the stereotyped, commonplace 'card.' The other is the type of advertisement that attempts to be smart, fanciful, amusing, funny, flighty, ridiculous. Both are as out of place in your newspaper space as

though your salesman memorized them and declaimed them from behind the counter. Advertising demands that you talk good common sense.

"Then there are your windows. You can make attractive displays with paint. More than that, a great deal of the material supplied by the manufacturers—color cards, hangers and the like—can be worked into displays and will add brightness. Use such material to the limit. A miniature house painted with your product is a good item to work into your main display. Quite often specialties and even exterior paints can be demonstrated in the window.

"Finally there is the direct-by-mail publicity. Your advertising matter can be worked out with the manufacturer; but the task of compiling the prospect list is yours. Remember that a single broadcast to every householder in your community is a great deal less effective than a carefully planned follow-up campaign that reaches a limited number of carefully selected prospects. Before starting the campaign go over your list with your salespeople, and eliminate the people who have died or moved elsewhere or bought paint from you (or some other dealer) last year. Then add to your list the names of new prospects attracted by your advertising or picked up by your salespeople. This done, you are ready to go; and once you start after these prospects, keep after them as long as there is a chance of selling. Persistence is one of the most important factors in paint selling." Victor Lauriston.

#### Independent Merchant Should Handle Private Brand Goods.

Lansing, Feb. 1.—In this week's issue of the Michigan Tradesman, I note an article from B. C. Andrews, entitled "When Should Private Brands Be Carried?"

I cannot agree with him, for now is the time when an independent merchant should feature a line of private label goods of quality.

If Mr. Andrews would visit some merchant who is featuring a line of private brands he would learn he is far more successful than the merchant who is pushing advertised brands which are made a football by the chain stores.

In to-day's daily papers you will find two brands of coffee quoted at 37 cents. This price is lower than the independent merchant can buy them. This also applies to several items in canned fruits and vegetables. Why should an independent merchant feature these articles? The more he sells the sooner he will be out of business. I am thoroughly convinced that private brand goods of quality or advertised goods not sold to chain stores are the goods for an independent merchant to feature. My advice is, be a salesman and not an order taker.

D. J. Riordan.

#### Tomato Plant Has New Use As Gas Detector.

As the result of experiments made in a Los Angeles hospital last season, a new and almost unlimited market has been opened for commercial growers of tomato plants. The tomato plant is 200 times as sensitive to gas as is the human nose, and is 50 times more sensitive than any chemical test. In the presence of gas, even in small quantities, the leaves of the young

plant droop and grow stiffly downward and even form coils, due to rapid growth on the upper side of the leaf. With the general use of illuminating gas, from which there is no odor, many fatalities have occurred during the cold weather. These could have been prevented by having potted tomato plants in the house as gas detectors. White carnations are also good gas indicators, half closing as they do in the presence of minute percentages of gas.

The longer you wait for your golden opportunity the brassier it becomes.

More things have been wrought by prayer than this world dreams of.

### 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

### The Brand You Know by HART



Look for the Red Heart  
on the Can

LEE & CADY

Distributor

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

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 man's work

No more putting up ice

A small down payment puts this  
equipment in for you

## F. C. MATTHEWS & CO.

111 PEARL ST. N. W.

Phone 9-3249

Phone 61366  
JOHN L. LYNCH SALES CO.  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
209-210-211 Murray Bldg.  
GRAND RAPIDS, MICHIGAN

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.

## HOTEL DEPARTMENT

### News and Gossip About Michigan Hotels.

Los Angeles, Jan. 31—The Hotel Greeters of Detroit are certainly gluttons for accomplishment. They undertake the most unusual tasks and, inevitably, carry them out. Recently they decided that the short hotel course at the Michigan State College, to be given at Lansing April 23-25, is one thing needful for the younger members of their organization and now they are pushing ahead to give it to them. Quite some difference in the procedure of this body than is usual in promoting the cause of union labor in federation bodies. No strikes or anything of the sort. Just a desire to help the boss make a success of his efforts, knowing full well that if he successfully makes the grade, he will show them plainly that he appreciates what they have been doing.

M. E. Woolley editor of the Hotel World, has been appointed manager of a new hotel at Akron, Ohio, the Mayflower. I speak of this for the reason that he is a son of our old friend, George H. Woolley, who in conjunction with W. J. Chittenden, Jr., now general manager of the Detroit-Leland, operated the Hotel Pontchartrain which during its lifetime was the finest of Michigan hotels. After the Pontchartrain was sold to the First National Bank, to be rebuilt into an office building, George Woolley took over the management of Hotel Iroquois, Buffalo.

It now develops that John R. Dignan, managing director of Hotel Vincent, Benton Harbor, will be interested with C. A. Runyan and associates of South Haven in the operation of the Plaza Hotel holdings at Danville, Ill. Mr. Dignan, vice-president of the Illinois enterprise, was manager of the Graystone Hotel at Bedford, Indiana, before going to the Vincent. Prior to that time he was in charge of Tom. Taggart's French Lick Hotel. I understand he will retain the management of the Vincent.

Recently Ernest W. Neir, manager of Hotel Rowe, Grand Rapids, gave a farewell dinner to Jerry Gordon, who has been connected with that institution for some time, on the occasion of his removal to Peoria, Ill., where he is to assume the assistant management of the Pere Marquette Hotel. And Mr. Gordon carried with him a very fine leather golf bag as a token of esteem by his former associates.

Quite often I hear of Reno Hoag, former Michigan operator, who runs the Hotel LaFayette, at Marietta, Ohio. It was always claimed for this individual that he was always busier than the proverbial cranberry merchant, and you couldn't apply the brakes to him. He has a wonderful hotel down there in Ohio, but he just takes time to indulge in association activities such as prove beneficial to the craft.

E. T. Sherlock, for several years identified with the hotel industry in Chicago and elsewhere, is now actively engaged in arranging for the furnishings and equipment of the new Hotel Kellogg, at Battle Creek, now in process of construction. Mr. Sherlock has been appointed manager of the institution. He was formerly an officer of the Chicago Stewards' Club.

Walter P. Hill, manager of Grand Hotel, Mackinac Island, during the resort period, has opened for the winter season the Indian River Hotel, at

Rockledge, Florida, with a room capacity of 167 and a dining room capable of seating 400.

The Washington State authorities have finally caught up with and put away for a long term of years, one Jerome E. Johnson, who has defrauded no less than 600 hotels all over the Nation in the exchange of worthless checks for cash. In his confession he mentioned over fifty Michigan operators who fell victims to his wiles. The interesting thing about Johnson's relation of his career was that he found hotel men more easily susceptible than any other class of business men. They are all so anxious to please, so solicitous of securing patronage, of building good will and drawing trade from the other fellow, that there was scarcely any difficulty in pursuing his nefarious practices. Now this man never succeeded in victimizing any bankers. Perhaps he knew better and never tried to, but the fact that he stung fifty Michigan landlords is evidence that there is something loose in hotel methods as pursued by many of them. If they were running a bank or store and someone came to them with a check, would they cash it? Surely they would insist on some sort of identification and at that would want to know whether the check was good or not.

A lot of hotel men could use better methods in handling this particular feature of their business. They should simply live up to the rule never to cash checks for unknown persons unless endorsed by someone of known responsibility. If securing an endorsement is not possible, then use the telegraph. Don't take the chance.

It is a matter of absolute knowledge that recently after the robbing of an interior Michigan postoffice, from which the money order blanks were carried away, a certain Detroit hotel, in one day, cashed for one individual, eight fraudulent orders for \$100 each.

The editor of a hotel paper throws out this one: "If two pretty girls were walking down the street and one had on cotton stockings and the other silk, which one would you look at?" Well, if the newspaper man was seeking for news, he would probably look at the one with the cotton hosiery, as this would be "news," on the principle that if a dog bites the man it isn't news, but if the man bites the dog, it is.

E. W. Rainey, well-known in Detroit and Grand Rapids hotel circles, but more recently manager of the Aurora-Leland Hotel, at Aurora, Ill., has resigned, after having placed the institution on a sound financial basis. He says he is going to take his first vacation in fifteen years.

An effort is being made by summer resort operators to have labor day activities retarded for two weeks, or until Sept. 15, in the hope that by so doing, the resort season may be accordingly extended. There is no gainsaying the fact that in Michigan, particularly, the most delightful weather conditions are experienced during the entire month of September. The season for mosquitos and other pests is over with, the fishing is much improved and general conditions are more admirable. But the resort owner has this obstacle to contend with in making any change in the labor day dating. The opening and closing of the so-called resort season is based upon the closing and opening of the city educational institutions. Custom has indicated labor day, or the next day following, as the beginning of the school period, and with nine and one-half months as the accepted school year, and the deduction of certain in-



### The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

750 rooms — Rates \$2.50 and up with bath.



YOU ARE CORDIALLY invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service in Grand Rapids.

400 Rooms—400 Baths

Menus in English

**MORTON HOTEL**  
ARTHUR A. FROST  
Manager

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

### HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

### 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

### Columbia Hotel

KALAMAZOO

Good Place To Tie To



intermediate vacation periods, there can be no change in the opening day for schools. If the opening is postponed until the middle of September, then the spring closing will be delayed until July. Whether educational authorities would favor a shorter school year—say nine months—has not been ascertained, but it looks very doubtful.

Schumann-Heink declines to diet or reduce for the sake of the talkies—in fact, she intimates that the speakies can go hang, so far as she is concerned. She will go on singing in her own way so long as she can or so long as she likes it and then she will fold up and quit. But as to cutting out the things she likes to eat or reforming her menu for the sake of making a front in the talkies there is nothing doing. She has raised a big family on her particular brand of home cooking, besides entertaining the public for fifty years, and does not propose to have any diet crank tell her where she detains. And the most of us will agree with her.

A survey of nearly 200,000 restaurants over the land proved that during the last three months of last year the habit of eating out developed more extensively in America than ever before. There are lots of housewives that hardly average a dinner a week at home. Friend husband doesn't even get a chance to patronize the delicatessen. He has to take his whole flock where they can eat and dance, etc. The American home in some instances is becoming slightly disfigured, but it would be unfair to claim it is the Madam only who craves two-step with her soup. Some of the male birds are not averse to it.

Thomas Burke, one of the best known caterers in Detroit, passed to the Great Beyond last week. He came to Detroit sixteen years ago, after having been manager of the Nationally known Duquesne Club, in Pittsburg, for a long period. He served as steward in the Hotel Tuller and at one time operated the Daily News restaurant. While Mr. Burke's profession was catering, he was much interested in hotel affairs and nearly everybody in that line enjoyed his personal acquaintance.

Frank S. Verbeck.

A modern fifty room, year-round hotel will rise on the site of the old Yeazel Hotel, Frankfort, Third and Main streets, this summer. It will be sponsored by J. F. Hofstetter, who recently purchased the property. Stock in the building, which will be erected at an estimated cost of \$125,000, will be sold locally. Work on the proposed structure will start about April 15.

#### Current Indications of Trend in Various Industries.

**Agricultural Implements**—Taking all factors into consideration, the majority of farm machine and implement companies will experience a more than average prosperity in 1930.

**Aircraft**—With leading units working in harmony, this year should be the one in which the industry establishes itself on a strong foundation for an eminently satisfactory future.

**Apparel**—Earnings of apparel manufacturers will probably be less than in 1929, with a greater number finding it extremely difficult to cover operating expenses.

**Automobiles**—Earnings for the first half of the year, at least, will be well

below those of the first half of 1929. Trade for the final half should equal, and perhaps exceed, that for the corresponding period of 1929.

**Automobile Parts**—From the standpoint both of income and sales, results are likely to reach their lowest ebb in the current half year; returns for the final six months should show improvement.

**Automobile Tires**—No material progress is in prospect for the industry in 1930. Profits in the initial quarter will be almost negligible. Improvement should be registered later in the year, after replacement demand develops.

**Building**—Construction volume will register a moderate decline in the first half of 1930, but prospective recovery in the second half may make the year as a whole as good as or slightly better than 1929.

**Chemicals**—The diverse nature of the outlets for the legion of chemical products limits the continuation of the normally steady advance in business and profits to those companies supplying the needs of the more favorably situated industries, such as paper companies, fertilizer finishers, railroad companies, and construction enterprises.

**Coal**—Earnings of most coal companies were unsatisfactory during 1929 and no sustained improvement is seen for the immediate future.

**Copper**—Net income of copper companies for the current year will be considerably modified from the record earnings of 1929—either by lower prices, or by further curtailed demand and output.

**Cotton Goods**—Little improvement in the earnings of the average cotton goods manufacturing company can be expected during the first half of 1930, at least.

**Electrical Equipment**—Strengthening tendencies have been noted in the electrical equipment trade since the first of the year. These are expected to become more pronounced as the first quarter progresses.

**Fertilizers**—Outlook for the fertilizer selling season at this time holds satisfactory promise for both prices and volume of sales.

**Lead**—Prices of lead should be maintained at, or slightly under, present levels during the near term.

**Leather and Shoes**—Some improvement in hide prices may develop during the year. Earnings of shoe manufacturers will be unlikely to equal those of 1929.

**Machinery**—Near term outlook is more favorable than for most manufacturing lines. Current rate of inquiry is encouraging for a wholly normal rate of demand during early future months.

**Meat Packing**—Packers are in good position for a relatively favorable period during the current six months.

**Nickel**—Indications are that industrial uses of nickel will continue to grow, and that volume will be fully sustained if not increased in 1930. Prices remain stable.

**Office Equipment**—A resumption of the past earnings growth may be ex-

pected later in the year when general business conditions undergo further improvement.

**Oil Producing and Refining**—Price trends and earnings for the year as a whole will be dependent, in large measure, on the success of co-operative efforts. These, if effective, will undoubtedly result in an early revision of prices to higher levels and a consequent increase in profits.

**Paper**—Cost of newsprint will probably remain unchanged until consumption more nearly approaches production capacity.

**Radio**—No near term improvement is seen for the radio industry with consumers quite generally delaying purchasing in hope of even lower prices.

**Railroads**—Better earnings reports are expected in the last half of the year, which should overcome much of the probable decrease of the current six months.

**Railroad Equipment**—Earnings of locomotive builders for the first quarter of 1930 should be in excess of the corresponding period of last year. Conditions in the accessory division justify an optimistic outlook.

**Rayon**—Most manufacturers should report profits for 1930 practically on a par with those for last year.

**Retail Trade**—Although the outlook for the next several months has improved materially during the past thirty days, conservative buying will restrict total sales to minimum requirements.

**Rubber**—With production of crude rubber increasing faster than world consumption, there is no reason to expect a sustained price rise in the near future.

**Shipbuilding**—Shipyards companies will show profit improvement this year, unfinished contracts on hand January 1, approximating \$120,000,000.

**Silk**—Any possible increase in profits in 1930 will be predicated on expanding volume of consumption due to popularity of silk goods and more yardage per garment.

**Steel**—Considerable increased business may be witnessed during the immediate future although it is too early to expect a prolonged period of improved activity.

**Sugar**—Favorable factors in the sugar situation are the indicated decline in production for the current season and a probable increase in demand.

**Tobacco**—Consumption of cigarettes will probably attain a new high level in 1930.

**Woolen Goods**—Operating profits of most manufacturers of woolen goods during the near future, will leave much to be desired.

#### Seven New Readers of the Tradesman.

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

Harry V. Simonds, Mt. Pleasant.  
John F. Wonzor, Traverse City.  
Kelley & Co., Bay City.  
E. R. Donovan, Merrill.  
Wm. Boozer, Spring Lake.  
Henry Prins, Holland.  
Frank H. Rich, Metamora.

### Hotel Hermitage

European

Grand Rapids, Mich.

RATES:

Room and Bath \$1.50 - \$2

JOHN MORAN, Mgr.



### CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

RATES

\$1.50 up without bath

\$2.50 up with bath

CODY CAFETERIA IN CONNECTION

### HOTEL OJIBWAY

The Gem of Hiawatha Land

ARTHUR L. ROBERTS

Deglman Hotel Co.

Enjoy the delightful Government Park, the locks, the climate and drive.

Sault Ste. Marie

Michigan

### 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.



## DRUGS

### Michigan Board of Pharmacy.

President—J. Edward Richardson, Detroit.  
Vice-Pres.—Orville Hoxie, Grand Rapids.  
Director—Garfield M. Benedict, Sandusky.  
Examination Sessions — Beginning the third Tuesday of January, March, June, August and November and lasting three days. The January and June examinations are held at Detroit, the August examination at Marquette, and the March and November examinations at Grand Rapids.

### Michigan State Pharmaceutical Association.

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

### Some Good Thoughts On What To Sell.

Is there any limit to what may properly and profitably be sold in the average American drug store, and if so, what are the tests of compatibility and profitability that will enable the druggist to recognize that limit so as to avoid loss and disappointing experiments?

This is one of the most important questions that the druggist seeking volume can contemplate to-day. And, furthermore, consideration of it must take due recognition of the fact that there is no one combination of drug store side lines of such proved universal applicability and practicability that it can be offered as a success-formula.

Between the extremes of extravagant variety merchandising and the ultra-conservative apothecary of twenty-five years ago, the writer believes there is a happy medium, and that the best-managed stores, consciously or sub-consciously, are cleaving to that medium to-day.

Granted that I may be a little old-fashioned or conservative—even, in a measure, prejudiced, perhaps—when it comes to the flamboyant merchandising of everything from pills to phonographs in the drug store stock, the fact remains that the writer has had firsthand insight into the business philosophy and methods of many of the most successful independent druggists in the country, and not all of his deductions are based on personal notions or an theories.

There is good ground for the belief (and plenty of evidence in support of the belief), that the most astute and progressive element among the most successful drug merchandisers in the country to-day have arrived at the conviction that it is not good policy for the druggist to attempt to merchandise every conceivable kind of merchandise that it is physically practical to handle in a drug store. The question of ethics is not the principal factor involved in this new change of mind—it is rather the factor of judgment derived from a Nation-wide survey of diversified sideline merchandising.

There are many kinds of goods that the average buyer has no prejudice against purchasing in a pharmacy, but which he or she would not, in the natural order of things, go there instinctively for. The druggist has been able to merchandise many articles wholly irrelevant to pharmacy because, other things being equal, the factor of con-

venience enabled the corner drug store to become a source of supply for such utilitarian merchandise.

Whether the real profit in such lines has been a direct monetary profit, or an indirect profit achieved principally through their aid in increasing the store's daily customer census, is determined principally by whether the druggist can buy the goods to the same advantage as stores, to the stock of which such articles were always regarded as indigenous.

Of course, there is no immutable line of demarcation, so to speak, arbitrarily proscribing what the druggist may not sell. One druggist known to the writer handles paints successfully; another, has had fair success with a restricted line of radio supplies and sporting accessories. Both of these druggists are located in very small urban places where the volume of trade in these lines has not, apparently, been sufficiently attractive to induce the establishment of specialty stores featuring those lines exclusively. But these lines have proved such dismal failures as drug store sidelines in thousands of other cases that nothing is proved, for the average druggist at large, to warrant the belief that he will find them profitable, local circumstances regardless.

The main thing to be cautious about in taking on any new line—particularly such radical innovations as those just mentioned—is the present local situation with regard to potential patronage. More explicitly, if upon investigation, it is found that the hardware store or the sporting supply store in your locality, is not a very prosperous business, in spite of its quantity buying and complete assortments, what basis is there for the assurance that a restricted line of such goods, purchased on the small-quantity basis, will be found highly lucrative in the drug store? The chances are very much against such extraordinary luck.

How this reasoning can be argued against is more than I can see, unless we accept the conclusion that people instinctively prefer to purchase everything, regardless of its character or price, at the neighborhood drug store—a conclusion that is certainly too optimistic not to veil a single doubt.

However, within rational limitations, prescribed by successful experiences of others, the druggist can go in for miscellany to a certain extent. For instance, while musical instruments would seem to be entirely without the druggist's merchandising domain, custom has made it as natural to think of buying a harmonica in the drug store as a pack of playing cards although neither article possesses any of the attributes of medico-pharmaceutical merchandise.

One druggist, known personally to the writer, sells the best \$1 value in a men's billfold to be found in his city, and has done so for years, yet he does not go in for a general line of leather goods. He makes 12 cents on each billfold, which is not such a great direct profit, but there is no question in the writer's mind that this specialty has been the means of bringing hundreds

of male shoppers into the store every year with resultant substantial profits in increased patronage of all the varied drug store merchandise of distinctly masculine appeal.

One of the principal arguments in favor of handling some non-pharmaceutical merchandise within rational bounds, is the greater scope that the stock of the store then provides for effective window display. The windows of a drug store would soon lose all attraction and selling force if nothing was ever exhibited other than proprietary medicines or sickroom sundries, these things naturally carrying a negative suggestion and, perhaps, an unpleasant psychological association of ideas.

While the druggist must at all times, and by every ethical and appropriate means, foster public appreciation of his qualifications and zeal to minister to the requirements of the sick and injured, the volume of steady patronage essential to make the business profitable must inevitably be developed by catering to the more diversified and more frequently required wants of the well.

Last week, in a Boston drug store, I saw the most complete and attractive window showing of pocket knives, at all prices from 39c to \$2.50, that I ever saw in my life. The display was especially installed by the manufacturer's salesman, and was to be exhibited one week.

The main selling points of the display were that any knife fancied would be taken out of the window, if the customer's satisfaction would be better served by doing so, and that money would be cheerfully refunded at any time during the week of the sale should the purchaser feel that he did not get maximum value for his money.

I need hardly say that such a sideline sale and display is a powerful stimulus to the business of the entire store while it is in progress, and is often the means of bringing many new customers into the store.

That druggist is undoubtedly "sold" on the idea of devoting one of his windows to this merchandising event for one week each year, as well he might be from my observation of the success of the idea. The merchandise was not offered as "bargains", nor on the hoary cut-price appeal—simply on the abstract inference that they were A-1 guaranteed values being merchandised for a limited time on an advertising basis.

The indirect psychological appeal, it should be remembered, is not infrequently more potent than the direct blast of the "bargain" clarion—and more convincing.

Certainly, if I had an ungovernable abhorrence of all sideline merchandising practices as such, I would not have been induced to partake of the good values offered, and in addition, about \$3 worth of other merchandise suggested to me by interior displays.

In some communities, it is a real accommodation to the public to be able to purchase a flashlight or a pocket knife at a neighborhood drug store out of the main retail shopping section, or

so-called "high-rent zone," but admitting this to be a fact does not constitute an endorsement of the philosophy that the druggist should merchandise the complete range of hardware and electrical store specialties, if he wants to conserve his professional identity and prestige as a member of the School of Pharmacy. Victor N. Vetromile.

### Remarkable Record Made By Local Jobber.

The Druggists Supply Corporation of New York, the buying and selling unit of the independent wholesale drug houses in the United States, recently conducted a prize contest for drug jobbers' salesmen in connection with the Bond Electric Company's line on flashlights, batteries, etc. This contest covered the entire United States, forty-nine prizes being offered to salesmen producing the greatest volume of business in their respective territories.

While some say trade is quiet in Michigan, nevertheless, eleven salesmen for the Hazeltine & Perkins Drug Co., captured that many prizes, it being the best showing believed ever to have been made in a salesman's contest by any one drug house when the prizes were striven for by thousands of salesmen all over the United States.

### Book-End Orders Gaining.

A revival of interest in book-ends has brought a considerable volume of business in this line to manufacturers of bronze and other metal ornaments for home use. Cheaper types retailing at \$1 have received most of the business, although items priced in the \$5 and \$8 ranges have been purchased in good quantity. A return to more dignified subjects for such ornaments is credited for the increase in the sale of the higher priced types. Animal, ship and other figures which have been popular for the last two years are said to be giving way to reproductions of books and like subjects.

### Radios Take To New Cases.

Radios like motors are now pretty well standardized as far as spot selling goes in retail stores, and yet there is much business to be had for the case is the principal subject of discussion. The house furnishing period is necessarily followed and this means an order that your customer places with you. One is a walnut living room table that is a radio, and one plugs it into any light socket. It solves the problem in crowded rooms where the space is small, and also it can be easily moved from one part of the house to another.

### Novelty Sweaters Sell Freely.

Novelty sweaters for men and misses have been selling in good volume for Spring trade during the past week but the call for women's and staple goods has fallen below normal levels. Golf sweaters for men in sleeveless fancy-stitched solid color models are being purchased freely. Sweater sets for girls in sizes ranging from 3 to 14 years have also been active items. The sets include lightweight sweaters with double or single crew necks and with berets to match. They are designed to retail at from \$2.95 to \$5. Business on Fall goods has been light so far.



### Items From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 4—With the fine weather for the past week, above the zero mark, everybody is feeling better. This adds activity to business and brings in our neighbors from the country towns who had been waiting for a change in the severe weather to venture out.

Joseph Fucco, one of our former Sooiters, but now a resident of Pontiac, called last week to close the deal for his brick block on the South side of Ashmun street, which he sold to Ganikura Bros., the confectioners, now located in the Newton block on Ashmun street. Ganikura Bros. have been at their present location for the past fifteen years, but the Newton block was purchased by the Kresge Co., which will require the whole of the lower story for their business when they open some time this year, which necessitated the removal of the Ganikura Bros. The South side has been building up very rapidly for the past few years and it looks as if Ganikura Bros. are making a good move, as they will have less opposition and enjoy the new activities which are taking place on the South side.

R. W. Ballensinger, the well-known merchant on Ashmun street, is re-decorating his store. When completed he will have one of the best appointed markets on the street, with up-to-date fixtures and excellent service.

Robbers entered the jewelry store of Art Tromblay last Thursday morning by breaking in the rear door, but were frightened away before much was stolen. Mr. Tromblay, in checking the stock, missed only a few inexpensive trinkets.

Percy Elliot, the popular grocery salesman, had a narrow escape last week when his car crashed into a truck which was parked on the side of the road near Racine, resulting in the wrecking of the front end of the car. The truck was not damaged.

Secretary Bishop, of the Upper Peninsula Development Bureau, Marquette, stated recently that enquiries from outside parties for waste tracts of Upper Peninsula lands for recrea-

tional purposes have been coming in freely during January. Prospective purchasers are apparently in a buying mood in greater numbers than for some years. It looks as if the extensive advertising campaign carried on by the Development Bureau and other organizations is bearing fruit.

A diplomat is a man who can give his wife a \$70 washing machine and make her forget it was a \$700 coat she wanted.

The bay around St. Ignace is beginning to look like a miniature village, with scores of fish shanties up. Many of the men are spearing near the channel, while the snatchers are nearer shore. This year the men must pay a license of \$10 if they wish to sell their fish, but most of the fishermen are just out for the sport.

A. E. Cullis, manager of the Soo Woolen Mills, left last Friday to spend the remainder of the winter in San Diego, Calif. He was accompanied by his wife.

The winter carnival starts here next Saturday and will finish on Sunday evening. Great preparations have been made for a big time, so that if you arrive here on Saturday and see the inhabitants dressed in lumbermen attire with shoe packs in carnival style you will know what is going on.

Peter Kotti, the well-known merchant of Raber, was a business caller Saturday, taking back a truck load of supplies. He had trouble motoring in on account of a frozen radiator, necessitating his refilling the radiator with water every few miles. He went home with a new radiator on his truck, feeling better.

Lot's wife, who looked back and turned into a pillar of salt, has nothing on Jones' wife. She looked back and turned into a telegraph pole.

William G. Tapert.

### Frosting.

Grocers are sometimes troubled in winter with frosted windows. This, a Rhode Island merchant says, can easily be overcome by rubbing the windows two or three times each week with a cloth dipped in glycerine.

## 1929 MODELS SODA FOUNTAINS

We have in our control and for sale a limited number of Soda Fountains, as described above, and which are regular in every particular and equipped with Frigidaire for Refrigeration.

This information has just come to us from the factory and as it will be given to other Distributors, these Fountains will move very quickly.

If you are interested, you should phone or write us for an appointment and visit the Factory with us and have the opportunity of looking over these Fountains and making your choice.

These are subject to our usual terms of Sale and SPECIAL PRICES can be given.

The proper plan is to buy the Fountain right, and then buy the Ice Cream right, and ultimate profit will be satisfactory.

We will appreciate an opportunity to demonstrate these facts to you.

**Hazeltine & Perkins Drug Co.**  
Grand Rapids Michigan Manistee

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		<b>Cotton Seed</b>		<b>Belladonna</b>	
Boric (Powd.)	9 1/2 @ 20	Cubebs	1 35 @ 1 50	Benzoin	@ 1 44
Boric (Xtal)	9 1/2 @ 20	Eligerson	5 00 @ 5 25	Benzoin Comp'd	@ 2 23
Carbolic	38 @ 44	Eucalyptus	1 00 @ 1 25	Benzoin	@ 2 40
Cutric	52 @ 66	Hemlock, pure	2 00 @ 2 25	Buchu	@ 2 16
Muriatic	3 1/2 @ 8	Juniper Berries	4 50 @ 4 75	Cantharides	@ 2 52
Nitric	9 @ 15	Juniper Wood	1 50 @ 1 75	Capsicum	@ 2 23
Oxalic	15 @ 25	Lard, extra	1 55 @ 1 65	Catechu	@ 1 44
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25 @ 1 40	Cinchona	@ 2 16
Tartaric	52 @ 60	Lavender Flow	6 00 @ 6 25	Colchicum	@ 1 80
<b>Ammonia</b>		Lavender Gar'n	1 25 @ 1 50	Cubebs	@ 2 76
Water, 28 deg.	07 @ 13	Lemon	6 00 @ 6 25	Digitalis	@ 2 04
Water, 13 deg.	06 @ 15	Linseed, raw, bbl.	@ 1 12	Gentian	@ 1 35
Water, 14 deg.	5 1/2 @ 13	Linseed, boiled, bbl.	@ 1 15	Gualac	@ 2 28
Carbonate	20 @ 25	Linseed, bld. less	1 22 @ 1 35	Gualac, Ammon.	@ 2 04
Chloride (Gran.)	03 @ 13	Linseed, raw, less	1 19 @ 1 32	Iodine	@ 1 25
<b>Balsams</b>		Mustard, arifil. oz.	@ 35	Iodine, Colorless	@ 1 50
Copaiba	1 00 @ 1 25	Neatsfoot	1 25 @ 1 35	Iron, Clo	@ 1 56
Pir (Canada)	2 75 @ 3 00	Olive, pure	4 00 @ 5 00	Kino	@ 1 44
Pir (Oregon)	65 @ 1 00	Olive, Malaga	3 00 @ 3 50	Myrrh	@ 2 22
Peru	3 25 @ 3 50	Olive, green	2 85 @ 3 25	Nux Vomica	@ 1 80
Tolu	2 00 @ 2 25	Orange, Sweet	6 00 @ 6 25	Opium	@ 1 40
<b>Barks</b>		Origanum, pure	@ 2 50	Opium, Camp.	@ 1 44
Cassia (ordinary)	25 @ 30	Origanum, com'l	1 00 @ 1 25	Opium, Deodor'd	@ 1 40
Cassia (Salgon)	50 @ 60	Pennyroyal	3 00 @ 3 25	Rhubarb	@ 1 92
Sassafras (pw. 60c)	@ 50	Peppermint	5 50 @ 5 75	<b>Paints</b>	
Soap Cut (powd.)	20 @ 30	Rose, pure	13 50 @ 14 00	Lead, red dry	14 1/2 @ 14 1/2
<b>Berries</b>		Rosemary Flows	1 25 @ 1 50	Lead, white dry	14 1/2 @ 14 1/2
Cubeb	@ 30	Sandelwood, E.	11 50 @ 11 75	Lead, white oil	14 1/2 @ 14 1/2
Flash	@ 25	Sassafras, true	1 75 @ 2 00	Ochre, yellow bbl.	@ 2 1/2
Juniper	10 @ 20	Sassafras, arti'l	75 @ 1 00	Ochre, yellow less	3 @ 6
Prickly Ash	@ 75	Spearmint	7 00 @ 7 25	Red Venet'n Am.	3 1/2 @ 7
<b>Extracts</b>		Sperm	1 50 @ 1 75	Red Venet'n Eng.	@ 8
Licorice	60 @ 65	Tany	7 00 @ 7 25	Putty	@ 5 @ 8
Licorice, powd.	60 @ 70	Tar USP	65 @ 75	Whiting, bbl	@ 4 1/2
<b>Flowers</b>		Turpentine, bbl.	@ 64	Whiting	5 1/2 @ 10
Arnica	1 50 @ 1 60	Turpentine, less	71 @ 84	L. H. P. Prep.	2 80 @ 3 00
Chamomile (Ged.)	@ 50	Wintergreen, leaf	6 00 @ 6 25	Rogers Prep.	2 80 @ 3 00
Chamomile Rom.	@ 1 00	Wintergreen, sweet	3 00 @ 3 25	<b>Miscellaneous</b>	
<b>Gums</b>		Wintergreen, art	75 @ 1 00	Acetanalid	57 @ 75
Acacia, 1st	50 @ 55	Worm Seed	4 50 @ 4 75	Alum	96 @ 12
Acacia, 2nd	45 @ 50	Wormwood, oz.	@ 2 00	Alum, powd and	09 @ 15
Acacia, Sorts	35 @ 40	<b>Potassium</b>		Bismuth, Subni-	2 25 @ 2 52
Acacia, Powdered	40 @ 50	Bicarbonate	35 @ 40	trate	2 25 @ 2 52
Aloes (Barb Pow)	32 @ 40	Bichromate	15 @ 25	Borax xtal or	05 @ 13
Aloes (Cape Pow)	25 @ 35	Bromide	69 @ 85	powdered	05 @ 13
Aloes (Soc. Pow.)	75 @ 80	Bromide	54 @ 71	Cantharides, po.	1 25 @ 2 00
Asafoetida	50 @ 60	Chlorate, gran'd	21 @ 23	Calome'	2 12 @ 2 52
Pow.	90 @ 1 00	Chlorate, powd.	16 @ 23	Capsicum, powd	62 @ 75
Camphor	87 @ 95	Cyanide	17 @ 24	Carmine	8 00 @ 9 00
Guaiac	@ 60	Iodide	30 @ 90	Cassia Buds	3 @ 45
Guaiac, powd	@ 70	Iodine	4 00 @ 4 23	Chives	40 @ 50
Kino	@ 1 25	Permanganate	22 1/2 @ 25	Zinc Prepared	14 @ 16
Kino, powdered	@ 1 20	Prussiate, yellow	35 @ 45	Chlorotorm	49 @ 56
Myrrh	@ 1 15	Prussiate, red	@ 70	Choral Hydrate	1 20 @ 1 51
Myrrh, powdered	@ 1 15	Sulphate	35 @ 40	Cocaine	12 50 @ 13 50
Opium, powd.	21 00 @ 21 50	<b>Roots</b>		Cocoa Butter	8 @ 90
Opium, gran.	21 00 @ 21 50	Alkanet	30 @ 35	Corks, 1st, less	30 @ 10 1/2
Shellac	65 @ 80	Blood, powdered	40 @ 45	Copperas	03 @ 10
Shellac	75 @ 90	Calamus	35 @ 45	Copperas, Powd.	4 @ 10
Tragacanth, pow.	@ 1 75	Elecampane, powd.	25 @ 30	Corrosive Sublim	2 25 @ 2 30
Tragacanth	2 00 @ 2 35	Gentian, powd.	20 @ 30	Cream Tartar	3 @ 45
Turpentine	@ 20	Ginger, African	30 @ 35	Cuttle bone	40 @ 50
<b>Insecticides</b>		powdered	30 @ 35	Jexirine	6 @ 15
Arsenic	08 @ 20	Ginger, Jamaica	60 @ 65	Jover's Powder	4 00 @ 4 50
Blue Vitriol, bbl.	@ 20	Ginger, Jamaica	45 @ 60	Emery, All Nos.	10 @ 15
Blue Vitriol, less	09 1/2 @ 17	powdered	45 @ 60	Emery, Powdered	@ 15
Bordea. Mix Dry	12 @ 26	Goldenseal, pow. 6	00 @ 6 50	Epsom Salts, bbls.	@ 03 1/2
Hellebore, White	15 @ 25	Ipecac, powd.	5 50 @ 6 00	Epsom Salts, less	3 1/2 @ 10
powdered	15 @ 25	Licorice	35 @ 40	Ergot, powdered	@ 4 00
Insect Powder	47 1/2 @ 60	Licorice, powd.	20 @ 30	Flake, White	15 @ 20
Lead Arsenate Po.	13 1/2 @ 20	Orris, powdered	45 @ 50	Formaldehyde, lb.	13 @ 35
Lime and Sulphur	24 @ 42	Poke, powdered	35 @ 40	Gelatine	80 @ 90
<b>Leaves</b>		Rhubarb, powd	@ 1 00	Glassware, less 55%	
Buchu	@ 1 05	Rosinwood, powd.	@ 50	Glassware, full case 60%	
Buchu, powdered	@ 1 10	Sarsaparilla, Hond.	@ 1 10	Glauber Salts, bbl.	@ 02 1/2
Sage, Bulk	25 @ 30	ground	@ 1 10	Glauber Salts less	04 @ 10
Sage, 1/4 loose	@ 40	Sarsaparilla, Mexic.	@ 60	Glue, Brown	20 @ 30
Sage, powdered	@ 85	Squills	35 @ 40	Glue, Brown Grd	16 @ 22
Senna, Alex.	50 @ 75	Squills, powdered	70 @ 80	Glue, White	27 1/2 @ 35
Senna, Tinn. pow.	30 @ 35	Tumeric, powd.	20 @ 25	Glue, white grd.	20 @ 25
Uva Ursi	30 @ 35	Valerian, powd.	@ 1 00	Glycerine	19 @ 40
<b>Oil</b>		<b>Seeds</b>		Hops	75 @ 95
Almonds, Bitter,		Anise	@ 25	iodine	6 45 @ 7 00
true	7 50 @ 7 75	Anise, powdered	35 @ 40	iodoform	8 00 @ 8 20
Almonds, Bitter,		Bird, 1st	12 @ 17	Lead Acetate	20 @ 20
artificial	3 00 @ 3 25	Canary	10 @ 16	face	@ 1 50
Almonds, Sweet,		Caraway, Po.	25 @ 30	face, powdered	@ 1 60
true	1 50 @ 1 80	Cardamon	2 50 @ 2 75	Menthol	8 00 @ 9 00
Almonds, Sweet,		Coriander pow.	40 @ 25	Morphine	13 58 @ 14 33
imitation	1 00 @ 1 25	Dill	15 @ 20	Nux Vomica	@ 30
Amber, crude	1 00 @ 1 25	Fennell	35 @ 50	Nux Vomica, pow.	15 @ 25
Amber, rectified	1 50 @ 1 75	Flax	9 1/2 @ 15	Pepper, black, pow	57 @ 70
Anise	1 75 @ 2 00	Flax, ground	9 1/2 @ 15	Pepper, White, pw.	75 @ 85
Bergamont	6 50 @ 7 00	Foenugreek, pwd.	15 @ 25	Pitch, Burgudry	20 @ 25
Cajeput	2 00 @ 2 25	Hemp	8 @ 15	Quassia	12 @ 15
Cassia	3 00 @ 3 25	Lobelia, powd.	@ 1 60	Quinine, 5 oz. cans	@ 60
Castor	1 55 @ 1 80	Mustard, yellow	17 @ 25	Rochelle Salts	23 @ 35
Cedar Leaf	2 00 @ 2 25	Mustard, black	20 @ 25	Sacharine	3 60 @ 3 75
Citronella	75 @ 1 00	Poppy	15 @ 30	Salt Peter	11 @ 22
Cloves	4 00 @ 4 25	Quince	1 25 @ 1 50	Seidlitz Mixture	30 @ 40
Cocoonut	27 1/2 @ 35	Sabadilla	45 @ 50	Soap, green	15 @ 20
Cod Liver	1 40 @ 2 00	Sunflower	12 @ 18	Soap mott cast	@ 25
Croton	3 00 @ 3 25	Worm, American	30 @ 40	Soap, white Castile,	
<b>Tinctures</b>		Worm, Levant	6 50 @ 7 00	case	@ 15 00
Aconite	@ 1 20	<b>Tinctures</b>		Soap, white Castile	
Aloes	@ 1 56	Aconite	@ 1 20	less, per bar	@ 1 60
Acafoetida	@ 2 28	Aloes	@ 1 56	Soda Ash	3 @ 10
Arnica	@ 1 50	Acafoetida	@ 2 28	Soda Bicarbonate	3 1/2 @ 10
		Arnica	@ 1 50	Soda, Sal	02 1/2 @ 08
				Spirits Camphor	@ 1 20
				Sulphur, roll	4 @ 11
				Sulphur, Subl.	4 1/2 @ 10
				Tamarinds	30 @ 25
				Tartar Emetic	70 @ 75
				Turpentine, Ven.	50 @ 75
				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

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, 12-33 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	
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, 1/4 doz.	6 75

BLEACHER CLEANSER	
Lizette, 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	
Obl. Lacquer, 1 gross pkg., per gross	18

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 55
Triscuit, 24s	1 70
Wheatena, 18s	3 70

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

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

Shove	
Shaker	1 80
No. 50	2 00
Peerless	2 60

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

BUTTER COLOR	
Dandelion	2 85

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

CANNED 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
Blackberries, No. 10	15 00
Cherries, No. 8	3 25
Cherries, R.A., No. 2 1/2	4 30
Cherries, No. 10	13 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
Shrimp, No. 1/4, Star	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	2 50
Salmon, Med. Alaska	2 10
Saslmom, Pink, Alaska	2 10
Sardines, Im. 1/4, ea.	10@22
Sardines, Im. 1/2, ea.	25
Sardines, Cal.	1 35@2 25
Tuna, 1/2, Curtis, doz.	3 60
Tuna, 1/4s, 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, 1/4s	3 60
Hamburg Steak & Onions, No. 1	3 10
Potted Beef, 4 oz.	1 15
Potted Meat, 1/2 Libby	5 50
Potted Meat, 1/2 Libby	9 50
Potted Meat, 1/2 Qua.	8 50
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/4	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 70
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	2 80
L. Beans, 2 gr. 1 35@2 65	
Lima Beans, 2s, Soaked	1 25
Red Kid., No. 2	1 35
Beets, No. 2, wh. 1 75@2 40	
Beets, No. 2, cut 1 45@2 35	
Corn, No. 2, stan.	1 15
Corn, Ex. stan. No. 2	1 40
Corn, No. 2, Fan. 1 80@2 35	
Corn, No. 10	8 00@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.	55
Mushrooms, Sur Extra	50
Peas, No. 2, E. J.	1 35
Peas, No. 2, Sif.	
June	1 85
Peas, No. 2, Ex. Sift.	2 25
Peas, Ex. Fine, French	25
Pumpkin, No. 2	1 60@1 75
Pumpkin, No. 10	5 00@5 50
Pimentos, 1/4, each	12@14
Pimentos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	1 75
Sauerkraut, No. 3	1 45@1 75
Succotash, No. 2	1 65@2 50
Succotash, No. 2, glass	2 80
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

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
Caroline, Tall, 4 doz.	3 80
Caroline, 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 35
Carnation, Baby, 3 doz.	4 25
Oatman's Dundee, Tall	4 35
Oatman's D'dee, Baby	4 25
Every Day, Tall	4 25
Every Day, Baby	4 25
Pet, Tall	4 35
Pet, Baby, 8 oz.	4 25
Borden's Tall	4 35
Borden's Baby	4 25

CIGARS	
G. J. Johnson's Brand	
G. J. Johnson Cigar, 10c	75 00

Worden Grocer Co. Brands	
Airedale	35 00
Havana Sweets	35 00
Hammer Champion	37 50
Canadian Club	35 00
Robert Emmett	75 00
Tom Moore Monarch	75 00
Webster Cadillac	75 00
Webster Astor Foil	75 00
Webster Knickerbocker	95 00
Webster Albany Foil	95 00
Bering Apollon	95 00
Bering Palmitas	115 00
Bering Diplomatica	115 00
Bering Delioses	120 00
Bering Favorita	135 00
Bering Albas	150 00

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

Mixed Candy	
Kindergarten	17
Leader	13
French Creams	15
Paris Creams	16
Grocers	11
Fancy Mixture	17

Fancy Chocolates	
5 lb. boxes	
Bittersweets, Ass'ted	1 75
Milk Chocolate A A	1 75
Nibble Sticks	1 75
Chocolate Nut Rolls	1 85
Magnolia Choc	1 25
Bon Ton Choc.	1 50

Gum Drops	
Anise	16
Champion Gums	16
Challenge Gums	14
Jelly Strings	18

Lozenges	
A. A. Pep. Lozenges	15
A. A. Pink Lozenges	15
A. A. Choc. Lozenges	19
Motto Hearts	19
Malted Milk Lozenges	21

Hard Goods	
Lemon Drops	19
O. F. Horehound dps.	18
Anise Squares	17
Peanut Squares	17

Cough Drops	
Putnam's	1 35
Smith Bros.	1 50
Luden's	1 50

Package Goods	
Creamery Marshmallows	
4 oz. pkg., 12s, cart.	85
4 oz. pkg., 48s, case	3 40

Specialties	
Pineapple Fudge	18
Italian Bon Bons	17
Banquet Cream Mints	23
Silver King M. Mallows	15
Handy Packages, 12-10c	80

COUPON BOOKS	
50 Economic grade	3 50
100 Economic grade	4 50
500 Economic grade	20 00
1000 Economic grade	37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.	

CREAM OF TARTAR	
6 lb. boxes	43

DRIED FRUITS	
Apples	



## GELATINE

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

<b>JELLY AND PRESERVES</b>	
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 &amp; Co.'s Brands

<b>Oleo</b>	
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	32
Filberts	32
Pecans Salted	32
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, Stuffed, 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



<b>Bel Car-Me Brand</b>	
24 1 lb. Tins	
8 oz., 2 doz. in case	
15 lb. pails	
25 lb. pails	

## PETROLEUM PRODUCTS

<b>From Tank Wagon</b>	
Red Crown Gasoline	19.7
Red Crown Ethyl	22.7
Solite Gasoline	22.7

## In Iron Barrels

Perfection Kerosine	14.6
Gas Machine Gasoline	38.1
V. M. & P. Naphtha	18.8

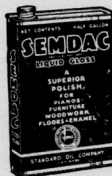
## ISO-VIS MOTOR OILS

<b>In Iron Barrels</b>	
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

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

## Sweet Small

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

## Dill Pickles

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

## Dill Pickles Bulk

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

## PIPES

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

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

## POTASH

Babbitt's, 2 doz.	2 75
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## FRESH MEATS

## Beef

Top Steers & Heif.	24
Good Steers & Hf 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.	20
Butts	19
Shoulders	16
Sparr ribs	16
Neck bones	07
Trimmings	13

## PROVISIONS

<b>Barreled Pork</b>	
Clear Back	25 00@28 00
Short Cut Clear	26 00@29 00

## Dry Salt Meats

D S Bellies	18-20@18-16
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## Lard

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

## Suasages

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

## Smoked Meats

Hams, Cert. 14.16 lb.	@26
Hams, Cert., Skinned	
16-18 lb.	@25
Ham, dried beef	
Knuckles	@42
California Hams	@17 1/2
Picnic Balled	
Hams	20 @25
Bolled Hams	@36
Minced Hams	@19
Bacon 4/6 Cert.	24 @30

## Beef

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

## Liver

Beef	17
Calf	55
Pork	10

## RICE

Fancy Blue Rose	05 1/2
Fancy Head	07

## RUSKS

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

## SALERATUS

Arm and Hammer	3 75
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## SAL SODA

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

## COD FISH

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

## HERRING

## Holland Herring

Mixed, Kegs	1 00
Mixed, half bbls.	9 75
Mixed, bbls.	17 50
Milkers, Kegs	1 10
Milkers, half bbls.	9 75
Milkers, bbls.	13 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

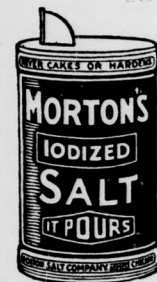
2 in 1, Paste, doz.	1 35
B. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

## STOVE POLISH

Blackne, per doz.	1 35
Black Silk Liquid, dz.	1 49
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	25
Butter Salt, 280 lb. bbl.	4 24
Block, 50 lb.	85
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's, 32, 26 oz.	2 40
Five case lots	2 30
Iodized, 32, 26 oz.	2 40
Five case lots	2 30

## BORAX

<b>Twenty Mule Team</b>	
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
Pumpe, 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
Triby 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

## TABLE SAUCES

Lea & Perrin, large	6 00
Lea & Perrin, small	3 25
Pepper	1 60
Royal Mint	2 40
Tobasco, 2 oz.	4 25
Sho You, 9 oz., doz.	2 25
A-1, large	4 75
A-1 small	3 15
Caper, 2 oz.	3 30

## TEA

<b>Japan</b>	
Medium	35@35
Choice	37@52
Fancy	52@61
No. 1 Nibbs	54
1 lb. pkg. Sifting	14

## Gunpowder

Choice	40
Fancy	47

## Ceylon

Pekoe, medium	57
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## English Breakfast

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

## Oolong

Medium	39
Choice	45
Fancy	50

## TWINE

Cotton, 3 ply cone	40
Cotton, 3 ply Balls	42
Wool, 6 ply	18

## VINEGAR

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

## WICKING

Mustard -----	1 3
Mace, Penang -----	@5
Pepper, Black -----	@5
Nutmegs -----	@5
Pepper, White -----	@3
Pepper, Cayenne ----	@3
Paprika, Spanish ----	@4



### When On Your Way, See Onaway.

Onaway, Feb. 4—The Chamber of Commerce held its annual meeting Wednesday and elected officers for the ensuing year, after which a lunch was served and a general discussion entered into by all on the problems of the year and all the good things to be accomplished. Officers elected were as follows:

President—Fred Weingart  
Vice-President—Andrew Johnston  
Secretary—Ray Young  
Treasurer—Dewey Smith  
Trustees—Geo. B. Peterson, Vern Tran and Robert Clark.  
Chairman Publicity Committee—Will B. Gregg.

The new President outlined his platform for the coming year, the most important features of which consisted of city lighting, taxation, county fair, recreation, summer camp for boys and advertising.

Being closely connected to the affairs of the city government by virtue of his office as city commissioner and becoming Mayor in April, Mr. Weingart is in a position to work in both capacities for the interests of the city and the public in general.

Securing a site for the summer camp is under the supervision of George B. Peterson, who is leaving no stone unturned in doing his part for the good of the cause.

L. B. Harr, superintendent of agriculture and secretary of the fair association, gave a very interesting talk and presented new ideas for conducting the fair next fall and placing it on a solid financial and moral basis.

H. C. Hutchinson, merchant and postmaster of Afton, is a hustler and promoter for everything toward developing this country, especially in the agricultural line. While being over the line in Cheboygan county, Mr. Hutchinson declares his interests center in Onaway and Herb is a booster from Boosterville. You should hear him give his talks on small fruits, which is a profitable industry of his, in addition to his mercantile business.

M. G. Koepsell, the creamery man, is going to stir up a whole lot of things in the dairy line this summer in the way of conducting free moving picture shows, illustrating the possibilities in the dairy line.

The chairman on advertising and publicity has a long list of committeemen on his staff and will feature the attractions and advantages of Onaway and vicinity as the ideal choice of locations for the summer tourist.

Squire Signal.

### How an Ithaca Merchant Handles Chain Stores.

Chicago, Feb. 4—After staging one of the most successful coffee demonstrations last Saturday, we came down here for a rest.

On each of the three Saturdays before we held a coffee demonstration to introduce our new lines of coffee. At each one, a number of customers asked: "Why don't you give us a taste of Hello World coffee?" Realizing the interest there was in this broadcasting station, we put one on. The advertisement you have received I sent you from home. So interested were they that it took nearly nearly 1,000 cups to satisfy them and required two to three persons to serve them. If this broadcasting and that of your city is continued, it will not be long before we will have the chains with us as they are operated to-day.

People, fifteen to twenty miles from here, came to get a cup of this coffee, showing they are fully interested and willing to learn the truth.

To-day I ordered this coffee for a grange meeting and will see there is a speaker there to talk about it. I also ordered the speeches of Attorney Gen-

eral McCall to be distributed at this and other meetings.

This is the day for retail merchants to get busy and drive home the truth which these people have placed in the minds of the people.

Can you, through your paper, say anything that will keep them going and make them jump into the game before it is too late?

Henry McCormack.

### Knitted Ensemble Is Colorful.

The three piece knit ensemble is again with us for this spring and in colors that are soft but full of tone, ranging from the yellow of butter tone through the tans and hennas to rose and purple with some light navy blue. Skirts may be pleated on each side of the front, or knit in a wide circular flare, and mounted on a yoke band.

The sweater and coat are usually collarless, although various smart self trimmings takes away any harsh line. Coat and skirt match in color and pattern while the pullover may be a tone or two lighter with gay bands of the skirt color applique or woven into the garment.

Knitted dresses are also shown but these are not in such high fashion as the suits. Weaves are more or less fancy and in solid colors there are lacy effects. The new skirts definitely put the knitted apparel in a new class and even a last year's suit is old fashioned, so the merchant has a virgin field to cover with this merchandise.

### Piece Goods Smartly New in Weave.

Old fabrics are enjoying a fabric revival this spring such as cotton shantung in the natural gray, and pastel tones, printed cotton nets, dotted swisses, and the favored kerchief lines, gaily printed broadcloths and fine print cloths. In the silk end there are many rough weaves, such as Suntang, Ruffswah and Shantung, with silk piques for sports, as well as the usual flat and canton crepes. All sheer silks are in demand. In rayons it is a season when style has dominated such weaves as rayon pique, rayon crepe and rayon taffeta.

Woolens are also in style in the lacy tweeds, the basket weaves and novelties that are smart in color for suits and coats.

Colors in all fabrics show the dominance of black, of the tan range, the new greens and reds for spot selling are good. Gray has a place as has yellow for later selling. Clear tones are wanted.

### Hosiery Chooses Nine Colors.

Hosiery fashions show the narrow heel is growing more important. Hems are wider but silk from tip to toe is still demanded so the longer skirt has not made any difference. Colors are featured as follows: Sunbask and Blonde Dore are the new sunburn tones with a gold cast Plage is a new sand tone; Rendezvous is a dark sand for blue and dark brown shoes; Muscadine is a mauve with a gray cast for formal wear; Beige Claire is a new bisque to match the shoes of this same tint; Rosador, Dream Pink and Ivoire are three new evening shades, the latter a close rival of the egg-shell tint of last summer.

Chiffons dominate all selling with

semi-chiffons, service and sheerest types for evening wear in the order named. Chiffon lises in tans are good for sports and tailored wear.

### Hand Bags Complement the Costume.

Two types of bags have fashion favor: The underarm pouch, and the fold over envelope. This season it is quite the thing to have the dress and bag fabric the same, and of course the old idea of matching or contrasting color remains as strong as ever.

In fabrics there is calf for the everyday business use, reptilian leathers continue in popularity with spring style favor accentuating watersnake. Fabrics will have a style position; too, and be in linen, plain or embroidered and in the shantung that is to be had in the off-white or the pastel tones. For the frames, many are invisible, completed with enamel, fancy metal or crystal snaps, clasps, etc.

### Summer Toys Are Profitable.

Merchants are finding that there is a nice profit to be had by featuring summer toys—bicycles, sand and beach toys, dolls, out-door games, doll-carriages, wheel-barrows, wagons, hoops, skipping ropes, marbles, etc. There are always birthdays, and there are always special parental rewards being made. A window of these, off and on during the spring, and a case display in the children's department, as well as some of the larger toys is merely using department floor space instead of storage room, and the former is good for spot business. The market offers many of these summer types, and advertising campaigns on selling.

### Idle Floor Space Can Work.

There are idle floor spaces in nearly every grocery store. Here's a way to put them to work.

Get yourself enough wire baskets to fill these gaps without being in the way of customers. Fill each basket with an attractive display of merchandise and attach to each a card with the words "Self-serve" and the price of the item. Use only popular-priced goods. The more ten cent items you display the more merchandise you'll sell.

Change these basket displays once or twice a week so customers will get used to looking them over to see what's new.

### Ensembles or Suits?

Suits have been on the fashion horizon for a couple of springs and this season it seems as if a woman will purchase a suit or at least a suit ensemble, which has the coat three-quarter length and the lining the same as the frock, which means silk in a smart print. The suit is possibly hip or finger-tip length and is worn with a snugly fitted skirt over the hips that flares, or else is box pleated, and a tuck-in blouse or shirt of linen, batiste, satin or flat crepe is the same as the coat lining. Tweeds, broadcloths, tricos and basket weave woolens form the suiting materials in very light weights.

Just as every grain of gold is valuable and precious, so is every moment of time.

### Sox Subdued in Color.

French lisle for every day with a tiny rib, and a neat clock is the basis of much selling of style in men's sox. Soft tans, grays and some claret tones with much black constitute basic shades. Silks are in similar colors but black is first in volume selling.

No longer can a caddy spot a new golfer by the loudness of his sox for 1930 styles are quiet, sober and there is little pattern, but colors that are new such as delicate gray, blues and greens like sea-spray, peach, canary yellow, and much white, and the ribbed hose are given fashion endorsement to complete the knickers of flannel or linen.

### Cottage Sets Used in Cities.

Cottage curtain sets continue the outstanding item in the active Spring trading reported by manufacturers of curtains and curtain materials. Demand for this type of curtain is confined chiefly to urban centers, where apartment house dwellers are using them on windows of breakfast nooks and in kitchens. New lines of trimmings for bedrooms are expected to be in demand in the next two weeks, and sets of bedspreads, window curtains and bureau scarfs to match are being assembled. They feature voiles in pastel tinted prints.

### Electrical Goods Reduced.

New lines of electrical appliances, in which reductions of from 3 to 10 per cent. have been made in the prices of coffee urns, waffle irons and similar items, are being inspected by buyers in that branch of trade. Manufacturers insist that the concessions are due solely to reductions in manufacturing costs. Chromium-plated goods are seen to a greater extent this year than last and have been purchased freely by buyers from stores in large cities. These products, however, have not so far proved as popular in the rural districts.

### Popular Price Hose Trade Upset.

Heavy stocks in the hands of manufacturers have contributed to an upset condition in the popular-priced men's and women's hosiery market. Men's fancy pattern hosiery has felt the brunt of the condition up to the present and goods offered last year at \$1.75 per dozen are now being marketed at prices as low as \$1.40 per dozen. As an indication of the stocks on hand in some mills, a manufacturer this week was able to make immediate delivery on an unexpected order which involved over 13,000 dozen pairs.

### Urges Drive on Home Furnishings.

Calling attention to the greater interest in home furnishings being shown by consumers, the Wall Paper Association of the United States is urging retailers to respond by making a special drive for Spring business. The trend, this group claims, is proving a boon to all interests catering to home decoration and can be made particularly profitable for retailers of wall paper. Data on merchandising, advertising and proper home decoration have been assembled by the organization for the use of its membership.



**Arrive At Cost Which Shall Be Exact.**

(Continued from page 20)

consider discounts. I refer now to time discount. Quantity or deal discounts are another matter. Time discount is not a concession in cost.

A time discount is a capital earnings. A man takes a discount because he has the money. That, then, is distinct capital earnings, different altogether from merchandise earnings. Shoes, or anything else, should be charged into merchandise purchase account at invoice cost, plus every charge—transportation, drayage and any contingent expense, such as possible shrinkage.

Market changes is another item to consider at inventory time. After the shoes have been received and marked, if the market declines, the difference in stock on hand should be accurately ascertained, computed and charged up to profit and loss and merchandise account should be credited with the decline. If there is an advance, reverse the process. Advance prices, compute total of enhanced cost on stock on hand, charge the enhancement to merchandise. You need not credit to profit and loss, because that will show up at inventory time.

All these, you see, are efforts to arrive at cost which shall be exact. Nothing can possibly be more important than this. Yet it is a fairly simple task if we will think out just such questions as we go along.

Paul Findlay.

**Problems of Small Town Stores.**

(Continued from page 19)

Would a customer be impressed immediately upon entering that he is coming into a successful store? Did you ever consider how important it is that your trade, when they walk into your store, have the feeling that they are entering a successful store? Have a successful look to your store. That starts with your own appearance and that of your men. There are many little things you can do to give this impression.

Give a list of prices at which shoes are sold and what lines are carried. We learn lots from that. If he has two very closely competing arch lines we know immediately that he is not a good merchant for the simple reason that he'd be far better off with one good line and plenty of sizes than, probaby, broken up sizes in two or three lines of arch type shoes to fill the same demand.

This man must check closely all sales promotion efforts and send newspaper clippings of recent advertising used. So many of us don't pay as much attention to our advertising as we should. If you think enough of advertising to spend your money for it, during 1930 resolve to see that it is properly prepared. Remember that when an advertisement runs in the newspaper over your name it is your printed bond. Let it be something that will in a large measure convey to the public, in its well ordered appearance, that it is coming from a successful store.

He gives a description or secures a photograph of windows or the store front. He notes particularly whether modern, new fixtures are in use and

describes the type. Do you realize that a little money spent for a new set-up of window fixtures of a modern type would do you more good than to develop all the special sales you can think of? Over a six or eight or ten week period you would probably attract a lot of new trade and ultimately sell as much as you would on a sale, and at less cost.

Window fixtures change almost yearly. You should change them every year. The time has passed when you can get a set of window fixtures and use them five years. If you have several stores, you might have a series of them that can travel from one store to another; but if you have only one store, don't stand back on the little expense necessary to put in a new, modern set of window fixtures.

In making this survey we applied this yardstick not to one merchant but all of them and we were glad to find outstanding merchants in those cities into which we contemplate going. When you find outstanding merchants, you invariably find a good town.

**Proceedings of the Grand Rapids Bankruptcy Court.**

Grand Rapids, Jan. 21—We have to-day received the schedules, reference and adjudication in the matter of Morris Brothers Hardware Co., a partnership composed of John E. Morris and Harry E. Morris, Bankrupt No. 4008. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of Comstock Park, and their occupation was that of a hardware dealer. The schedule shows assets of \$6,482.36 with liabilities of \$10,597.08. The first meeting of creditors will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Comstock Park State Bank	\$225.00
Abby & Imbrie, New York	224.86
Abfalter Buick, Grand Rapids	69.35
Ackerman Electric Co., Grand Rap.	.74
Auto Parts Dist. Co., Grand Rapids	65.48
Brown & Sehler Co., Grand Rapids	638.04
Alfred Brown Seed Co., Grand R.	29.12
Buhl Sons Co., Detroit	21.18
James Boye, Milwaukee	20.30
Central West Pro. Co., Grand R.	8.50
Condon Bros. Seed Co., Rockford	40.15
Cataragus Cutlery Co., Little Valley, N. Y.	23.34
Cummings Bros., Grand Rapids	77.82
Eclipse Machine Co., Prophets-town, Ill.	21.50
Floriss Mfg. Co., Carson City	29.00
Favorite Stove & Range Co., Piqua, Ohio	6.15
Fulkerson Bros., Puxico, Me.	44.28
Great Western Oil Co., Grand Rap.	62.04
Goodrich Tire & Rubber Co., G. R.	99.54
Hayden Supply Co., Grand Rapids	170.21
Hazeltine & Perkins Drug Co., G. R.	65.48
Lawrence Bros., Sterling, Ill.	51.23
Morley Bros., Saginaw	789.97
Michigan Hardware Co., Grand R.	3,404.10
Mills Paper Co., Grand Rapids	256.72
Michigan Farmer, Detroit	35.00
New Jersey Wire Cloth Co., Trenton	133.57
National Brass Co., Grand Rapids	8.66
National Retail Hardware Association, Argos, Ind.	8.45
Olive Plow Co., Grand Rapids	1.89
Perfection Store Co., Cleveland	576.48
Pittsburgh Plate Glass Co., G. R.	189.61
Radio District Co., Grand Rapids	35.00
Republic Paint & Varnish Co., Chicago	199.38
Steketee Radio Shop, Grand Rapids	5.00
Sherwood Hall Co., Grand Rapids	183.61
Sargent Specialty Co., Muskegon	21.75
J. Seven Co., Grand Rapids	1,255.49
Schantz Temple Co., Grand Rapids	1.70
Tanglefoot Co., Grand Rapids	13.50
Timmer & Tepper, Grand Rapids	245.42
Teeter Bait Co., Allegan	18.00
West Michigan Fair Ass'n., G. R.	50.00
Whitaker Mfg. Co., Chicago	108.39
No Leak Waterproof Co., Toledo	56.49
National Mfg. Co., Sterling	91.45
C. L. Morris, Grand Rapids	800.00
Art Stove Co., Detroit	1.10
Steketee's, Grand Rapids	40.00
Citizens Bank, Grand Rapids	100.00
Merchants Service Bureau, G'd R.	25.00
Commercial Credit Co., Grand R.	25.00
Fenn Sled Co., Charlotte	27.00
National Association Business Brokers, Grand Rapids	350.00

Jan. 21. On this day was held the sale of assets in the matter of Henry Wirth, Bankrupt No. 3978. The trustee was present in person. The official auctioneer was present in person. Bidders were present in person. The stock, fixtures, furniture and equipment of the estate,

subject to liens except taxes and except the exemptions of the bankrupt, were sold to N. J. Cox, of Grand Rapids, for \$350. The sale was confirmed and the matter adjourned without date.

On this day also was held the sale of assets in the matter of Ernest J. Platt, Bankrupt No. 3988. The trustee was present. The official auctioneer was present in person. Bidders were present in person. The small lot of stock offered for sale was sold to Fred G. Timmer, of Grand Rapids, for \$38.50. The balance of the stock, fixtures, furniture and equipment was sold to C. Heusen, of Grand Rapids, for \$1,050. The sale was adjourned without date and confirmed.

In the matter of William H. Chew, Bankrupt No. 4004. The funds have been received and the first meeting of creditors has been called for Feb. 7.

In the matter of Morris Brothers, Bankrupt No. 4008. The funds have been received and the first meeting of creditors has been called for Feb. 7.

In the matter of Clarence H. Fuller, Bankrupt No. 3997. The funds have been received and the first meeting of creditors has been called for Feb. 7.

In the matter of John Fortuin, Bankrupt No. 3741, the trustee has filed his final report and account, and a final meeting of creditors was held Jan. 20. The bankrupt was present in person and represented by attorney M. R. Bolt. Creditors and the trustee were represented by attorneys Corwin, Norcross & Cook and by Hilding, Hilding & Tubbs. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and a preferred labor claim, as far as the funds permit. There were no funds for dividends. No objections were made to the discharge of the bankrupt. The final meeting of creditors then adjourned without date, and the case will be closed and returned to the district court, in due course.

Jan. 22. We have to-day received the schedules, reference and adjudication in the matter of Percy W. Simmons, Bankrupt No. 4009. The bankrupt is a resident of Plainwell, and his occupation is that of a solicitor. The schedule shows assets of \$570 of which the full amount is claimed as exempt, with liabilities of \$1,962.77. 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. 22. On this day was held the adjourned first meeting in the matter of Jerome Hamlin, Bankrupt No. 3983. The bankrupt only was present in person. One creditor was present in person. The matter then adjourned to Jan. 29.

On this day also was held the first meeting, as adjourned, in the matter of A. Gust Glade, etc., Bankrupt No. 3982. The bankrupt was not present or represented. The adjourned first meeting then adjourned to Jan. 29.

In the matter of Martin J. Vandenhout, Bankrupt No. 3705, the trustee of said estate has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 20. The trustee was present and represented by attorneys Corwin, Norcross & Cook. The bankrupt was present in person. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. Bills for expenses of administration were allowed. An order was made for the payment of all expenses of administration, preferred claims, including taxes and for the declaration and payment to creditors of a first and final dividend of 100 per cent. and interest at the rate of 5 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Jan. 25. We have to-day received the schedules, reference and adjudication in the matter of Arthur Adolph Roth, Bankrupt No. 4010. The bankrupt is a resident of Oneida township, Eaton county, and his occupation is that of a farmer and laborer. The schedule shows assets of \$14,400.20 with liabilities of \$13,176.02. The court has written for funds and upon receipt of same the first meeting will be called, note of which will be made herein.

Jan. 27. We have to-day received the schedules, reference and adjudication in the matter of John W. Norris, Bankrupt No. 4005. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Eaton Rapids, and his occupation is that of a laborer. The schedule shows assets

of \$240 of which the full amount is claimed as exempt, with liabilities of \$732.27. 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.

On this day also was held the first meeting of creditors in the matter of William V. Plank, Bankrupt No. 3992. The bankrupt was present in person and represented by attorneys Dunham & Cholete. 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.

On this day also was held the first meeting of creditors in the matter of Robert W. Brame, Bankrupt No. 3989. The bankrupt was present in person and represented by attorney Fred C. Temple. Creditors were present in person and represented by attorney Theo. I. Elferdink. One claim was 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 \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Carl Anderson, Bankrupt No. 3991. The bankrupt was present in person. No others 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.

In the matter of Bernard Maller, Bankrupt No. 3959, the sale of assets was held Dec. 20. The trustee was present in person. The auctioneer was present in person. Several bidders were present in person. The stock in trade and fixtures of the estate were sold to Muskegon Upholstering Co., of Muskegon, for \$330. The sale was confirmed and the matter adjourned without date.

**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.

**HARDWARE AND IMPLEMENT STOCK FOR SALE**—To settle an estate must sell hardware and implement stores and stocks. Stocks invoice around \$20,000. Have been in business nearly forty years. Good farming community. J. M. Williams Est., North Adams, Mich. 230

**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

**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**—Well-established general store on good road, near Battle Creek. Splendid location, reasonable rent. No trades considered. Address No. 223, c/o Michigan Tradesman. 229

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

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

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

**ABE DEMBINSKY**  
Auctioneer and Liquidator  
734 So. Jefferson Ave., Saginaw, Mich.  
Phone Federal 1944.

**I OFFER CASH!**  
**For Retail Stores—Stocks—**  
Leases—all or Part.  
Telegraph—Write—Telephone  
**L. LEVINSOHN**  
Saginaw, Mich.  
Telephone Riv 2263W  
Established 1909



### Stray Shots From U. C. T., Ladies Auxiliary and Salesman's Club.

The annual election of officers for the Salesman's Club was held in the English room of Rowe Hotel at the regular meeting last Saturday, at 12:30 p. m. The committee on candidates had prepared the following ticket: President, John Dalton, Gilbert H. Moore. Vice-President, Clarence C. Myers, Harold D. Prendergast. Secretary-Treasurer, Homer R. Bradfield. Executive Committee, Loren Benjamin Teal. Herman Buff. Choice was made by ballot, but the candidates were most generous in resigning in favor of opponents. One candidate was so insistent on being generous to his opponent that the sergeant of arms, Bert C. Saxton, assumed charge of the situation, and cleared the parliamentary atmosphere, and the brother seemed to be convinced that he was talking on an unpopular subject when he was speaking in favor of his opponent, for the club had decided that it wanted Gilbert H. Moore for president, who was one of the founders, and has been a staunch supporter of the organization since the time of its birth. The other officers elected were as follows: Harold D. Prendergast, Vice-President, Homer R. Bradfield, Secretary-Treasurer, Loren Benjamin Teal, Executive Committee.

The course of true love is said to never run smooth, but show me a lover who would enjoy it if it did. The vicissitudes and uncertainties of life are never more in evidence than when a couple are about to be joined in wedlock. Usually ones "friends" do enough for them, but it is a tough break when Lady Luck stacks the cards against two young lovers. Our genial brother, A. H. Brower, Grand Past Counselor of the Jurisdiction of Michigan, and holding membership in Jackson Council, No. 57, arrived in Grand Rapids on Dec. 23, 1929, having in his possession, the necessary documents and state papers to mortgage the future of Mrs. Ada L. Pangburn, residing on Lafayette avenue, this city. Brother Brower learned when he arrived at the home of Mrs. Pangburn, she was suffering from a sprained ankle and could not leave her apartment, and to be married in her home, one or more witnesses would be required. "Al" immediately telephoned his old fraternal friends, Homer Bradfield, Allan Rockwell and L. V. Pilkington, but they were all away for the holidays. Things were looking rather serious for them, when brother Brower remembered the toastmaster at the annual banquet last year was Reverend Henry. A Methodist minister is a mighty good man to appeal to for help when you need a friend, and after renewing acquaintances over the phone, Reverend Henry assured Brother Brower that he would be a benedict in a very short time, and he hastened to the home of the bride with the necessary witness and the name Mrs. Ada L. Pangburn, passed out of existence, and was supplanted by the name, Mrs. A. H. Brower. Brother Brower plans to retire from the strenuous commercial life, and after April 1 they will reside at his country

home, two miles west of Concord, on M60, where the latch string will be out and the welcome mat will be down for all the boys who wear the crescent, and can give the sign of "Honors" to a Grand Officer. Grand Rapids Council wishes Brother Brower and wife a life of good health, harmony and happiness.

Mrs. Bertron Rockwell, who has spent a few weeks visiting her parents, and her parents by adoption, Mr. and Mrs. Allen F. Rockwell, will leave during this week for her home in Pottsville, Penn. Mr. Rockwell is manager of the Kresge Co. store at that place.

Mrs. J. D. Martin, who was very active in U. C. T. circles a few years ago, but who now lives in Jackson, spent several days visiting her father, who lives on Plainfield avenue, and many other friends in the city.

It was quite a shock to the members of No. 131 to learn that Brother Henry H. Albrecht had passed on to his final reward at Butterworth hospital last week. He was there for an operation and complications developed quickly and he has answered the summons of the Supreme Counselor of the Universe. He will be much missed in Council affairs. Interment at Oak Hill cemetery.

Mrs. R. P. Dolson, Ethel avenue, Grand Rapids, returned recently from Minneapolis, where she had been called by the death of a brother. The members of Council No. 131 extend their sympathy in this hour of gloom and sadness.

The Ladies Auxiliary, of Council No. 131, held a benefit Bridge and Five Hundred party in the Council rooms. Saturday evening, which was a greater success than the committee in charge of it had allowed themselves to contemplate. More than 125 tickets were sold. Valuable prizes were awarded to the winners and also consolation prizes to those who were not so lucky. But to the scribe, the real party was in the serving of refreshments. The committee, consisting of Mrs. Henry T. Koessel, chairman, Mrs. L. L. Lozier, Mrs. A. Bosman, Mrs. Homer R. Bradfield, Mrs. H. C. Boynton, Mrs. E. T. Stearns, Mrs. N. Loeks, Mrs. William Dunbar, Mrs. G. J. Wagner, Mrs. D. M. Lyons had baked and brought to the Council rooms the most delicious cakes an epicure could imagine. There were plenty and the generous servings, with that bracing coffee, and the salted nuts on the side, and the fine spirit of good-fellowship which prevailed everywhere, combined to make it an occasion that one would wish to duplicate whenever possible. The Auxiliary continues to grow and prosper. They are doing an excellent work which is much appreciated by Council 131.

Once more we remind our members who read the Tradesman of the special meeting of Feb. 15, 1930. This meeting was called to handle the initiations which would normally be handled on March 1 at the annual meeting. This is a long step in the right direction, as the initiations at the annual meeting are too hurried and rushed, and the candidates fail to get some of the les-

sons taught in the Order of United Commercial Travelers of America. Meeting will open at 7:30 p. m. promptly.

Brother L. V. Pilkington has practically all arrangements made for the twenty-eighth annual banquet and ball, which will be held in Pantlind hotel ballroom, the evening of March 1. This might be called a "self-contained" banquet, for we are not going outside the order for any talent or entertainment, except Duin's orchestra, which will play from 6:30 p. m. until midnight. The committee made a survey as to the form of entertainment which would be pleasing to the majority of members and found an overwhelming sentiment in favor of dancing, rather than a prolonged address. They have adopted the slogan "Dine and Dance", and expect to begin the dancing program not later than 9:30 p. m. The "base" of the banquet will be one-half milk-fed chicken, thoroughly broiled and seasoned, served smoking hot, in truly Pantlind Hotel style.

The Pinch Hitter.

### Interesting Information From Holland

Holland, Jan. 29—Manager Leland, of the Warm Friend Tavern, has notified the public that the hotel will be overtaxed on February 24, 25 and 26, when several hundred salesmen of the Holland Furnace Co. will occupy the rooms.

Mr. Leland has received many expressions of sympathy from friends uttered on account of the death of his father, Thornton W. Leland, whose demise occurred at Saugatuck last week.

Many citizens of Holland and vicinity are braving the extremely cold weather which prevails to catch fish through holes in the ice which covers Black Lake. Very good strings of perch are taken from the lake daily.

Instead of extending a hearty welcome to the Montgomery Ward Co., whose store will be opened on Feb. 1, local merchants generally have instituted clearance sales with prices cut to the bone. Montgomery Ward has showered the city and surrounding country with printed matter, printed in Chicago, announcing the opening of their establishment. The store presents a very attractive appearance, outwardly and inwardly.

The Sentinel, published daily by Charles A. French, formerly of Grand Rapids, is a very good newspaper. It is too good (no offense is intended) for the city it serves. Years ago the writer of this paragraph advised Mr. French that in the conduct of a newspaper, space that could be filled with advertising, should not be allotted to reading matter. The Sentinel contains too much editorial news and miscellany. Women read the advertisements contained in news and trade papers from the top of the first column to the close of the last column and declare that such columns contain a great deal of news. They seek information constantly as to the quality of merchandise and prices offered by dealers. When the people of Holland learn to appreciate the splendid service Mr. French is giving to this city, the Sentinel will contain more news advertisements and less reading matter. Mr. French is not dissatisfied with the support accorded the Sentinel.

Arthur Scott White.

What do we live for if not to make the world less difficult for each other?

### \$50 Tax on Chain Stores Is Upheld.

Validity of the North Carolina chain store tax is asserted by the Wake County Superior Court at Raleigh.

The law places a tax of \$50 annually on all stores, after the first, that is, upon the second, third and all other stores operated under the same ownership, management and direction, the commissioner of revenue taking the position that the first store established in the State is exempt from taxation under the act, and that all others under the same management are subject to the tax.

The corporations listed as plaintiffs in the case were the Great Atlantic & Pacific Tea Co., David Pender Grocery Co., Rose's 5, 10 and 25 Cent Stores, F. W. Woolworth Co., J. C. Penney Co., G. R. Kinney Co., W. T. Grant Co., Melville Shoe Corp., Montgomery Ward & Co., Carolina Stores, Inc., National Bellas-Hess Co., McLellan Stores Co., M. Samuels & Co., L. B. Price Mercantile Co., the Acorn Stores, Inc., and A. C. Fite.

Between 1,100 and 1,200 units of chain stores doing business in North Carolina have paid the \$50 tax required under the act, under protest.

### Michigan Shoe Merchants To Meet in Lansing.

Officers of the Michigan Retail Shoe Dealers Association returned from the National convention held at St. Louis, filled with enthusiasm for the joint convention of the shoe dealers and dry goods dealers of this State, to be held at Hotel Olds, Lansing, March 4, 5 and 6.

Manager Jason E. Hammond has sent out a floor detail and prospectus which gives information regarding the conditions under which exhibit space is offered. The price of the booths and the terms are the same as in previous years. Sample rooms will not be sold. Manufacturers and wholesalers who obtain space in the Merchandise Exposition will have a monopoly, so far as the showing of goods is concerned at the convention hotel.

There will be a merchandising and style program conducted by a capable man who has had valuable experience. A large attendance of shoe merchants is expected.

### Gabby Gleanings From Grand Rapids.

Mel Trotter is holding a three-week evangelistic campaign at the Shenandoah Presbyterian church at Miami, Florida, meeting with marvelous results. The Miami Herald says of him: "He is internationally known and is considered to have taken the place in Christian work in America formerly held by the late Dwight L. Moody."

Claude Hamilton is in San Francisco this week. On Friday he and Mrs. Hamilton sail on the Millard Filmore, of the Dollar Line, for Honolulu. They will proceed to Japan and China before returning home.

Vinegar — Prices are stationary. Movement has been normally slow, and the market has been devoid of outstanding developments. No material change is generally anticipated for the near future, but prices are expected to hold steady.



# HOW TO MAKE 7th RIB ROLL

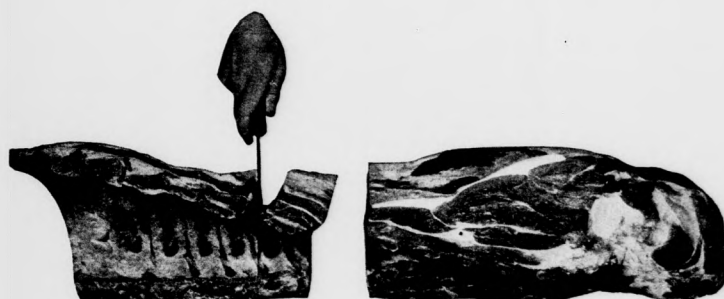
In past articles of this series consideration has been given the various cuts fashioned from the beef rattle. In this issue is presented the first of the cuts from the back—the seventh rib roll.

From the back, which is pictured below, are obtained, in addition to the seventh rib roll, the prime rib roll, steaks from the boneless prime rib, neck roll, large “7” steaks, bottom chuck steaks, bottom chuck roll, small “7” steaks, top chuck roll.

Many retailers find it a problem to dispose profitably of the seventh rib. This method transforms the cut from a hold-over into a very desirable roast by removing the portion which distinguishes it from the center cut of the rib.



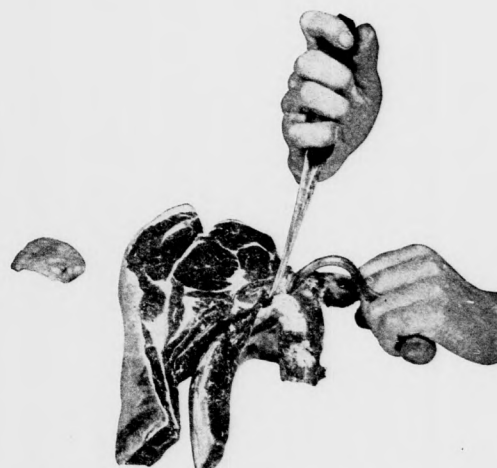
The Back, from Which the Nine Cuts Are Made



Cut off 7 prime ribs. Then cut off 7th rib.



2. Remove shoulder muscle and cartilage that extends over top of rib.



4. Bone the remainder of 7th rib and remove back strap.



3. The standing 7th rib with shoulder muscle and cartilage removed.



5. Roll into shape and sew together.

**STRENGTH**

**ECONOMY**

# THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the  
**MICHIGAN MILLERS MUTUAL  
FIRE INSURANCE COMPANY**  
(MICHIGAN'S LARGEST MUTUAL)  
AND ASSOCIATED COMPANIES



**Combined Assets of Group**

**\$45,267,808.24**

*20% to 40% Savings Made Since Organization*

**FIRE INSURANCE—ALL BRANCHES**

Tornado—Automobile—Plate Glass

# 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.

# With the Price Established

*through the manufacturers' advertising*

your selling cost is less and profits more.  
Your customers recognize that the price  
is right when it is plainly shown on the  
label and in the advertising as it is in

# K C Baking Powder

*Same Price  
for over 38 years*

*25 ounces for 25c*

You save time and selling expense in  
featuring such brands as K C.

Besides your profits are protected.

**Millions of Pounds Used by Our  
Government**