

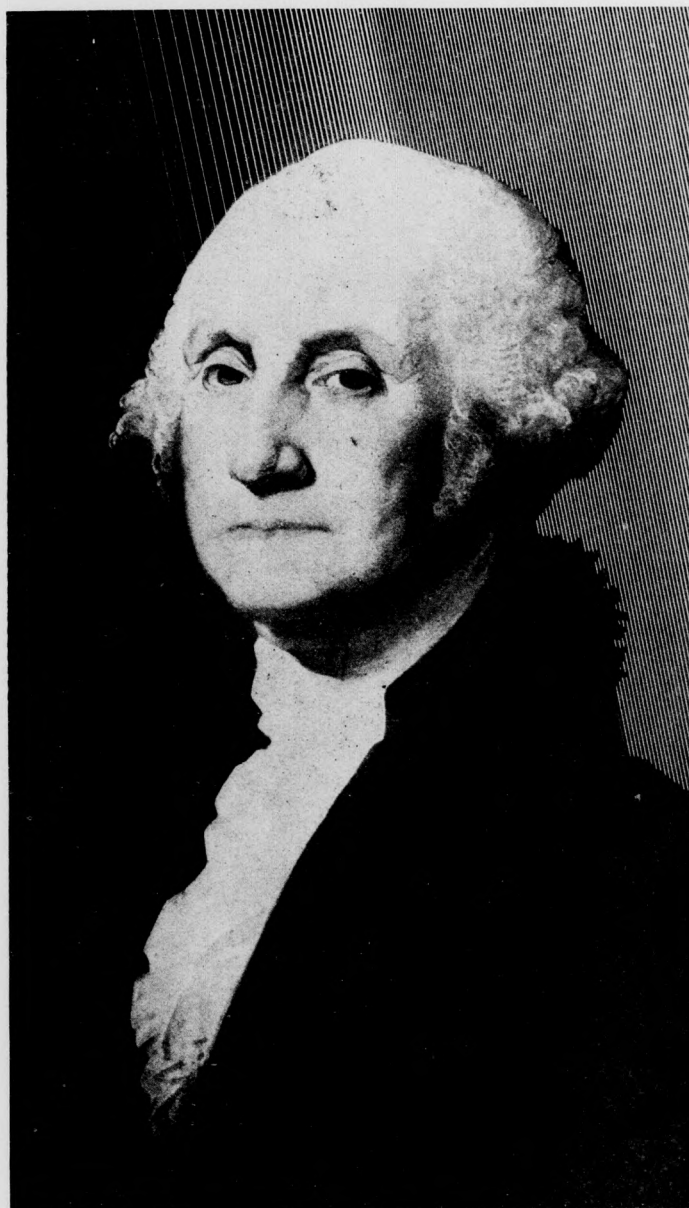
MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 19, 1930

Number 2422



George Washington Thriftograms

The 198th anniversary of George Washington's birthday will be celebrated next Saturday. Washington, the successful builder of a nation, gave voice to rules for personal and national success which are as applicable in this 1930 year of necessary thrift as in his day. Here are some of his words on the use of money and resources that might have been written for the present situation in America:

I am no more disposed to squander than to stint.

Economy makes happy homes and sound nations. Instil it deep.

It is not the lowest-priced goods that are always the cheapest.

I cannot enjoin too strongly upon you a due observance of economy and frugality.

Keep an account book and enter therein every farthing of your receipts and expenditures.

Promote frugality and industry by example, encouraging manufactures, and avoid dissipation.

Reason, too late perhaps, may convince you of the folly of mis-spending time.

There is no proverb in the whole catalogue of them more true than a penny saved is a penny got.

Nothing but harmony, honesty, industry and frugality are necessary to make us a great and happy nation.

Phone

Automatic 4451

WHOLESALE FIELD

SEEDS

Distributors of *PINE TREE Brand*

The best the World has to offer in GRASS SEEDS

Timothy	Michigan Grown Seed Corn
Red Clover	Ensilage Corn
Mammoth Clover	Flint Corn
Alsike	Dwarf Essex Rape
Sweet Clover	Soy Beans
Alfalfa	Sudan Grass
Red Top	Orchard Grass
Blue Grass	Millets
White Clover	Winter Vetch

INOCULATION FOR LEGUMES

ALFRED J. BROWN SEED COMPANY

25-29 Campau Ave., N. W.

GRAND RAPIDS, MICHIGAN



"And I'll take *these*, too"

It's surprising how often people say just that when they see the Beech-Nut label. Catsup—Peanut Butter—Mustard Dressing—Pork and Beans. No self-respecting pantry shelf should be without its reserve supply. Keep these staples well displayed and they'll move themselves—fast

Note: Beech-Nut is on the air. Every Friday morning at 10 (Eastern Standard Time) over 19 Stations of the Columbia Broadcasting System, Mrs. Ida Bailey Allen is telling leading home makers about Beech-Nut Food Products. Urge your customers to tune in.

Beech-Nut

FOODS OF FINEST FLAVOR

Fast Selling Lines

mean rapid turnover of stock — less money invested and more profit for you. It is to your advantage to push

K C Baking Powder

Same Price
for over **38** years

25 ounces for 25c

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

Your profits are always protected.

The turnover is fast.

Millions of Pounds Used by Our
Government

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Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 19, 1930

Number 2422

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.

CHAIN SALES DECLINE.

In the figures that have been prepared on chain-store operations during 1929 there is a salient feature presented in the data on sales per store. Month after month over the year the chain systems reported sizable increases and probably convinced most people that they were continually advancing their sales at a high rate, despite the only modest progress of other types of distribution, where gains and not losses were recorded.

The fact is that many chains actually have been making excellent strides in their trade totals, but not quite so happily as one would imagine. Their growth in sales has come almost entirely from their expansion in units. The sales per unit have been declining. A tabulation by the New York Reserve Bank, for instance, shows that only the grocery chains expanded their sales per store last year. Five other types did less business per unit, the decline for variety chains running to 6.8 per cent.

The expansion in units of the various chain types was highest, strangely enough, in the variety groups, where the increase was almost 35 per cent. despite receding unit results. The grocery group opened only 1.6 per cent. more stores, while the candy class dropped 2.9 per cent. in number.

The question of further chain expansion is answered in a way by these statistics. The movement no doubt will continue, but probably at a less accelerated pace. The closing down of several chain units by a large mail-order organization may prove to be the forerunner of a general tendency to push chain expansion less feverishly.

There's no profit in work done over.

Grocery Chains on Down Grade.

Seven grocery chain store managers in Grand Rapids have quit their jobs during the past two weeks to engage in business on their own account—in most cases adjacent to the swindle shops they formerly conducted.

State and local officers who have found so many instances of short weight in grocery staples in chain stores state that the packages now put up in advance of sale by the chain store operators are kept secluded, so far as possible, so that the officers do not readily discern them when they call to inspect the situation.

A former chain store manager informs the Tradesman that he was instructed by his superior officer to keep a can of canned corn on the counter in front of him and include it in the computation he made on the adding machine on all sales in excess of 75 cents where the same could be done without being detected. The result recorded by the cash register was on a little slip, not in duplicate, which was forced on a spindle, the customer being given only verbal information as to the amount of the purchase. If he made a mental computation himself and discovered the attempt to cheat him, he was informed that the "error" was entirely due to oversight. In the meantime the can of corn remained on the counter to be used to swindle the next customer if circumstances suggested that same could be done without detection. In this way the can of corn was paid for by twenty to thirty customers every day. The proceeds went into the pocket of the store manager—with the knowledge and consent of the district manager—who evidently figured that if the manager could be made to do a dishonest act of that kind for himself and to his own profit, he would be all the more likely to turn a willing ear to the instructions he received to put up short weight packages—to the profit of the chain.

To Test Silverware Plan.

The Sterling Silversmiths Guild of America, with the co-operation of the retail jewelers in Washington, D. C., will start on March 2 a campaign of intensive promotional activities in that city which will continue through the remainder of the year. The campaign, in effect, will be a scientific test of a balanced, co-ordinated promotion plan based on careful and thorough research. It is being undertaken with the idea that if it proves sufficiently

helpful in solving the special problems of merchandising silverware in one city it will be extended to others.

Alexander Vincent, secretary of the guild, will supervise the work as regional director. Mr. Vincent said yesterday that his organization will carry on the campaign to determine for individual sterling silver manufacturers the relative and collective value of their advertising, promotion ideas, sales helps, etc. With the assistance of the Washington jewelers, he added, the effectiveness of each separate promotional activity will be checked thoroughly.

Washington was selected for the test, Mr. Vincent explained, because it has a population as nearly representative of all kinds and classes of people as any in the United States. It also has an active local jewelers' association, through which the plan can function, and is a good market for sterling silver.

Thirty New Readers of the Tradesman

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

Mrs. Kate Bromeling, Albion.
A. F. Helmer, Grand Rapids.
Goudzwaard Bros., Grand Rapids.
C. F. Willacker, Grand Rapids.
Fred Bertram, Ludington.
Russell Swihart, Kalamazoo.
Jacob Bruggema, Grand Rapids.
Leo P. Gierman, Cadillac.
G. O. Game, Cadillac.
W. M. Nelson, Grand Rapids.
Parker-Ryan Co., Big Rapids.
Math Van Dyke, Grand Rapids.
Henry Kamstra, Grand Rapids.
John Seven Co., Grand Rapids.
Robert Ruschman, Grand Rapids.
Carl Orwant, Grand Rapids.
J. R. Burton, Grand Rapids.
George Sumerix, Eaton Rapids.
C. W. Brand, Allegan.
Ray Kazma, Grand Rapids.
Herrud & Co., Grand Rapids.
Boeskool Bros., Grand Rapids.
Wm. A. Bushey, Grand Rapids.
Peter Marema, Grand Rapids.
Gabara Grocery, Grand Rapids.
W. N. Quigley, Grand Rapids.
Ray Watkins, Grand Rapids.
C. K. Malsley Grocery, Grand Rapids.
Chas. J. Nagel, Grand Rapids.
J. H. Van Dommelen, Grand Rapids.

Retail Grocers Will Have Own Brand.

Under the sponsorship of George W. Simmons Corporation, wholesale grocers of St. Louis, ninety manufacturers of grocery products, distributing through more than a hundred wholesale houses throughout the country, have adopted a special brand, Plee-Zing—which will be sold by 25,000 independent retail dealers as their own. The co-operating manufacturers, George W. Simmons, president of the Simmons corporation, explained, "are

picking their best-grade products for the line. In addition to the standardized Plee-Zing label, they may place their own name on every package."

The movement plans to "place at the disposal of selected independent grocers a complete line of foods and other grocery products packed under one recognized trade name, the quality of which is guaranteed," Mr. Simmons said. In addition to the benefits of mass production and mass buying, a special merchandising and advertising service is being prepared for the grocers.

Advertising is planned in newspapers in all localities where the brand will be sold.

Timely Displays Win Sales.

Primarily, the counter is a work table over which customers are served and on this account plenty of clear space should be reserved for handling parcels and passing out change, but it will be found very profitable to have a few special displays arrayed prominently on this fixture.

There must be no crowding, and to prevent this and also impress the customer with an air of freshness about the store, it is a good plan to change these displays constantly.

Over and over again a patron's notice is attracted by a new tea, chocolate bar, breakfast food, tobacco done up in an attractive and handy package and placed in one of these counter displays for close inspection.

A \$600,000 Retail Meat Business.

A butcher shop in a New England city with about 200,000 population does a \$600,000 business. Its outstanding feature is its plan of offering ready-cut meat. These cuts are displayed in showcases and sold by ordinary clerks who are said to require only three days' training for the work. The relatively high-priced meat cutters—there are four of them—spend all their time cutting meat. The clerks spend all their time selling. The buyer sees what she is getting and does not have to wait. Everybody is happy, including the proprietor who does not seem to be worried over the fact that the A. & P. is installing meat departments or that the packers want to go into the chain store field.

Paul A. E. Woldt, dealer in general merchandise and farm implements at Bach, renews his subscription and says: "I am an old time reader but get a bigger kick out of every year. I would not do without it."

E. W. Troop, dealer in general merchandise at Perrinton, writes the Tradesman, "Sure I want this good old paper, would not know how to get along without it. I don't want to miss a number."

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

For many years the National Convention of Insurance Commissioners, through their organization have endeavored to reach some means to prevent worthless unauthorized insurance companies from plundering the general public.

Their efforts have been without effect. The operative scheme is effectually colored in order that they may conceal pertinent facts as to their financial strength and reliability.

Their systematic process can in all fairness and consistency be referred to as a scheme which is based upon deceit, fraud and dishonesty.

Persons should realize that all enterprises which take the style and name of an insurance company do so through an incorporated grant. These are granted in various states under varied devices, whereas the requirements of law relative to capital and surplus of insurance companies are given no practical consideration. In many instances this type of company has been known to be without authority to transact its business in the State of domicile.

Generally, this worthless type of company is a holder of a license from some governmental agent. This feature is illustrated in very effective language, in order that the gullible public who are not conversant with regulatory provisions of various states may be misguided and fall prey to their alluring offers.

Another feature which is given much stress in the appeal for business is the so-called "low cost insurance." As a matter of fact, the premium rates charged by these worthless enterprises are entirely excessive regardless as to what the cost may be, as the policy contract does not afford sound protection. When claim arises or indemnity becomes due on policy, the assured is confronted with a very difficult problem in obtaining settlement.

I have observed instances where resident policyholders of unauthorized companies were not even able to receive a reply from their communications respective to claim submitted to company on policy. Day of settlement is the initial interest of the assured. Worthless, unauthorized companies seldom give payment of losses any consideration other than to deny liability.

The lines of insurance which seem to offer these pirate enterprises an opportunity to make progress through their contemptible scheme are life, health, accident, fire and casualty. Insurance policies of every kind or description are an instrument which, by their terms and conditions, are binding upon contracting parties. What a pathetic condition does arise when the assured discovers that the insurance company was financially or otherwise unable to assume its obligations. Under such the assured also becomes the insurer.

Sound protection is offered policyholder only when the issuer of policy,

who is the insurance company, is safe, reliable and entitled to confidence. The requisite guarantee or ability to pay losses can only be reliably furnished to residents by insurance companies and their agents who are the holders of a license from this department.

Misrepresentation of a domestic product as imported will be discontinued by a New York corporation selling and distributing malt syrups and a Canadian corporation engaged in the same business, according to a stipulation agreed to by these companies and the Federal Trade Commission. The two corporations are owned by the same individual.

The New York corporation obtained malt from a manufacturer in the United States who has made it from ingredients all of domestic origin. The product was purchased in the name of and invoiced to the Canadian corporation, but was delivered by a domestic manufacturer as a drop-shipment to the New York corporation, at its New York address.

The New York company, in the sale of this malt product, then advertised itself as "United States Distributors" together with the name and address of the Canadian corporation.

"The popular beverage of Canada for a generation has been the product of rich, sound, nutritive barley, the same from which our malts are manufactured," stated the New York company in circulars sent to its wholesale trade.

Labels were attached to containers of the product bearing the words "avoid imitation" together with the name and local address of the Canadian corporation so as to imply that the Canadian company produced the malt and that the New York company distributed it in the United States.

Certain labels used by the New York corporation contained pictorial representations of beavers, maple leaves and a crown, recognized insignia of the Dominion of Canada.

This advertising matter and labels had the capacity and tendency to mislead and deceive the public into believing that the product was of Canadian origin and composed of ingredients imported from Canada when in truth they were manufactured in the United States from products obtained from local sources, according to the stipulation.

In signing the stipulation agreement with the Federal Trade Commission the companies agreed to discontinue these misrepresentations.

A soap manufacturing company labeled its soap and soap powder with the word "Naphtha" when these products retained only a small proportion of the naphtha put therein upon manufacture. The naphtha content was only approximately one-tenth of 1 per cent. by weight of such soap and soap product at the time of their sale to the public. Signing a stipulation with the Federal Trade Commission the company agreed to discontinue these uses of the word naphtha, unless there be put into the soap upon manufacture

a sufficient quantity of naphtha to retain in excess of 1 per cent. by weight of the soap up to the time it is sold to the retail trade.

Although engaged only in the sale and distribution of manila rope for transmission, hoisting and drilling, a corporation advertised that it "makes a special rope from selected manila fiber," and "We will make any size rope that is ordered." Signing a stipulation with the Federal Trade Commission the company agreed to cease and desist from the use of advertising that tends to deceive purchasers into the belief that it actually manufactures. The product it offers for sale.

Nose shapers and ear straighteners and their sale in interstate commerce are involved in orders of the Federal Trade Commission to two sellers of orthopedic devices.

The orders declare that the sellers of the alleged nose shaper shall stop representing that the appliance "can be effectively used to change the shape of any bone or bony structure of the nose or to make any change or changes in the shape or appearance of the nose that can be made only by changing the shape of a bone or bony structure thereof."

Both nose devices are nasal moulds or splints adjusted to the nose and held in place by silk tapes attached to the head.

Orders against use of this instrument were directed to Margaret Hilgers, of Binghamton, N. Y., trading under the name of "M. Trilety," and to the Anita Institute, of Newark, N. J., manufacturer and seller of "Anita Nose Adjusters."

Both M. Trilety and the Anita Institute advertised a nose-shaper that would correct ill-shaped noses except such as may have resulted from injuries and requiring surgical operations. Both firms said their devices would give a perfect looking nose.

M. Trilety, who also does a selling business in other orthopedic devices and in toilet articles like soap and cold cream, is also ordered to cease and desist from representing that her "Universal Ear-Shaping Treatment for Correcting Prominent or Outstanding Ears," or "Cauliflower or Outstanding Ears," sold under the name of "Oro," can be effectively used to "cause ears that are outstanding from the head continuously to assume a position near to the head of the user of said treatment, otherwise than by the continuous application and use of said 'Oro' for that purpose."

The preparation "Oro" is said to be an adhesive substance for application back of the ears.

Cauliflower ear results from the lack of a certain "fold" to be found in perfectly formed ears, and the fold is a continuation of the large ear cartilage, so M. Trilety informed customers. They were advised to use "Oro," which would not irritate the most delicate skin, and, without the slightest pain or inconvenience, would cause outstanding ears permanently to assume a position close to the head, and the

defect to be permanently and completely corrected.

However, the respondents' ear treatment cannot be effectively used to cause outstanding ears to stay close to the head otherwise than by continuous application of the preparation "Oro," according to the commission's findings.

The Commission held these representations to be "extravagant, inaccurate, false and misleading," and to have the tendency to injuriously affect prospective purchasers and competitors.

The practices are defined as violations of Section 5 of the Federal Trade Commission act prohibiting unfair methods of competition.

Making Monuments Last.

Frost and thaw, acids and salt air, bacteria and plain dirt are among the enemies which attack the monuments of the past when they are set up in cities far removed from their native homes. Stone which has survived a score of centuries goes rapidly to ruin in the city climate, and the delicacy and charm of ancient carving crumble away when it is brought where the curious crowds of the modern world can see it. This is a real problem for those who care for and esteem the relics of the past. Just now they are particularly disturbed over the decay of statues and monument in "The Cloisters," that priceless collection of medieval art gathered by the sculptor George Grey Barnard and presented to the Metropolitan Museum by John D. Rockefeller, Jr.

Skin specialists are prescribing coats of paraffin and beeswax, alkaline baths and anything else which will possibly prolong the life of these treasures. Cleopatra's Needle got such a treatment some years ago when it was discovered that a decade in America was harder on its health than a thousand years in Egypt. The other Needle on the Thames Embankment in London, has long since lost the integrity of its complexion and the legibility of its inscriptions. And this is a serious matter, for it is too bad to transplant these treasures for the edification of posterity if they cannot survive the change of climate.

In the rural peace of their native homes works of art grow old gracefully, weathering away imperceptibly and achieving new beauty in their rounded edges and wringles. In American cities they succumb to the galloping consumption of air that is overcharged with smoke and dirt and corrosive acids. The living endurance of human beings can make a fight against these unseen enemies; the apparent durability of stone crumbles before their attack. And so these ancient manuments must be coddled and protected or else they will soon be lost to a world which has lately grown fond of them.

Another One Caught.

The Atlantic & Pacific store manager at Parkersburg, West Virginia, was fined \$100 last week for selling a short-weight pound of cheese. The purchaser weighed the cheese, and found it contained twelve and a half ounces.

Necessity of the Conservation of Forests.

A recent Forest Service Bulletin estimates there are in Michigan nineteen million acres available for timber production.

Forestry is the only use to which much of this land can be put. Holding such land without improvement of the tree growth is a losing venture for the owners and the State. Some of the owners will continue to pay taxes, but there is a growing realization that such land without intelligent care will never produce enough to balance the cost of holding when we reckon taxes and interest charges. It is being abandoned. The State must face the problem of enlisting people in the effort to establish forests on it. The soil and the climate have the power to produce timber. The State should not allow that power to be continually wasted.

Use of that power is conservation of the most valuable natural resource with which the State is endowed.

There is no conservation of a higher degree than this of making effective use of this power of the soil to produce good timber.

To advance the welfare and best interests of the people, laws should provide for adequate utilization of this soil power.

This form of conservation is sure to be of benefit to all the people through all time.

In dealing with forests the State must change its tax laws so as to protect the forests and also all efforts of individuals to develop, improve and maintain the production of good timber.

This will be conservation of both human and nature's energy.

The State should institute a law providing for registration of forests that the owners will undertake to maintain in a producing condition. This will be a long stride in the most desirable form of conservation.

A forest kept productive means continuous intelligent work on the part of the owner and the State should go shoulder to shoulder with owners in safeguarding such conservation work. The ultimate benefit will be as much to the general public as to any individual owner.

Because a forest kept productive will bring to the owner only the increment of growth less cost of seeding, thinning and such protection as the owner must give, taxation should be voted and rated only on that net income. That is one form of protection which the State must give to the forest. That is a just recognition by the State of its duty to the forest.

The forest kept productive must have its power of production safeguarded by the State. This is conservation by the people for the public welfare.

This safeguarding is the State's duty to the forest and to the public.

The forest kept productive has a tremendous power of utilizing soil and climatic elements. That power is in trust to the State for safeguarding. Conservation of that power should be one of the most sacred trusts executed

by the State, as standing for the best interest of future generations. We now have terrible object lessons of the State's neglect of that trust.

We must have laws to effectually protect the growing stocks of all forests.

This is a duty that the public owes to the forest. It is protection of the productive power of the forest. It is conservation most vital to human progress.

It means just our plain, natural duty to the forest as a living force, assuring to the forest under effective human care its full usefulness as a natural resource ultimately benefitting all our people.

Frederick Wheeler,
President Michigan Forestry Association.

Those 500 Words.

Former President Coolidge's tabloid history of the United States is not only to be limited to 500 words but it cannot deal with other than eight prescribed events. This, at least, is the reported decision of the commission for the Mount Rushmore memorial. If the whole idea for this defacement of a mountainside is silly, the formula for the so-called history renders it even more absurd.

The subjects are said to be the Declaration of Independence, the framing of the Constitution, the Louisiana Purchase, admission of Texas, the Oregon boundary settlement, the admission of California, the end of the Civil War and the completion of the Panama Canal. What really are the eight most important events in the history of the United States is a subject for endless debate, but we should not in any case want to have these alone recorded for perpetuity as most highly representative of this country's growth and achievements.

We are surprised to see that the memorial commission has not decided that its brilliant idea for a glorified outdoor advertisement is worthy of inclusion in the list.

Jobs For Older Men.

When economic "surveyers" disagree, how shall the public choose among their elaborate reports?

A few weeks ago several pronouncements on the problem of the older worker confirmed the popular belief that comparatively young men were finding increasing difficulty in getting employment. Advancing years is their handicap. Now we have a report to the American Management Association conference in Cleveland that "the difficulty of a person over forty-five obtaining a job has been considerably exaggerated." Government figures indicate, according to this authority, that in industry the employment of men over forty-five has been increasing for at least forty years. Even men at fifty-five to sixty-four have "on the average about three-fourths as much chance of obtaining a job as a person under thirty-five."

It is to be expected that these statements will be disputed, but they should give some encouragement to the hope that has about died in the breasts of many elderly men.



Two Good Reasons for Making a Will

Your wife and daughter deserve and no doubt get the best protection you can give. But some day they may be deprived of your companionship and protection.

Failure to set your house in order and to plan for the inevitable by making a Will may impose unnecessary hardship upon your wife at a time when sorrow makes her least able to handle the intricate duties of Estate settlement.

The one way to avoid this and to protect the comfort and future welfare of those near and dear to you is to make a Will and name The Michigan Trust Company as Executor and Trustee.



You can secure a great deal of information about the laws relating to descent from our booklet "The Descent and Distribution of Property." Write or call for a copy.

THE MICHIGAN TRUST CO.
GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Otsego—D. Huisman has taken over the meat market of H. L. Lass.

Frankfort—Carl Neuhmann will open a delicatessen store here.

St. Ignace—P. E. Gallagher will discontinue his grocery and meat business.

Jackson—Rosner's, Inc., dealer in shoes, has filed a petition in bankruptcy.

Detroit—Ben Judelson, dealer in boots and shoes, has filed a petition in bankruptcy.

Detroit—Gell's Army Store, 5671 West Fort street, has filed a petition in bankruptcy.

Rogers—Erwin Hassenburg has opened a grocery and meat market in the Erkfits building.

Lansing—Abby & Walters, Inc., dealer in boots and shoes, has filed a petition in bankruptcy.

Detroit—Charles Kalep has sold his grocery-market at 5110 Brooklyn avenue to Sam Alley.

Muskegon—Carew Leidgen, Inc., has changed its name to the Ray-O-Gram Sign Corporation.

Alma—Fire damaged the stock and fixtures of the People's Cash Market to the extent of \$15,000.

Saginaw—C. W. Kampffelt has taken over the Trahan grocery and meat market at 1120 State street.

Marquette—The grocery and meat market of Sam Fine on West Washington street was damaged by fire.

Detroit—Edward L. Ziemann sold his delicatessen store at 10520 Warren avenue East to Edward A. Totzke.

Lansing—David Hoffman succeeds John Brandl in the boot and shoe business at 214 North Washington avenue.

Grand Rapids—Ekkens & Taylor, Inc., 12 Burton street, West, has changed its name to the Taylor Radio Co.

Pontiac—Jack Jacobson, dealer in boots and shoes, is offering to compromise with his creditors at 25 per cent.

Detroit—The American Service Ass'n., 4147 Cass avenue, has increased its capital stock from \$10,000 to \$25,000.

Detroit—J. Hendricks & Son, 3054 Baker street, dealer in boots and shoes, has filed a petition in bankruptcy.

Cadillac—The Harristown Supply House is succeeded in business by G. O. Game, under his own name at 321 Selma street.

Lansing—The grocery and meat market of Schmidt Brothers at 412 Baker street has been incorporated with a capital of \$50,000.

Detroit—The Fred J. Robinson Lumber Co., 2346 West Warren avenue, has increased its capital stock from \$750,000 to \$1,000,000.

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

Owosso—C. C. Cope, proprietor of the Thrifty Shoe Store, has removed his stock to Durand where he will continue the business under the same style.

Bridgman—Chris Rhodes has purchased the interest of Clarence Naze in the Naze & Ott Market, and the

firm name has been changed to Rhodes & Ott.

Leslie—Warren Oldman, of Oldman & Oldman, grocers, was instantly killed Feb. 17, when an automobile and an armored car collided near Jackson on US 127.

Detroit—Harry Dawes has purchased the grocery and meat market at 5808 Beaubien avenue from Benjamin H. Kanviser. Mr. Dawes was formerly in the grocery business here.

Dowagiac—A new meat market was opened in Dowagiac recently by Buchler Bros., Inc., of Chicago, at 119 South Front street. This location was occupied for many years by Little's market.

Kalamazoo—E. W. Cade has leased the store building adjoining his bakery at 216 South Burdick street and will open a coffee shop and delicatessen which he will conduct in connection with his bakery.

Mason—F. J. McPrangle, proprietor of the City meat market, on Maple street, has purchased a stock of groceries to add to his line of meats. The store is being remodeled and new steel shelving installed.

Kalamazoo—Squires & Squires, grocers at 103 East Paterson street, have dissolved partnership and the business will be continued by Earl C. Squires, who has taken over the interest of his partner.

Lansing—The Colvin Radio Store, 1212 South Washington avenue, has been incorporated with an authorized capital stock of 250 shares at \$10 per share, \$2,500 being subscribed and \$1,650 paid in in property.

Belding—The Sunnyvale Dairy & Produce Co., 421 West Main street, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$700 paid in in cash and \$10,050 in property.

Detroit—Netzorg & Mallon, Inc., 160 West Jefferson has been incorporated to deal in wearing apparel on commission, with an authorized capital stock of \$1,500, all of which has been subscribed and paid in in cash.

Benton Harbor—The Battlement Drug Co., 172 East Main street, has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, \$37,400 of which has been subscribed and paid in.

Sandusky—The Jensen Bridge & Supply Co. has merged its business into a stock company under the same style with an authorized capital stock of 150,000 shares at \$1 a share, \$100,000 of which has been subscribed and paid in in cash.

Detroit—The Michigan Coffee Co., Inc., 2220 West Warren avenue, has merged its business into a stock company under the same style with an authorized capital stock of 1,000 shares no par value, \$14,012.57 being subscribed and paid in.

Detroit—Brede, Inc., 13338 East Fort street, has been incorporated to deal in groceries, cigars, confections, etc., with an authorized capital stock of \$25,000 common and \$15,000 preferred, \$19,100 of which has been subscribed and paid in.

Detroit—The Factory Outlet of Luggage, Inc., 33 East Jefferson

avenue, has been incorporated to sell bags, trunks and leather findings at retail, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Detroit—Sam's Cut Rate Inc., 1056 Randolph street, has been incorporated to deal in tobacco, cigars, sporting goods, etc., at wholesale and retail, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in.

Pontiac—The Riker Drug Store, 35 West Huron street, has merged its business into a stock company under the style of the Riker Building Drug Store, with an authorized capital stock of \$20,000, \$8,000 of which has been subscribed and paid in.

Detroit—The Supreme Pie Co., Inc., 2601 16th street, has been incorporated to manufacture pies and other bakery products with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed, \$1,000 paid in in cash and \$3,785 in property.

Detroit—The Federal Service Co., Inc., 961 First National Bank building, has been incorporated for the sale and promotion of good health service with an authorized capital stock of 150 shares at \$100 a share, \$15,000 being subscribed and paid in in cash.

Cedar Springs—Tom Van Schelven and John M. Rau, village clerk, have purchased the hardware store and stock belonging to the Beucus estate here and will take possession at once. Van Schelven has been in the employ of the store for thirty-two of the forty years of its existence.

Detroit—Clarence J. Chandler & Son, 1448 Wabash avenue, dealer in eggs and other food products, have merged the business into a stock company under the style of C. J. Chandler & Son, Inc., with an authorized capital stock of \$30,000, \$10,100 of which has been subscribed and paid in.

Muskegon—Alfred J. Hunter & Co., wholesale and retail dealer in hardware, plumbing supplies, etc., 252 Market street, has merged the business into a stock company under the style of A. J. Hunter & Co., with an authorized capital stock of 10,000 shares at \$10 a share, \$78,210 being subscribed and paid in in cash.

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 past sixteen years, was recently forced to sell his shop 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.

Detroit—A Detroit branch will be established by the Lerner Stores, Inc., operators of a chain of stores handling women's ready-to-wear garments. The company will occupy the Woodward avenue building now occupied by Fields Cloak and Suit Co. Arthur Schwartz, of the Fields company, who holds a 50 year lease on the property, turned over his lease to the Lerner Corporation for a total rental of approximately \$2,000,000. The lease has thirty-nine years to run. The prop-

erty has 20 foot frontage on Woodward and a depth of 100 feet.

Newberry—The retorts and chemical plant of the Newberry Lumber and Chemical Co. ceased operation Feb. 10 and the blast furnace was banked Feb. 12. The woods section will continue to operate. The sections whose operations have ceased, are to be closed for a period of not less than two months, according to reports. This is the first time in three years that the furnace has been closed. Three years ago, operations ceased for a month, so that the various plants could undergo repairs. According to official reports, very few men will be thrown out of work.

Manufacturing Matters.

Plymouth—The H. S. Lee Foundry & Machine Co. has changed its name to the Lee Foundry & Machine Co.

Detroit—The Huber Tool Works, 2117 Elmwood street, has increased its capital stock from \$10,000 to \$12,000.

Flint—The Waterman Furniture Co., Inc., 145 Lewis street, has increased its capitalization from \$50,000 to \$100,000.

Grand Rapids—The Teedsdale Manufacturing Co., 327 Market avenue, S. W., has decreased its capital stock from \$120,000 and 1,500 shares no par value to \$100,000 and 1,500 shares no par value.

Muskegon—The Office Equipment Co. of Muskegon, 1169 Third street, has been incorporated with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Liquid Handling Equipment Co., 414 Morgan building, pumps, gauges, etc., has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Highland Park—The Essex Wire Corporation, 37 Manchester avenue, has been incorporated with an authorized capital stock of 150,000 shares at \$10 a share, \$1,000,000 being subscribed and \$1,000 paid in in cash.

Detroit—The Detroit Furniture Parts Corporation, 2637 12th street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,500 paid in in cash and \$3,500 in property.

Detroit—The Beisser Key Machine Co., 407 East Fort street, has merged its business into a stock company under the same style with an authorized capital stock of \$200,000, \$102,200 of which has been subscribed and paid in.

Detroit—The Sewell Cushion Wheel Manufacturing Co., 6466 Gratiot avenue, has merged its business into a stock company under the style of the Sewell Cushion Wheel Co., with an authorized capital stock of 28,200 shares at \$1 a share, \$28,200 being subscribed and paid in.

Jackson—Purchase of the Cortright Paper Co., Battle Creek, and an increase in the capital stock of the Crown Paper and Bag Co., of Jackson, from \$40,000 to \$100,000, has been announced by W. A. Bunting, president of the Jackson company. The Battle Creek unit will be operated as a branch of Crown Paper and Bag Co.

Essential Features of the Grocery Staples.

Sugar—The market is the same as a week ago. Jobbers hold cane granulated at 5.75 and beet granulated at 5.55.

Tea—Conditions in the tea market during the past week have been a little better than for some time. This refers to the first hands demand, which has shown a very fair demand since the last report. There have been no important changes in price during the week. Some of the lower grades of Ceylons, Indias and Javas have eased off a little in primary markets, but the fine grades have remained unchanged. China greens and Japans, as well as Formosas, are about unchanged and quiet demand. Supplies of teas in this country are not very large and it will take considerable fluctuation in primary markets, especially a downward one, to affect our markets.

Coffee—The market for Rio and Santos, green and in a large way, has shown no special change since the last report, certainly no improvement. A political up-set in Brazil has added to their coffee troubles down there and the result has been therefore easing off of future Rio and Santos. Business up here from first hands has been quite dull. It still looks as if Rio and Santos coffees were merchandise to stay away from, except for immediate wants. There is nothing in sight to justify the belief that the Brazilians are going to be able to get the market back to a firm level. Jobbing market on roasted coffee is irregular and rather soft. Milds, if anything, are a shade under where they were a week ago.

Canned Fruits—The Department of Agriculture has recently made it prohibitive for fruit and vegetable growers in Florida to have any produce growing in the fields after April 1. This means that grapefruit canners down there will have only about forty working days in which to pack their fruit, and further reduces the prospects for a quantity production.

Canned Vegetables—There has been some demand for Southern tomatoes during the week, which have sold at firm and unchanged prices. The aggregate business so far this season has not been very heavy. Buyers have been nowhere near as keenly interested as the packers seem to feel they should have been in view of the alleged light supply. California packers are quoting future prices on tomatoes, but the Eastern trade are not much interested. Other futures were quoted during the week, mainly on Wisconsin peas and Maine corn. So far there is not very much interest in futures. The week has brought no change in spot corn and peas, which are as they were.

Dried Fruits—The trade is taking raisins in a good way for the Jewish holidays. Bulk Thompsons enjoy a comparatively brisk demand, and arrivals from the Coast continue to be rapidly absorbed. Prunes are about steady, but demand is largely routine. Californias are shaded, while Oregons remain relatively firm. Apricots show more steadiness, but no real improvement in the demand is noted. Peaches

are firm, and operators are looking forward to a better demand, seeing that the big consuming season for this fruit has about started. Stocks of peaches on hand are very limited and the outlook for the future is for higher rather than lower prices.

Canned Fish—Fish packs have moved very slowly in the past week, the winter season naturally being one of low consumer demand in these items, Lent being only a few weeks away, however, there will doubtless be an improvement in the demand, and already there have been more enquiries reported by brokers for certain lines. Japanese crabmeat shows signs of better movement. There are no one pounds available, and relatively light supplies of halves. Futures are being booked right along on an s. a. p. basis. It is thought that there will be no one pounds packed this year, and for that reason s. a. p. orders for pounds are being booked subject to being packed.

Salt Fish—The Lenten season will soon start and dealers in salt fish are looking to a better demand in a short time. This week the market has been more or less inactive. Prices have held up fairly well throughout the list. Salt salmon is entirely cleaned up. Herring is strong, with stocks moderate. No. 2 and No. 3 mackerel are scarce.

Beans and Peas—All varieties of dried beans are dull and practically everything is easy, though without important changes since last week. Dried peas are in the same condition.

Cheese—The supply continues moderate. The demand is about fitted to it, therefore prices are steady for the week.

Canned Milk—More confidence has been shown by holders of evaporated milk, case goods, and trading has broadened to some degree. Other descriptions of concentrated milks, both in cans and in bulk, have met with slow to moderate enquiry, and the range of prices has not altered to any material extent. Nationally advertised case goods have held unchanged in price, while miscellaneous packs have shown a slightly firmer tone.

Nuts—The walnut is the only unshelled nut that has moved in worth while volume this week, although there has been more interest in Brazils. California walnuts have sold in comparatively good volume to buyers stocking for the Lenten trade, and there has been a fair movement of imported walnuts. Fancy mayette Grenobles have sold for 21c per pound, with large at 22c and fancy franquettes at 21½c. The large fancy varieties of California walnuts have been cleaning up rapidly, and there are only limited quantities now available. Prices have not fluctuated this week. Greater interest in Brazils has developed on buying of goods in this country on the part of England. New crop Brazils are being quoted on a higher basis than the merchandise can be purchased here. The new crop of Bazils is generally estimated at 22,000 tons, somewhat under early forecasts, and very light when compared with last year's crop of 32,000 tons. Considerably higher prices

are looked for on Brazils during the coming season. Nut meats have not varied much in price lately. Almonds have inclined lower both here and abroad, but the declines have not amounted to much. Shelled almonds are now being offered at exceedingly low prices.

Pickles—The pickle business lately has been quiet, although prices have held firm. The trade is taking supplies only as needed. Prices in the Midwest have ruled firm, and in some cases advances have taken place. Many varieties and counts are impossible to buy here. Genuine large dills are exceedingly scarce.

Syrup and Molasses—The sugar syrup market has firmed up a little during the week, on account of demands from candy makers out to prepare for their Easter business. Demand is a little more active and prices are unchanged. Compound syrup is quiet, but is nevertheless a seller's market. Demand for molasses has been a little better this week, without change in price.

Vinegar—The usual amount of business is reported for the time of the year. The market is well maintained, with a strong future outlook.

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—The available supply of fine creamery butter has been rather short during the week. In consequence the market has been maintained on the same basis as a week ago. Demand is absorbing everything good that comes in. Jobbers hold 1 lb. prints at 38¢ and 65 lb. tubs at 36¢.

Cabbage—\$1.90 per bu. for white; red commands 6¢ per lb.; new stock from Texas has arrived, selling at \$4.50 per crate of 80 lbs.

Carrots—80¢ per doz. bunches for Calif. grown; \$1.25 per bu. for home grown.

Cauliflower—\$1.75 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—\$120 per doz.

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

Cucumbers—\$1.75 per doz. for Ill. grown hot house.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$6.50

Light Red Kidney ----- 6.75

Dark Red Kidney ----- 7.25

Eggs—The market has dropped 9¢ per doz. since a week ago. Local jobbers pay 27¢ for strictly fresh.

Grape Fruit—Extra fancy Florida stock sell as follows:

No. 36 ----- \$4.00

No. 46 -----	4.50
No. 54 -----	4.75
No. 64 -----	5.25
No. 70 -----	5.25
No. 80 -----	5.25
No. 96 -----	5.00

Choice, 50¢ per box less.

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 ----- \$7.00

300 Sunkist ----- 7.00

360 Red Ball ----- 6.50

200 Red Ball ----- 6.50

Lettuce—In good demand on the following basis:

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

Imperial Valley, 5s, per crate -- 4.50

Hot house grown, leaf, per lb. -- 14c

Limes—\$1.50 per box.

Mushrooms—50¢ per lb.

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

100 ----- \$4.75

126 ----- 5.25

150 ----- 6.25

176 ----- 7.00

200 ----- 7.25

216 ----- 7.50

252 ----- 8.00

288 ----- 8.00

344 ----- 7.00

Floridas are held as follows:

100 ----- \$4.50

126 ----- 5.00

150 ----- 5.00

176 ----- 5.25

200 ----- 5.50

216 ----- 5.50

252 ----- 5.50

Onions—Home grown yellow, \$2.25 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, \$1.65 per bu. on the Grand Rapids public market; country buyers are mostly paying \$1.50; Idaho stock, \$4 per 100 lb. bag; Idaho bakers command \$4.15 per box of 60 or 70.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 25c

Light fowls ----- 18c

Heavy roasters ----- 25c

Light broilers, ----- 18c

Old Toms ----- 20c

Young Toms ----- 23c

Hen Turkeys ----- 20c

Radishes—75¢ per doz. bunches of hot house.

Spinach—\$1.75 per bu.

Squash—Hubbard, \$5.50 per 100 lbs. Sweet Potatoes—\$3.25 per bu. for kiln dried Jerseys.

Tomatoes—\$1.65 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

MEN OF MARK.

Ira Blossom, Representative Northwestern Mutual Life Insurance Co.

In these days of modernized finance and quickfire business methods the Old World idea of thoroughness in learning a business is sometimes notably absent. American commerce has grown so rapidly in recent years that it has been inevitable that a few of the more fortunate should be carried along with the side to financial and commercial supremacy, and because a few have found it possible to acquire wealth through good fortune rather than effort, the rank and file have become somewhat prone to believe a man of high thinking capacity who has plenty of what is commonly called "nerve" may succeed in almost any line of business without getting down to the drudgery and routine involved in acquiring a thorough knowledge of the proposition before him. This belief is based upon an abnormal condition arising from the magnificent development of a new country, and for the time being has a slight but actual foundation in fact. The American citizen, however, whose immediate ancestry is English, Irish or Scotch, finds it somewhat difficult to assimilate this theory. He has inherited the financial and commercial conservatism of centuries and, as a rule, does not get far from the European standard which demands that eternal vigilance and absolute merit only shall be the price of success. Upon this basis it is apparent that only that man can assist in the management of an enterprise who has worked from the bottom to the top and fitted himself through intimate knowledge of details and policy for an executive position, and this variety of advancement, while not so melodramatic as the more modern way, is based upon firmer foundations and accordingly is on the average more lasting and satisfactory.

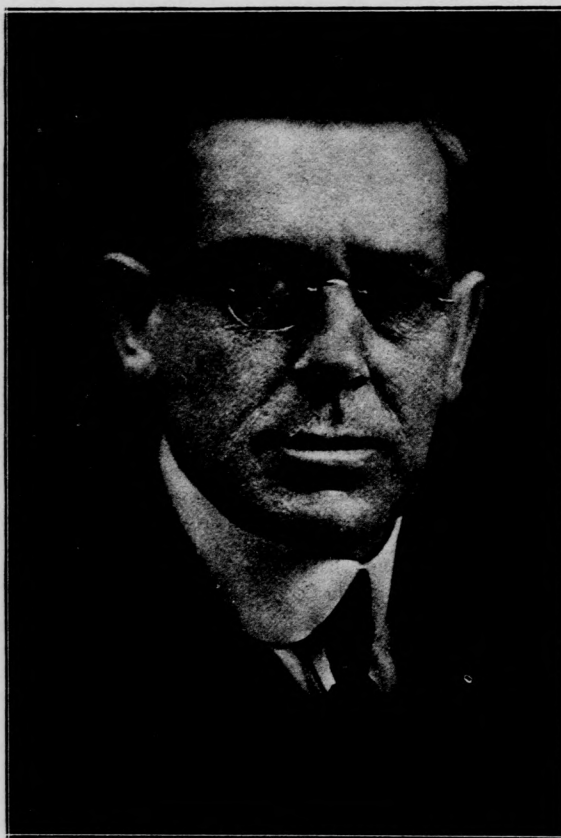
Ira Blossom was born in Martin township, Allegan county, near Gun Lake, Aug. 1, 1868. The birth occurred on the old Blossom homestead, which was pre-empted and cleared by his paternal grandfather. His father's antecedents were English. His mother sprung from Irish and Pennsylvania Dutch ancestry. When he was 11 years old the family removed to Parmelee, where they remained for four years. They then located on a new farm near Morley, where Mr. Blossom attended school. He entered the drug store of Wm. H. Hicks, of Morley, when he was 17 years of age, passing an examination as Registered Pharmacist after eleven months actual experience behind the counter. He subsequently took charge of the Du Barry drug store at Rodney, where he remained one year. The next three months were spent in the book-keeping department of the Ferris Institute. At the conclusion of his course of instruction he was offered the position of book-keeper for the Falcon Manufacturing Co., where he remained four years. The next three years he was engaged in the drug business at Morley. He moved the stock to Byron Center, where he re-

tired from business at the end of a year to take a clerkship in the drug store of Frank Pendell, at Marquette. Two and a half years later he decided to abandon the drug business in order that he might espouse the life insurance business. He formed an alliance with the Northwestern Mutual Life Insurance Co. as solicitor in 1899, continuing to make Marquette his headquarters for six years. In the fall of 1905 he removed to Grand Rapids, entering the employ of George H. Newell, who was Western Michigan representative for the same company, becoming a partner in the agency, which was conducted under the style of Newell & Blossom. Ten years later

plans to fit himself for a clergyman. The family resides in their own home at 1551 Seminole Road, Ottawa Hills. They have a summer home on Whitefish Lake.

Mr. Blossom is a member of the East Congregational church and teaches the men's class in the Sunday school. He is a Knights Templar Mason, a member of the Exchange Club, the Masonic Club, the Association of Commerce, the Cascade Country Club and Whitefish Lake Club.

Mr. Blossom owns up to two hobbies—golf and reading. He read law five years, which has been of great value to him in his business and has furnished the groundwork for the re-



Ira Blossom

he secured the business, since which time he has been the sole owner of the agency. This was Jan. 1, 1920. The gross income of the agency for 1919 was \$343,000. Last year the income was \$866,000, which is an excellent example of what a man can do when he does his best. The agency territory comprises nineteen counties, with twenty full time field representatives.

Mr. Blossom was married, May 6, 1891, to Miss Olive M. Gilmer, of Big Rapids. They have three children—Clark (adopted) who is a printer in the employ of the Tradesman Company; Leonard H., who is a supervisor in his father's office; and Chauncey E., who will graduate this year from the Central high school and is manager of the high school publication. He

markable success which has attended his career.

Mr. Blossom attributes his success to attending strictly to business, and those who know him best and appreciate him most insist that he will stay by his business until the final summons comes. He is one of the most loyal men in the world, and his fidelity to his friends and business associates is one of his most marked characteristics. He is a good judge of men, and his faculty for selection of instruments and agents amounts almost to genius. This, with his diplomacy and his power of impressing those about him with the accuracy of his views, draws to him the unquestioning service of the men under him.

Personally, Mr. Blossom is one of the most companionable of men. His

door is always open to his employees and customers and his time is at their disposal when they appeal to him for assistance in solving their problems. He never loses his poise and has never been known to grab a document, slam a door or speak in an excited tone of voice.

Shortcomings of the Local Mercantile Secretary.

If he writes a letter, it is too long.

If he sends a postal, it is too short.

If he issues a pamphlet, he's a spendthrift.

If he attends a committee meeting, he's butting in.

If he stays away, he's a shirker.

If he offers suggestions, he's a know-it-all.

If he says nothing, he's a dead one.

If the attendance at the meeting is slim, he should have called the members up;

If he does call them up, he's a pest.

If he duns a member for dues, he's insulting.

If he does not, he is lazy.

If the meeting is a howling success, the program committee is praised;

If it is a failure, the Secretary is to blame.

If he asks for advice, he is incompetent; and if he does not, he is bull-headed.

Ashes to ashes,

Dust to dust,

If others won't do it,

The Secretary must.

Queer Foreign Egg Samples.

New York, Feb. 17—Seckel & Kiernan received a sample shipment of foreign eggs early this week, and the display on their floor at 361 Greenwich street, has been attracting a good deal of attention. The lot includes twenty cases, packed American style, from South Africa, and 100 European half cases, containing 60 dozen each, from Belgium, Denmark, Poland and Russia. Thomas Seckel said that the eggs are about the quality of ordinary domestic storage eggs and are selling at about the same quotation. He said he has had no invoice and does not know what price would be necessary to show the shipper a profit. Recent quotations from abroad, he said, were on the basis of 34c per doz. laid down here.

While the South African eggs are packed American style, the fillers and the cases are slightly higher than those used here. The Russian lots are packed in rice chaff in the European half cases, and all others are in excelsior packing.

Fewer Bankruptcies Likely Under New Rules.

Considerable decline in the number of bankruptcy cases filed in the Federal court is presaged by the attitude which credit men for many leading business houses have taken toward the new rules governing such cases which became effective last week.

The indications are that many future liquidations of bankrupt estates will be carried out under common law deeds of trust or so-called attorney-in-fact arrangements. These have been gaining in favor for some time, largely because of the greater returns to creditors.

Getting rattled is no way to show ability.

WORKING FOR THE SAME END.

Better Merchants and More of Smith Family Dollar.*

This meeting marks the opening of the thirty-sixth annual convention of the Michigan Retail Hardware Association, which is the outcome of a gathering of twenty earnest hardware men in Detroit in the year 1895, who gathered from different parts of the State with the thought in mind that organization and exchanging of ideas would be beneficial and helpful to each other. There has been a steady growth in membership from that time until now, when it has reached the 1,700 mark. We owe a tremendous debt of gratitude to those farseeing charter members and especially our first President, F. C. Carlton of Calumet, who gave so freely of his time, energy and finance to get this organization started. He, too, must look upon the past and present Association with a great degree of pride of satisfaction, to see the rapidity with which it grew to be the largest single State Association in the United States, both in membership and activities. Even in these years of depression our membership is holding its own, which speaks well for the hardware business of this grand old State of ours.

Activities and dealers helps have kept pace with increased enrollment until now, when it keeps our Secretary, A. J. Scott, and Field Secretary, L. S. Swinehart, together with their office force, busy taking care of the requests of our members. There has been much call for store planning and stock arrangement cost accounting systems, making analyses of business and numerous other Association services of which our members are so appreciative. They have shown many hardware dealers the road to prosperity, have even saved some from the embarrassment of bankruptcy.

It is also pleasing to note that it was the Michigan Association back in 1898 which suggested the formation of a National Association and the outcome is that to-day you are affiliated with a National Association which is second to none of such National retail organizations. This was clearly demonstrated a few weeks ago when President Hoover, through the United States Chamber of Commerce, called the heads of retail organizations into a conference at Washington. It was none other than our own National Secretary, Herbert P. Sheets, who took the platform and spoke for the hardware men and eight other member Associations of the National Retail Council.

What a wonderful hook up, these two powerful bodies, working hand in hand in harmony as one great Association, ever eager and ready to lend every possible assistance for the betterment of hardware retailing, a valuable asset to each member which really cannot be procured from other sources at any price. Matters of grave importance, too unwieldy for any single State Association, can easily be han-

*Annual address of President Slack before Michigan hardware dealers.

dled by the combination of State and National Association.

I often wonder what would have been the destiny of hardware retailers had it not been for the directing hand of the Association to guide us through the many entanglements of the retail warfare. The day of guesswork is past. We must have the facts in business. We must know where we stand. It is my opinion that in the next five years more men will achieve independence and many will fail because of failure to properly analyze the facts.

A right program will be more profitable than it has ever been. A wrong decision will be far more costly. Competition for the Smith family dollar has never been so intense. It is no longer a warfare between individuals—whole industries are now aligned in battle array. It is fast changing the complexion of every man's business.

But we have the consolation that we are not alone in our troubles. The manufacturer and wholesaler, the chain store and department store have their problems the same as we do, only the larger the business, the greater the problems they have to solve. With all that we read and hear of tremendous progress made by the so-called mass distribution agencies. What has been the effect of it all on the hardware retailers? The annual survey shows that in 1928 a larger proportion of hardware dealers made a profit than in the two previous years.

After all it is a most interesting world—this new world of business. It simply keeps us on our toes. It keeps us planning ahead to meet the changes as they arrive.

During the past year, while traveling through this State, I have met and talked with many retailers and some wholesalers and I am more than convinced that the problems of the independent hardware merchants are not beyond solution. It is true new competition will have to be met constantly, but if we first find the facts, then study, then act, the retailers will usually accomplish the undertaking. I am pleased to report that some of the manufacturers and wholesalers are beginning to realize that they, too, have a very important part to play in this retail warfare, and they begin to realize that where economy and co-operation prevails there is no better method of distribution than through the manufacturer, the wholesaler and the retailer, but all must work in harmony and with one object in view—the ultimate consumer.

In the new movement for better and more finished and efficient retailers, it is my opinion that this Association will more and more be called upon for the solution of important distribution problems, for the development of new marketing methods, for service to management and for constructive leadership in all questions of retailing. It is my hope that the Michigan Association will be the first, as it always is, to advance with new services as hastily as this Association deems it advisable.

We are now about to discuss in this convention that all-important topic,

the customer, the John Smith family, the people from whom we get our bread and butter, our clothing, our taxes, our home and our bank account; in fact, every dollar we get must come from the customer, so customers are priceless. They are the all-essential people. We can, if we must, get along without book-keepers, clerks and delivery boy, as much as we need them, but customers we must have. In years gone by we used to say our customer, but Smith can no longer be called ours, because he is a free lance. The Smith family shop where they please. They buy from the dealer who gives them the best deal or the most time in which to pay or the biggest discount for cash. It may be that they want to shop where the store is better lighted or cleaner than ours. It may be the well-trimmed store windows or a well-written advertisement which took this customer twenty or thirty miles away to shop. It may have been the courteous treatment given them in a certain store that took the Smith's somewhere else to buy or the nicely worded catalogue which caused them to send away for their hardware. It really costs effort and money to get customers coming to our stores. How very important it is that we make them feel that we appreciate their patronage? We should see that they are served promptly by sales people who are clean and neatly dressed, courteous and well versed on the various lines of merchandise we carry, and we must at all times keep in mind that the customer is always right; that we have on hand a well displayed stock of merchandise, wisely bought and properly priced. The customer, who is the theme of this convention, is the most important of all subjects thus far discussed at any of our conventions, as we are all clamoring for the Smith family and their hardware dollar.

In the meetings this week we are following the plan used by the National Congress at Oklahoma City last June. Many of the speakers will be our own dealers from various cities and towns. This should be very educational and beneficial, as different sized stores will be represented, by topics of grave importance to each and every hardware retailer, wholesaler and clerk.

I sincerely hope that all will take part in the discussion, for, after all, we are working for the same end—better merchants and more of the Smith family dollar.

Copper in Celery Spray Bothering Shippers.

Sacramento, Feb. 14—Because of the seizure of several lots of California celery in Louisiana under the claim that copper was found in spray residue on the plants, California shippers have requested Federal officials at Washington for a ruling. In the past, officials have put arsenic used in sprays under the ban, but this is the first case where copper has been specified. Copper is an active ingredient of Bordeaux mixture, universally used in control of celery blight. The residue is said to be hard to remove. Bordeaux has been used for many years in every commercial fruit and vegetable district of the country without restriction.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 17—On Sunday it was only 23 degrees below zero, but with the long stretch of cold weather we do not mind the severe cold now. The B & B Snowshoe Club was entertained Sunday by William Maxwell at his summer home at the Shallows, where an elaborate dinner was served. The hikers are just as enthused this year as in former years. The business men get a big kick out of the Sunday hiking and feel well repaid for the exercise.

The J. C. Penney store, on Ashmun street, is being enlarged. The walls are being removed between the present wall and the store next to their store, formerly occupied by Passmore & Paquin. The two stores are being converted into one large store. The work is to be completed within the next two months. It will be equipped with modern Penney equipment and lighting system.

The many friends of Peter Apostle were shocked to hear of his death, which occurred Feb. 12 at the General hospital in the Canadian Soo. Mr. Apostle was 65 years of age and a pioneer business man of the two Soos. Born in Sparta, Greece, Peter Apostle and George Munsatson came to the United States in 1894 and settled for a time in Massachusetts. They came to the Soo in 1908 and started a little candy store, near the Park Hotel, on East Portage avenue, specializing in home made sweets. The business prospered and in six months they had to seek larger quarters and moved into the Gabriel block. Their success increased and in a few years they owned four stores, two in this city, one in Marquette and one in the Canadian Soo. Twenty-eight years ago they dissolved and Peter Apostle took possession of the Canadian store, while George continued at the Olympia. During a return trip to Greece, twenty-three years ago, Mr. Apostle married a sister of Mr. Munsatson. He is survived by his widow and four children, two boys and two girls. Funeral services were held in the Canadian Soo.

W. V. Williams, local manager of the local Penney store, has left for Escanaba to attend the district managers meeting.

J. E. LaLonde, of 515 Ashmun street, has decided to discontinue his furniture and second hand business and is having a closing out sale to end by April 1. Mr. LaLonde has made no mention of his plans for the future.

Ham Hamilton, of the Pickford Grocery Co., Pickford, was a business caller last week, taking back a truck load of supplies.

The trouble with the advice to "Give until it hurts" is that the collector wants to be the judge.

William C. Sutherland, for forty years ticket agent at the union depot here, has tendered his resignation and will retire permanently. For some time Mr. Sutherland has been in poor health. Nearing his 70th birthday, his announcement came as a great surprise to his many friends here, as he has endeared himself to the general public as well as to his many friends at the station where his politeness made many warm friends, who wish him every pleasure during his remaining years, which he expects to spend here.

William G. Tapert.

Alluding to the fact that many automobiles are being equipped with radio receivers, Michael Ert, president of the National Federation of Radio Associations, told the radio convention this week that radio attachments will soon be stock equipment for cars just as much as bumpers and headlights.

VOLUME WITHOUT PROFIT.

"Volume at the cost of profit" sums up many of the statements covering business results in 1929 which are now being issued or privately perused. The rush of sales and manufacturing in the early part of the year which was enjoyed in numerous lines acted to keep down costs, and profits gained on that account. When the drive for volume was maintained in the last half of the year against higher sales resistance and under the higher manufacturing costs brought about by reduced manufacturing schedules, the charge against profits was heavy. The drain is heavy now for the same reasons, where it is sought to equal or beat last year's results despite less favorable conditions.

The decision to lose business, even where it is quite clearly known to be unprofitable, is not an easy one for either manufacturer or distributor to make. He may be absolutely sure of his facts through careful analysis of costs and prices and yet hesitate to cut off the unprofitable transactions because of some indirect factor. No one, for instance, would criticize the action of a producer who operated partly at little or no profit in order to maintain his organization at good working efficiency, an efficiency which might not be possible on a smaller scale of output. Nor can a distributor be blamed for taking some business near cost in order to hold down selling expense or to gain additional discounts.

However, as many producers and distributors will admit, their stubborn unwillingness at times to give up unprofitable business is more often than not based on excuses and fictions rather than on real factors. These require honest examination, and, if they do not pass the proper tests of value to the business, then they should be ignored and volume reduced to the transactions which mean real and not imaginary profit.

MENTAL HEALTH PROGRESS.

The National Committee for Mental Hygiene will this year celebrate its coming of age by sponsoring the first international conference on mental hygiene, which is to be held in Washington on May 5 with delegates from thirty-five foreign countries in attendance. When we realize the importance of mental health, it seems incredible that the scientific movement for its safeguarding should still be so young, but the fact that it has so soon been able to hold an international conference is proof of its vitality and of the remarkable progress which it has made in spreading all over the world.

The purpose of this meeting, which will draw prominent psychiatrists, criminologists, psychoanalysts and physicians from such countries as Estonia, Guatemala and Rumania as well as from England, Germany, France and Japan, is an interchange of views on problems of mental hygiene common to all the world. It will provide an opportunity to discover what is being done in other nations, to demonstrate the lines along which mental hygiene is progressing in this country and to formulate the knowl-

edge thereby gained so that it may constitute a starting point for future work.

The whole modern idea of mental disease, as contrasted with our former dismissal of the problem by consigning the unfit to permanent seclusion in insane asylums, is witness to what has already been achieved by the mental hygiene movement. We now know that much can be done to prevent mental diseases and to cure them, just as in other forms of illness. We realize that the mentally diseased must be treated scientifically and humanely and that their health is a great social problem which lends itself to intelligent study.

A NOVEL AIR TOUR.

The 14,000-mile air tour of Latin America which has just been completed by five prominent surgeons and physicians of the United States was a noteworthy experiment in three different ways. If its primary significance is to be found in its successful promotion of the Pan-American Medical Association, it also served as an effective instrument for increasing international good will and it gave a dramatic demonstration of the usefulness of the airplane in Latin-American communications.

These five flying doctors in their seventeen-day tour visited eleven countries and in each of them established organizations through which the medical profession of the two Americas may be brought closer. They covered Central America and the Northern part of South America thoroughly, consulting with local physicians, giving advice in public health work and visiting the hospitals and clinics of the principal cities on their route.

On the conclusion of the tour the doctors agreed that the three main objects of their undertaking—to promote better acquaintance among the medical men of the Americas, to establish branches of their organization in Latin America and to perfect plans for the second annual conference of the Pan-American Medical Association in Panama—had been attained "far beyond expectations." Beyond this the flying medical squadron effectively drew the attention of the physicians and surgeons of the countries visited to opportunities for research and study in the United States which they had formerly sought in Europe.

CHEESE SELLING AS A CRIME.

It is not unusual for Americans to complain of the laws and prohibitions which complicate and restrict the even tenor of their lives, but at least we have not reached the point at which selling cheese can be denounced from the bench as "a very serious crime." Yet this is the rebuke, perhaps somewhat facetiously phrased, with which an English magistrate recently accompanied the sentence he had to impose on a shop-keeper found guilty of this heinous offense.

The explanation of why selling cheese may be adjudged a crime in England is to be found in the regulations of the shop early closing act. It is a law whose worthy purpose is to protect shop assistants from over-

work, but it is described by the Manchester Guardian as "a measure which permits the sale of margarine at certain times but not that of cheese, which distinguishes carefully between the plum and the raspberry on one side and the apple and the banana on the other, which permits the public to buy whiting and cod at times when they dare not demand a skipper or a had-dock, and which enables the smoker to obtain cigarettes in a public house up to closing time provided they are released to him by a machine and not by the barmaid."

How the Mother of Parliament came to be involved in such inconsistencies and contradictions while endeavoring to protect the shop assistants we do not know, but it is a relief to discover that lawmaking bodies other than our own occasionally become entangled in the web of their own legislation.

SITUATION STILL "MIXED."

Little but "mixed" can yet be used to describe the general situation in business and industry. There are conflicting conditions and trends which in the aggregate probably testify that the low point in the depression has been passed but still make it uncertain whether recovery is fully under way. The employment report for this State fully backs up the earlier forecast of severe losses last month, and the statement from Washington that conditions are perhaps aggravated here by reason of the flow of the unemployed to this section is quite flimsy. The report is based on factory employment and not on account of the unemployed. That the situation is serious cannot be questioned, and attempts to minimize it are met with abundant proofs to the contrary.

The evidences of increasing activity in industry lend the hope, however, that the peak of unemployment has been passed. Steel operations have gained still further. The automobile sales outlook is reported as improving. But in building the course of contract awards so far this month has been 40 per cent. under a year ago. Building material prices in the last week disclosed marked weakness.

Further losses in bank clearings outside of this city are still recorded. The trend of car loadings, however, has been upward, although the figures still run well under a year ago. Commodity prices continue to move lower, and it is doubtful whether much business recovery will be seen until this decline is checked.

ICE CREAM AND PARITY.

Whatever may be the final agreement reached at London, no more startling news can be expected from the naval conference than the report of the British Admiralty's most recent order. We refer to the decree that ice cream plants are to be installed on all battleships and aircraft carriers in the Mediterranean fleet and on all cruisers as they are commissioned.

The innovation may have far-reaching results. Already British naval experts are wondering how it will affect parity. It is not yet clear, how-

ever, whether the order was a clever maneuver by which the British hoped to bring the fighting strength of their battleships up to the standard maintained by the crews of ours or the Admiralty was forced to adopt the ice cream policy upon the insistence of the American delegation. We incline to the latter interpretation, but the question is really dependent upon whether the British vessels are merely to add ice cream sodas to their menus or the sodas are to replace other beverages.

In any event, we do not wonder that experts declare that the navy is going to the dogs. England would never have survived the attack of the Spanish Armada if the seamen of Elizabeth had gone into battle on rations of ice cream.

DRY GOODS CONDITIONS.

Weather conditions more favorable to business had the usual stimulating effect on retail trade during the week in many sections of the country and sales totals are improved. Local stores report some of the best results since the last spell of activity after the holidays and the orders received in the wholesale markets reflected great trade activity. Special sales in home furnishings attracted fair response and the business done on dress accessories has been quite satisfactory.

The February volume of retail sales so far, however, is probably lagging well under the level of a year ago in most territories. The combination of widespread unemployment, farm product depression and unfavorable weather is responsible. The January report on department store sales disclosed the toll taken by these adverse influences, particularly the part played by the weather. The declines in farming districts and in those regions that suffered from severe storms were marked and brought the average for the country 2 per cent. under sales in January, 1929.

THE WHISTLER'S RIGHTS.

Judge Edward Strasse, in East Orange, must have been raised in the country. He believes in whistling, at least such whistling as is necessary to drive away the pangs of loneliness. Even whistling on a street corner at midnight is no crime, Judge Strasse declared when he released Edward Murray, who had been arrested on that charge. Perhaps the fact that April is just around the corner had something to do with the Judge's decision. For no April is complete to those beyond the pavements and row houses without its overalled lad striding across the greening fields with his red lips puckered to a lilting air. And whoever plowed corn or brought home the cows without trilling at a flock of blackbirds or merely whistling, as the offending Mr. Murray said, to keep himself company? Why, even the world of musical composition recognizes the whistler's right to life, liberty and the pursuit of tonal happiness. Didn't Arthur Pryor give the world that band classic, "The Whistler and His Dog?"

OUT AROUND.

Things Seen and Heard on a Week End Trip.

About a month ago I availed myself of the opportunity afforded by this department to suggest that the country newspapers of Michigan set an example for their fraters in other states by refusing to accept the cut-rate announcements of the chain stores. I went so far as to state that if the newspaper publishers failed to do this and the chain stores succeeded in making good their threats to completely dominate the local mercantile situation inside of ten years, newspaper properties in the country towns of Michigan would not be worth ten cents on the dollar. Strange to say, I do not receive so universal a response of an affirmative character to this subject as I expected. The flesh pots of Egypt are apparently too attractive to justify the publishers in accepting my conclusion or agreeing with my prediction.

Among the newspaper men I approached on the subject was Len. W. Feighner, of Nashville, Field Director of the Michigan Press Association, to whom I wrote as follows:

I have been thinking for some months that I ought to write you along the lines of the topic I touch on somewhat briefly in Out Around this week on unified action on the part of the country weeklies of Michigan to refuse advertising from the chain stores.

Unless they take decisive action on this subject AT ONCE, they will soon see their newspapers depreciate in value and also realize that their earning capacity has suffered much diminution through the abandonment of business by independent merchants.

If every country newspaper in Michigan would take an advanced stand in this matter we would have the chain stores whipped to a finish.

The Cedar Springs Clipper has already announced that it will accept no more advertising from chain stores; also the East End Advocate of Grand Rapids.

How do you stand on this subject, which I consider the most important topic which has ever confronted the country press of Michigan?

To this letter I received the following reply:

Lansing, Jan. 28—This chain store proposition is rather a complex one and it is rather difficult for me to see clearly as to the outcome. I am not at all satisfied that you are right in regard to the right of a publisher to refuse this advertising without jeopardizing his postal privileges. I am fully aware that a publisher may decline cigarette or tobacco advertising, liquor advertising, patent medicine advertising, or as you did, may refuse to carry financial advertising if he has good reason to doubt the value of the advertised product, but this chain store proposition goes a step farther. I would like to see a ruling by the postal department on it.

I had a hot argument several years ago with a Battle Creek bank which desired to advertise in the Nashville News, which I then owned. I refused, on the ground that it was against a life-long policy of refusing advertising from outside towns which competed with establishments in my own town. I rather hoped they would take the matter up with the department, as they threatened, but they never did so.

This is a live topic for discussion

among the weekly newspaper publishers of the State, but they are by no means in unison on the subject. A publisher who has two or three chain groceries carrying large advertising space, in a town where the grocers never spent a cent with the newspaper before the chain stores came, is rather shy about ditching a revenue of a hundred dollars a month, or more, which may mean to him the difference between a surplus or a deficit, and especially if he has good reason to believe that if the chain stores moved out their advertising would not be replaced by the local groceries.

I have no doubt the question will be settled rightly in the course of time, but it will take time. It can't be solved or settled off hand or without a great deal of careful consideration.

Len W. Feighner.

To the above letter I replied as follows:

Grand Rapids, Jan. 31—My dear Mr. Feighner—I am this day in receipt of the following ruling from the Third Assistant Postmaster General.

Washington, Jan. 29—In reply to your letter of the 21st instant, you are informed that the publisher of a publication admitted to the second class of mail matter is under no obligation to accept advertisements, so far as the postal laws and regulations are concerned.

F. A. Tilton,
Third Assistant Postmaster General.
Your letter is somewhat disappointing to me, because I really thought that your vision would show you that we have reached the parting of the ways on this subject—that the country newspaper men must align themselves on the side of their own home towns or see their communities shrink in volume, deteriorate in importance and cease to be attractive and prosperous for independent merchants and country newspapers.

The manner in which newspapers in general take the yoke placed on their necks by the chain stores and refuse to publish anything about the arrest and punishment of chain store managers who are detected in giving their customers short weight, short change and adding items to list of purchases which are not delivered is enough to make any decent newspaper man heart-sick. The entire chain store situation is permeated with fraud and flagrant dishonesty. Any former employee of the chain stores can reveal truths about the instructions they received when connected with the chains which will make your hair stand on end.

Because I know you want to be fair and not fiddle while Rome is burning, I still hope to see you right about face on this important subject before we are all pauperized by the ultimate outcome of chain store dominance.

E. A. Stowe.

I also wrote Herman Roe, Field Director of the National Editorial Association, who also publishes a newspaper at Northfield, Minn., who replied as follows:

Northfield, Minn., Feb. 7—You are correct in assuming that I would be interested in the campaign you are conducting relative to chain store advertising. I am not sure, however, that I can go with you very far in this campaign. I realize the threat exists which you point out in your letter but if it's to be realized it means that the chain store will completely monopolize the small town field and I am not pessimistic enough to believe this is likely to happen.

The chain store system has had a remarkable development in the past decade but in my opinion it is never going to supplant the independent merchant. It will have a tendency to eliminate the inefficient independent

merchant and to energize those who do survive this and other competition.

In my own field here in Northfield I welcomed the advent of the first chain grocery store. Previous to that time Northfield, in common with practically all cities, had too many grocery stores. We had ten, all independently owned and in 90 per cent. of the stores they were operated by shop keepers and not aggressive merchandisers. Only one used newspaper advertising space at all and I knew that the chain grocery store would wake up this dead timber that we had in that one department of our community department store. Previous to the advent of the chain grocery Northfield had the reputation in this trade area of being high priced, that largely due to the prices charged for necessities such as certain staple food products and meats. That condition has been changed. Another result has been that the Northfield News is now carrying the advertising of a number of our groceries and meat stores, all but two of these being locally owned.

While granting that the growth of the chain system both in retail merchandising and in banking creates a very serious situation for the small town, I cannot agree with you that it is so serious a threat that unless the country newspapers take a strong stand on your suggestion they are doomed to disaster." It is a subject that deserves discussion and with your introduction I may use the columns of the Bulletin to encourage such discussion.

Herman Roe,
N. E. A. Field Director.

Feb. 6 I wrote T. O. Huckle, publisher of the Cadillac Evening News, as follows:

My dear Mr. Huckle—I am pleased to receive your subscription to the Tradesman, because I believe you will find many things in our paper which will interest you, especially the suggestion I am making to the country press that they decline to accept advertising from chain stores on the theory that if the chain stores gain the supremacy the town goes down and the country newspaper goes down with it. If I see the future—and I think I see it right—the country papers of Michigan will not be worth ten cents on a dollar ten years hence unless the activities of the chain store along monopolistic lines are checked. You may not agree with me. I presume there are other good fellows who are of the same mind you are, but I have been intimately connected with the retail trade for sixty years, either as a clerk in a store or as publisher of a trade paper catering to the retail trade. Because of this sixty-year experience, I think I can dip into the future as far as anyone of whom I have any knowledge.

E. A. Stowe.

To this letter I received the following reply under date of Feb. 11:

Dear friend Stowe:

I have your letter of Feb. 6 and it seemed good to see that familiar signature as it brings back memories of a man who has been pioneering for the betterment of the retail merchant ever since he left Reed City nearly sixty years ago to cast his lot in Grand Rapids.

I have read with interest your eight points enumerating your accomplishments and you are to be congratulated.

While I do agree with you in a great deal in what you have had to say concerning the chain store situation I am afraid you are missing the most vital angle of the whole situation—the apathy of too many of the owners of "home owned stores."

To back up this statement may I state that many many local merchants are too afraid to launch out for more

progressive business methods. Ever since the holidays I have been talking with a number of our local merchants relative to putting on sales and cleaning up their overloaded winter stocks. About the only come-back that I have received is that times are too quiet and it would not pay me as people do not have the money. The enclosed newspaper clipping plainly answers their argument in that with exclusive newspaper advertising the Cadillac Montgomery Ward store, last Saturday, had the second largest cash day business since the store opened in Cadillac in 1928.

If more local merchants, instead of all the time harping at chain stores, would wake up themselves and use more progressive business methods they would be much further ahead. How many of the proprietors of home owned stores actually have modern store fronts, attractive window displays, proper lighting, pleasing and alert clerks, well displayed merchandise and, above all, up-to-the-minute merchandise? It seems to me that the home owned stores can well afford to spend many hours in analyzing these points in connection with their own stores.

Too often the local business man looks askance at the newspaper publisher when he goes in to talk advertising and merchandising problems with him, instead of realizing that the live newspaper man of to-day gets out in other communities and realizes a great many things which are taking place, whereas too many proprietors of home owned stores are willing to sit back and rest on their oars, instead of getting busy in pulling the boat (their business) upstream.

Now please do not interpret this letter as taking the part of the chain store, but rather a plea on behalf of the home owned stores to wake up and meet modern day competition.

T. O. Huckle.

Anent the above the following letter comes to me from a leading independent merchant of Cadillac:

Cadillac, Feb. 14—T. O. Huckle, publisher of the Evening News, was in my place of business yesterday and he told me that he had written you a letter telling you why independent merchants did not do more business. He also told me that he had just gotten a \$300 check from Montgomery Ward & Co. for his last month's business with them. The fact of the matter is, he is strong for the chains and is just trying to cover up, so I am writing you and also sending you some of his papers, so you can answer him properly. Better tell him that he had better take a photo of some of those checks, for they won't always last. In these papers you will find that he prints some advertisements which I believe would make him liable before the Federal Trade Commission. The one on tires for Montgomery Ward, Home Owned Stores for the "R"s, also note deception where he shows where J. C. P. Co. spent \$2,303,268 locally.

When Mr. Huckle came to Cadillac, he had a great aversion to what he called free advertising and would not mention the name of any business place. He would say so and so has accepted employment at a local business place or is on a vacation or home sick, but now he has his local department full of chain stores, even on the front page. I am sending you some papers and will mark same. The one on the "R" home owned store I sent to the Federal Trade Commission. That is changed.

The past few days he has had his local department full of people working at Wards, but where one is on a vacation from an independent store he does not make any reference thereto under any circumstances. The same has hap-

pened at Wards and will happen again.

I have carefully scanned the papers sent me by my correspondent and am frank to admit that they disclose a disposition to favor the chain stores which must be anything but agreeable to the independent merchant and civic well wishers of Cadillac. The city of Cadillac has come to the parting of the ways, due to the fact that the timber interests in that vicinity are nearing exhaustion. Because of this condition, every loyal citizen of Cadillac must bend every energy to keep the city from going down hill. The most essential feature which exists in Cadillac at this time is to keep every dollar made in the city at home and keep it constantly employed. The chain stores and Montgomery Ward & Co. are the greatest menace which confront the city, because every profit dollar they make in the city goes out of town once a week — NEVER TO RETURN. In crying down the efforts of the independent merchant to serve his community the best he knows how and in extending outstretched hands to commercial vultures to rob the people of their birthright, Editor Huckle places himself in opposition to the city's best interests and allies himself with the enemies of progress and advancement. No forward step can be taken by Cadillac so long as the editor of its only daily paper continues his unholy alliance with the cohorts of ruin and disaster. I am sorry to be compelled to utter such condemnatory words in connection with any man—much less an exceptionally able man like Mr. Huckle, who has previously scored outstanding successes in the publishing business in other localities and who could, if he would, be the Moses who could lead his town people out of the dismal outlook which now confronts them—through no fault of their own. In taking the stand he does he is like the man who permits the dollar at the end of his nose to obscure the moon of gold further on.

Leon Foster, manager of the Quality store, at Blanchard, writes me as follows:

"We appreciate your interest in the independent merchant and depend on you to keep us informed about crooks, etc., who are preying on the business man. We feel we could not get along in business without the information the Tradesman furnishes us.

"What do you know about the R stores? We have the opinion that they are similar to the other chains. Only they get the merchant in on it and let him down, get him to run the store to give the public the idea it is a home owned store. fire him if they see fit and he finds himself out of business and money, too.

"If we understand aright the merchant sells his own store and buys back, not stock in his store, but in the R Stores, Inc., so he is only a stockholder in the entire chain. So the store is not home owned at all.

"Perhaps it would help out if the

public knew these things if they are true as we hear them."

I think Mr. Foster has described the situation with great accuracy. It is preposterous to refer to an R store as a home owned establishment, because it is neither owned or managed by home people. A controlling interest is owned in Detroit. Instructions regarding the conduct of the store emanate from Detroit. The manager of the R store is bound down with rules and regulations quite as irksome as those which define the duties of an A. & P. or Kroger employee.

The Grand Rapids City Commission did a courageous act Monday—considering the nearness to election—in voting a reward of \$500 for the apprehension of the person who bombed two moving picture houses within fifteen minutes of each other early Sunday morning. If the Commission had meant business, it would have voted to place \$500 in the hands of Superintendent of Police Carroll. He would have gotten action inside of a week, because he knows where the bombers make their headquarters and the unions which employ them to destroy the property of non-union employers. The Detroit typographical union had a thug of that type in its regular payroll for several months. It had a regular schedule it paid for breaking an arm, causing total blindness or cracking a head. This information was embodied in the regular record books of the union. The books were seized by the police department and photographic copies of the records are in existence. The same tactics are employed by every union organization. The man who joins a union automatically becomes a liar, a thief and a slugger—or an employer of sluggers. He takes an iron-clad oath which effectually precludes him being a Christian or a patriot.

The penalty for selling short weight goods is \$20 to \$100 for each offense. An A. & P. manager at Morenci is found to have ninety-eight packages of short weight goods in his store which he has put up for the afternoon trade—and the criminal settles the charge against him for \$26. If he had been fined the limit of the law (\$100 for each offense) he would have had to pay \$9,800, instead of \$26. What kind of law enforcement is it that lets a self-confessed thief off on the payment of 27 cents for each offense? If a boy had entered the store and stolen a dollar out of the cash drawer or a package of goods off the counter, he would have been sent to the reform school until he was of age. If a man had committed the same crime he would have received a still longer sentence in a penal institution. What is there about the cheap crooks who are made thieves by their chain store employers that they should get off by the payment of 27 cents per crime when the law makes the offense punishable by a fine of \$20 to \$100 in the discretion of the justice of the peace?

The whole matter reverts back to the weak kneed official who works up

the evidence and prosecutes the violation, the fool justice who tries the case and the merchants who stand back and fail to insist that every violation of the weights and measure law be adequately punished, instead of being so treated as to become a mockery of justice.

The writer has no patience with any officer of the law who trifles with criminal statutes in this manner. If the independent merchants who live in towns where these wretched fiascos are constantly taking place would do their full duty in the premises we would have the chain stores whipped to a finish inside of six months.

E. A. Stowe.

Late News From Black Lake.

Holland, Feb. 17—Owners of radios listened to an address delivered by an able speaker on Friday night, Feb. 15, on the subject of chain stores. The speaker quoted liberally from pages of the Michigan Tradesman. Last night Charles Langelein, of the Holland Furnace Co., in an address before 300 merchants and their guests read an article published in the Michigan Tradesman on the subject of inattention to customers by sales persons and commented thereon. He urged hearers to give more attention to the conduct of sales persons.

Ladies who have examined stocks in the Montgomery Ward store state that the goods offered contain little value aside from their cheapness.

At one large store, the owners of which are said to be over pious, the shades of windows are tightly drawn on Sundays and at night, concealing their contents. Other stores, notably the chains, expose contents of windows at all times.

Warm Friend Tavern furnished food for 150,000 persons during the year 1929. Linen and table ware were stolen, dishes and glassware broken, food spoiled or wasted and yet a satisfactory profit was realized from the service.

Mrs. Charles A. French, wife of the publisher of the Daily Sentinel, is spending the closing winter months with the family of her brother, W. S. Burns, in St. Petersburg, Florida.

Two former preachers of churches in Grand Rapids, James Mayer, Reformed, and Dr. I. C. Willits, Methodist, are pastors of important churches in this city. Dr. Willits supervised the erection of the First Methodist and Mr. Mayer the Bethany Reformed church in Grand Rapids.

Arthur Scott White.

When On Your Way, See Onaway.

Onaway, Feb. 18—That's what George Abbott, of Grand Rapids, did, slipped into Onaway and visited over Sunday with his parents. His bulky 240 pounds avoirdupois makes quite a showing while trying to manipulate a slippery pavement.

Anyway, between twelve and twenty-two below zero has been popular around this section the past week. World of snow, icy pavements and a good old fashioned Michigan winter keeps things moving and no complaints. Such weather helps in the appreciation of the coming spring.

No robins have been bold enough to show the color of their breasts up here yet. The chic-a-dees, together with bluejays, downy and hairy woodpeckers seem to predominate among the welcome varieties. The usual flocks of snow-birds grace the snow covered fields, while the evening grosbeaks and purple finches are not as plentiful as during previous years.

Squire Signal.

As Your AGENT

We can relieve you of all the routine care involved in the ownership of your securities.

Your securities are yours, always immediately available, but the responsibility for their care and custody is ours.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

If It Is Time For Action, Why Not Act?

In the February 12 issue of the Michigan Tradesman appeared an article headed, "Now is the Time For Action," and signed by my good friend, Herman Hanson, Sec'y. I think Mr. Hanson has analyzed the situation and stated most of the facts in fairly comprehensive fashion. He states that while some have battled at the syndicate mergers consistently, even in times past, Mr. Stowe may well be conceded to be the pioneer in this work. One or two community papers in Grand Rapids labored along this line, one even as far back as eleven years ago, and is still at it hotter than ever.

Mr. Hanson states retailers are reporting increases in their sales exceeding last year, and adds "finally the worm is turning." Then he asks a very pertinent question, or rather several of them, namely what are retailers doing and going to do, to keep business coming? What will be the reaction when the public is fed up on radio programs and isn't the price tag to continue as the apple in the Garden of Eden, tempting the public to another fall? Isn't the public apt to forget easily?

Mr. Hanson wisely suggests the value of strong Better Business organizations. Now I trust I may be pardoned for carrying this matter along a step farther. The Michigan Tradesman is a trade journal, a text book for better business methods. In such a journal it is permissible to meet dealers on a level plane, face to face with frankness, provided what is said comes in a spirit of helpfulness.

I hold no brief for the much radioed MMM, emanating from the South. Still Henderson seems to see the light, as does Mr. Hanson in regard to organization. When seventy-five to 200 merchants band together in one town, in many states, and cough up \$12 apiece to join any anti-chain organization there should be hope for more intimate, local organizations. The retail association of Grand Rapids should number as active members every legitimate dealer in every line in the city.

In regard to having the public fed up on radio programs it is certain that with the coming of summer any and all radio efforts will wane. Many folks own no radio, many do not happen to listen in at the hour the anti-chain messages are on the air. Hundreds turn the dial on practically all "speeches" or "talks." This leaves a vast audience not getting the compelling truths sent out by WASH, KWKH and some other stations here and there. Summing up all angles of the question, it would seem that we must revert to the newspaper as one answer to the problem of keeping the public constantly informed as to the truth.

I publish a community newspaper. I am devoting columns to the anti-chain fight with real results reported throughout the territory. Other community papers and many country weekly papers are doing good work along this line, reaching a large audience missed by the radio. It all

helps. I am certain—not because I am a newspaper man, but from exhaustive research, enquiry and reports received, that if the retailers would combine on consistent, steady newspaper space it would go far toward maintaining steady interest. Frankly, the majority of retailers are not-profiting by the chain store example of newspaper advertising, any more than they have profited by examples of better store displays, store arrangement and elimination of waste. The expense for, say a group of twenty-five or thirty independents, to use a full page in any weekly paper would be negligible. It is, of course, up to individual firms to figure out their own particular advertising.

In regard to the price tag temptation the Capper-Kelly bill is going to aid retailers materially. Nationally advertised, established brands will not be available for "cut bait" if this bill goes into effect. If the Packer's Consent Decree is not modified and the Capper-Kelly Fair Trade bill enacted, those chain syndicates now capitalizing on the millions spent in National advertising by price cutting methods will lose their most effective appeal to a misinformed and misled public mind.

Mr. Hanson has rightfully proclaimed this as a "time for action." One way is to immediately get in touch with our senators by mail, in favor of the Capper-Kelly bill—it is known as House Roll No. 11—as the bill is out of committee, reported favorably and recommended for enactment. This is a concrete way retailers all over Michigan, Indiana and Ohio can act at once. Just a letter or postal to your congressman or senator, and say "Pass the Capper-Kelly bill." That will smear up their price tags.

It is up to independents in all lines to show definite appreciation of the efforts being made for them. Many of them have not contributed one cent to any of the agencies engaged in the fight. "Human sponges." But if they are good sponges—no matter. But play fair, independents. When you land some of the former chain customers make them like your way of doing business so well you won't need to worry about the future. But do not forget that both John Wanamaker and Marshall Field held out as a maxim for successful retailing, "Use the newspapers." They might have added under existing circumstances—use the newspapers which play the game with you.

Hugh King Harris.

Big Business.

A few years ago a man with a big stick, was by the hand that guided this Nation through the years, placed at the head of this Nation, for a purpose. The trusts held the Nation in their grip, but President Roosevelt broke that grip. To-day a mightier and possibly, more powerful, gigantic force has organized to bring this Nation into a bondage never before dreamed of. Big businesses have been shown up as leaders in law violation as well as in attempting to centralize all business in Wall street. They blind the eyes of the people by trying to convince them that they were saving them money.

But the important thing is, what

would be the result if these forces were successful? Our country would be in the grasp of powerful forces that would make our people simply slaves to the great money power of Wall street. But again a real leader, W. K. Henderson, has sounded the battle cry and with the forces under President Hoover, brings big business firms to account. The people have awakened to the danger and the American people will throw off this yoke and assert their independence and keep this country for the generations that are to come.—Saranac Advertiser.

Business Articles Bite Deep.

A friend sends the Tradesman a letter he recently received from Paul Findlay, the highest priced trade paper contributor in the United States, containing the following paragraph:

"It is both my thought and in line with my experience that specialized magazines lose much force through too strict specialization. For example: Michigan Tradesman is one of the most influential papers anywhere in the

trade field—perhaps the most influential single one of all. The central reason for this is that it carries material of interest to all from all angles. It does not stop at business. It is a family magazine, a weekly visitor which may well be about the only general reading that goes into many homes, both large and small. Hence its BUSINESS articles bite particularly deep."

Summer Hardware Orders Start.

Hardware jobbers are beginning to show an interest in Summer specialties and have placed some small orders in the market this week. One-gallon thermos jugs for the use of motorists and small-sized thermos bottles for homes have been purchased. Delivery toward the end of next month has been specified. Styles and prices in the thermos lines show little variation from last year. The early orders, however, are said to be smaller than they were a year ago. Retail buyers are not expected to start ordering for several weeks.



"I just arrived, Sue"

Let your family hear from you each day you are away from home. A long distance telephone call is reassuring and satisfying. The rates are surprisingly low.

\$1.50 or less

you can call the following points and talk for **THREE MINUTES.**

From	Day Station-to-Station Rate
GRAND RAPIDS to:	
EAU CLAIRE, WIS.	\$1.50
IRON RIVER, MICH.	1.45
MARQUETTE, MICH.	1.45
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SPRINGFIELD, ILL.	1.40
MACKINAC ISLAND, MICH.	1.20

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

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.

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

**MICHIGAN BELL
TELEPHONE CO.**

FINANCIAL

Review of Business Conditions in Michigan.

A number of developments in recent weeks lend support to the belief that recovery from November and December lows in industrial activity and trade may be more rapid than from the 1921-22 depression, according to Dr. Ralph E. Badger, vice-president, and Carl F. Behrens, economist, of the Union Trust Company, Detroit. In January the volume of bond issues was nearly normal and proceeds of these issues should, in large part, find way into the labor and materials markets. The daily rate of steel ingot production, usually considered a good barometer of business, increased 21 per cent. in the initial month of 1930 as compared with December, 1929. This series is usually higher in January than in the previous December, but the increase is normally only about 12 per cent. The automobile industry also showed a greater than normal recovery in January. The seasonal factor in this series normally calls for an increase of about 5 per cent. over December production, and this year production increased from 120,000 to 300,000 passenger cars and trucks.

Of more significance than any of the preceding developments was the reduction last week of the rediscount rate at the New York and Chicago Reserve banks from $4\frac{1}{2}$ to 4 per cent. Although following closely a decrease of the Bank of England's rate from 5 to $4\frac{1}{2}$ per cent., the downward revision in the domestic rate is to be found in the declining price level. Such a reduction, it is hoped, will arrest the price decline which has persisted almost without interruption since late in July, 1929, and which has amounted in that period to about 8 per cent. for all wholesale commodity prices. Although the decrease carries with it the threat of increased speculative activity there is, no doubt, hope that the lessons of the final months of 1929 are still well enough remembered to prevent any radical departure from a real business basis for stock price advances in the immediate future. The decrease in the discount rate may also provide additional stimulus to the bond market and thus make it easier to float the new issues from which funds are to be derived for carrying out President Hoover's program of industrial stabilization and reconstruction.

Recovery in the stock market has been rapid, especially during the last fortnight. There is still enough uncertainty in the industrial situation, however, to raise some doubt as to the extent to which this advance will continue.

In general Michigan business, as indicated by reports received from a number of bankers and other industrial leaders in the State, has recovered quite satisfactorily during the past month. Recovery in the automobile industry has been rapid, production during the month of January being estimated at 300,000 as compared with actual production of 120,000 cars and trucks in December and 401,000


in January, 1929. Relating January, 1930, production of the several manufacturers to January, 1929, one finds a wide variation of the ratios. For one of the largest producers of low-price cars production is 85 per cent. of its January, 1929, output. On the other hand, another producer of cars in the low-price class, and cars in the medium-price range as well, cut its schedule to 26 per cent. of its January, 1929, rate of operation. In general, output for the other important producers of motor cars in January was at 70 to 75 per cent. of the January, 1930 production. Production in the first week of February made further gains, almost equalling 1929 production for the same period.

Reports from furniture producing centers indicate manufacturing activity at present as below normal but improved over 30 days ago. The tendency for farmers to use more and more machinery, thus supplanting high cost labor, and increasing profits by decreasing cost of production, finds reflection in the normal operations of farm implement manufacturers at this season. Cereal manufacturers are still producing at near capacity and Battle Creek is said to be one of the brightest spots in Southwestern Michigan. Paper mills in one part of the State are operating part time only but conditions generally in the industry are only slightly below normal for this time of year. The status of the chemical industry is good, operations having been curtailed very little in the period since the stock market collapse.

An enumeration of the reports from cities in Lower Michigan shows about 65 per cent. reporting business as below normal but a large number of these indicate a steady improvement since the first of the year. In the Upper Peninsula, conditions appear to be much better. Logging is going ahead at full pace, mines continue to operate at a high rate and saw mills in one center are working overtime.

Electric power production for two of the principal producers of electrical energy in Michigan amounted to 124 million kilowatt hours in January as compared with 160 million a year ago and 103 million in December, 1929. Building activity in the State is very definitely depressed. Building permits issued in Detroit during January were only 62 per cent. of the value of permits issued a year ago, and for a number of cities outside Detroit the figure is about 30 per cent.

The situation in agriculture varies in different sections of the State according to the kind of commodity produced, but in general the farmers' income will be lower this year than last. Potato prices have been very unsatisfactory and probably 50 per cent. of the 1929 crop still remains to be marketed. The cost of milk to the consumer has been reduced recently, and this will naturally result in lower returns to the dairy farmer. Nor can he look to the butter market for relief since butter prices also have dropped because of an accumulation of large stocks of butter in the last few months. The position of the grain farmer is not much better than that of

 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

other farmers for grain prices have weakened considerably since the first of the year. Cattle feeders will find their profits cut by the fall in livestock prices.

The employment situation the Upper Peninsula has not been serious all winter, and conditions in Lower Michigan show some improvement over November and December. In Detroit, about 8 per cent. more people are gainfully employed than in December and this may be taken to be the amount of improvement in other automobile manufacturing centers, such as Flint, Pontiac and Lansing. It is of interest to note that whereas most of the reports received indicate employment as less than a year ago, a large number state that employment is increasing.

The inclement weather of the mid-winter months has caused sales of winter goods to be very satisfactory. In other branches of retail trade business has been only fair. Of the 62 reports received on retail trade only one showed conditions better than normal. A large number of areas report slow collections. Wholesale trade has improved greatly as compared with conditions in November and December. Spring buying by the retail group is said to be very little below a year ago and collections have been good.

Little improvement in the money situation has occurred since the first of the year, although the normal liquidation of short term paper used to finance holiday trade, has occurred. The areas which have funds insufficient to meet local needs are located in the manufacturing sections of the State, none of the Upper Peninsula reports indicating such a condition. Out of forty reports dealing with the borrowing situation only two show conditions as poor, seventeen indicate a normal demand for funds and twenty-one a big demand. This demand for funds would seem to indicate a rather optimistic view of the future by such borrowers. Local money rates should eventually become easier, reflecting the reduced rediscount rate at the Chicago Federal Reserve Bank. At present, however, there is little change over a year ago.

Any forecast of Michigan business for the next month or two must, of necessity, be made with the seasonal characteristics of the automobile industry clearly in mind. During the last seventeen years total production of passenger cars and trucks in the United States in February has registered a gain over January sixteen times and equalled it once. In the same period March production has exceeded that of February without exception. In nine years of the seventeen the peak of production has been reached in April and in three years it was at its high point as early as March. Thus it appears highly probable that further improvement in Michigan's chief industry will take place during February, March and April, and this should reflect an improvement of general business during that period.

Wayne W. Putnam,
Director Public Relations, Union
Trust Co., Detroit.

Develop ability by exercising it.

Same Old Stock Theory Holds.

Long before Edgar Lawrence Smith became president of the Irving Investors Management Company he wrote a book on "Common Stocks as Long-Term Investments" that immediately attracted Nation-wide attention. In that original bit of research work Mr. Smith, who, incidentally, had started out to show the superiority of bonds over stocks, discovered stocks possessed some rather startling investment advantages over bonds.

Apparently the recent stock crash has not changed Mr. Smith's attitude. In a recent talk before the Corporate Fiduciaries Association at Boston, Mr. Smith said: "The recent break in stock prices, amounting temporarily to a shrinkage of from 45 per cent. to 50 per cent. in quotations for industrial stocks, has raised questions in the minds of a few with regard to the validity of what is sometimes referred to as 'the common stock theory.' But this rapid decline in prices, occurring in the brief space of two months, has disclosed nothing which differs from past history of stock price movements. It affects in no way the conclusions we may have reached with regard to the long term investment attributes of a well diversified holding in carefully selected common stocks."

His argument is that those who have held stocks for the last year and a half or more have lost nothing in capital value whereas their income actually has been increased. Those who "have held good stocks for longer than this brief period still have a definite appreciation in market value of their holdings, as well as increased dividends."

What Mr. Smith points out is that actual losses from the recent crash were suffered primarily by those who were speculating heavily on borrowed funds and by a smaller number of timid investors who bought near the 1929 highs and then were frightened into selling during the panic.

Now this authority does not make the mistake of saying that investors in entering the market should completely ignore the activities of speculators. Even investors do not like to buy on an inflated price structure. Perhaps the best way to recognize an inflated price structure for common stocks may be found by taking account of the swollen volume of loans against stock collateral at exorbitant rates of interest."

Paul Willard Garrett.

[Copyrighted, 1930.]

Scale Cuts Overweight Losses.

A scale featuring a dial which accords over an inch to the registration of a quarter of an ounce is being displayed. It is designed to eliminate the losses resulting from overweight in the manufacture or sale of bulk goods. An error of either overweighting or underweighting is visible at a distance of thirty feet. The dial accomplishes this by holding at zero when the exact weight desired is balanced on the weighing beam, and swinging to the right for overweight and to the left for underweight. The scale, the makers say, requires no leveling or adjusting for different positions.



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Established 1860—Incorporated 1865 — Nine Community Branches

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Los Angeles

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MERCANTILE OPPORTUNITY.

Its Application To Hardware and Implement Dealers.*

In determining what opportunities I, as an individual hardware dealer, have in merchandising at a profit, I must study my community and the general trade area that I serve.

The average Henry Brown that I am gives me no special advantages over any of my competitors. I must build up and maintain my business with my own resources and the good will of my organization towards my customers.

Grand Rapids, the town in which you are now visiting, is where I am in business. As you know, it is a town of about 200,000 population, and the furniture capital of America. In other words, a city where most of the manufacturing is furniture. The town also has a goodly number of other industries which makes it a conservative town in which there are no real booms or no real depressions.

We are only a few blocks from the heart of the city in a district where there is some manufacturing. Throughout the city are many beautiful homes. We are second in the United States in home ownership. Naturally this cuts down the floating population. Surrounding our city is a favorable amount of diversified farming.

I would class our business by saying that the majority of our trade is from the rural community, with a fair amount of business from the individual home owner and a small amount from the manufacturer.

In a radius of four or five blocks we have seven legitimate hardware stores, one mail order house, several individual paint stores and department stores where household hardware and kitchen supplies are sold. With these conditions to face we find it is necessary for us to go to the customer, keeping two men out continually, selling, spreading the gospel of good will and collecting. They are equipped with Model T pick ups, so they can deliver merchandise as well as sell it.

We have a good dairy country with its pure bred stock and a large area of fruit farms which consist of apple, peach and pear orchards. A number of market gardens and greenhouses warrant our having a seed department. This gives us a variation in our class of trade, one which is not dependent on any one crop.

I believe in going after the business that I like to sell and the class of people I like to come in contact with. The majority of our business, as I have said, comes from the rural people. I feel that I can get a larger volume in the goods I like to sell than in merchandise that I dislike to sell.

If a manufacturer wants to buy some special machinist tool or something of that order, he will go to my neighbor, a block from me, as I do not fit in the picture; but if a farmer comes to town and wants to buy a hay loader, a mowing machine, a roll of fence, a ton of fertilizer, a power sprayer or something on that order, he would prob-

*Paper read at Michigan hardware convention by Henry A. Schantz.

ably call on me and I am satisfied we could serve him satisfactorily.

Having a fine fruit country, it is necessary to have all types of sprayers, both large and small. Not only do we specialize in these sprayers, but we believe in the repairs and service which go with them. As it is necessary to have spray machinery for these orchards, likewise it is necessary to have spray material for them. We go to a great deal of trouble to know just what kind of material to use for the different insecticide and fungicide sprays which are necessary, also just what the proper time is for the application of these materials. We keep in touch with our horticultural experimental farm which is run by the State for the purpose of advising the farmers how to care for and spray their orchards. In trying to make this service complete we find that a good many of the materials which are used for spray, such as lime and sulphur, arsenate of lead, black leaf 40, Bordeaux mixture, arsenical and sulphur dusts are materials which are sold with small margins.

The question comes up, does it pay to handle these materials? On the other hand, how much money do we spend on advertising to get our customers in the store? How much effort do we put forth to sell loss leaders? Then why shouldn't we sell these spray materials which go right hand in hand with the sprayers and by so doing get our customers constantly coming in to us for their necessary requirements?

Henry Brown, as a dealer, must face the fact that it is not necessary to have the same marginal mark up on all classes of merchandise he sells.

In the present days of mail order and chain stores we should keep every department that has an element of service connected with it.

If Henry Brown has been selling and installing plumbing, furnaces, sheet metal work, water systems, by all means he should continue to do so. Don't take the line of least resistance and get the idea that selling goods in the front of the store should make your living. Our best tie-up with our customers is the service which requires set up and installation by trained men in their respective work. This is poison for the mail order houses and chain stores because they do not give service of this kind.

If you have one or two men able to do general repair work you will find this to be a real asset to your business. We keep from one to three men busy on installation work, repair work, and service calls. If your volume of business is great enough to keep these men the year around you will find that you can use them in the erection and installation of machinery, plumbing, etc.

There is not a day passes by that we do not have service calls, because we make a practice of doing this work. I believe this is one of the best means of getting the good will of a customer—that of helping him out when he is in trouble. When you do service work, charge so that a reasonable profit is made.

Another good way of keeping in touch with the customer is by direct mail. I heartily approve of good mailing lists. We have several different mailing lists, one for dairy customers, one for poultry customers, and one for spray customers. If we want to call our dairy customers' attention to some special item we have ready access to the proper list.

One of the best advertising methods I know of is to have an opening day, tractor school day or whatever you wish to call it. Several years ago it was our custom to set aside a whole week for this purpose. However, we find that one day, with the right kind of effort put forth behind it, brings a good deal of sales opportunity to the dealer and helps to create a general good will between customer and dealer. We plan on this day several weeks ahead. We send out general personal invitations to our customers in the surrounding community. We have instructive salesmen with us from the factory to explain the merits of different machines and to take down and assemble machinery. We do not try to sell merchandise of any kind but make it an educational day, with a free dinner at noon and articles of merchandise are given for attendance prizes.

We have found through statistics given us by the National office that consumers spend about 1.23 per cent. of their total income for orthodox hardware. By adding on other lines of merchandise that can be sold by a hardware store or other types of

(Continued on page 31)

GEO. B. READER

Wholesale Dealer in
Lake, Ocean, Salt and
Smoked Fish
1046-1048 Ottawa Ave., N., Tel. 93569
GRAND RAPIDS, MICH.

SECURITIES SERVICE DEPARTMENT

We buy, sell and quote all unlisted Stocks and Bonds and are particularly interested at present in Western Michigan bank and industrial stocks, also interested in financing well established concerns.

The Industrial Company

Associated with
Union
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Resources over
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Petter, Curtis & Petter, Inc. offers investors instant execution of orders through direct wire connections with Spencer Trask & Company, members of New York and Chicago Stock Exchanges and New York Curb market—with branches in the leading financial centers of the world.

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Willingness to investigate openmindedly is the Basis for Progress—particularly in investments.



MUTUAL FIRE INSURANCE

Fires Claim Many Lives in 1929.

It is difficult to think of a more horrible way to die than by fire. In 1929 the red hand of fire snuffed out many lives. Ten outstanding fires have been chosen from the news of the world as those attracting the most attention and, therefore, receiving the greatest publicity.

It was once pointed out by a great scholar that the progress of civilization is only made over the dead bodies of pioneers. So, too, the progress in fire prevention and fire protection seems to await such horrible catastrophes as these ten fires to arouse consciousness of the fire danger. In an editorial of January 17, 1930, the New York Herald Tribune pointed out that the public concern over the so-called parrot fever was quite out of proportion to the seriousness of the problem. Suppose a dozen people in the United States had really died of Psittacosis (parrot fever), there are at least as many deaths due to fire each day and only those actively working to prevent fire seem to worry about the appalling loss.

On March 12, fire occurred in a motion picture theater in a Russian village, resulting in the death of 120 persons in the flames and from the stampede that ensued. Two months later, on May 11, five people lost their lives in a fire in a tourist hotel situated in Amarillo, Texas. Then, on the 15th of the same month occurred the catastrophe at the Cleveland Clinic. In this instance, 124 lives were lost, mainly, however, from the deadly gases generated by decomposing X-ray film. At Canton, China, in the compound of the Eastman Hospital on June 21, occurred an explosion and fire which resulted in the death of 80 persons. The scene of the next catastrophe was set in Gillingham, England, on July 11. On that day a fire rescue test was conducted and flimsy structures erected for the purpose. In some way these became ignited before the pre-arranged time and fire took the lives of ten cadets and five firemen.

Coming back to America, on September 20 a cabaret in Detroit, known as the "Study Club," was visited by fire which resulted in the death of eleven men and nine women who were either burned or trampled. The victims had no opportunity to escape as the fire spread quickly by means of the flimsy decorations, partitions and furnishings. Then on over to the movie metropolis in Hollywood; a fire took place on October 24 in the Consolidated Film Laboratories, killing one more. In New York City, ten girls and men were killed on December 10 in the Pathe Studio fire. On December 16, four women were killed by a terrible fire in the O'Connor Paper Box Company at Baltimore.

Paisley, Scotland, was the scene of a horrible catastrophe on New Year's Eve. Fire broke out in a movie theater crowded with children. Although there was but little danger from the fire in this instance, the panic-stricken children jammed the exits

and seventy-two were trampled or smothered to death.

In our own country there is the same universal fear of death by fire but there appears to be a greater tendency to take a chance with fire hazards. Here, fire takes an annual toll of 10,000 lives and almost a half-billion dollars in property losses.

A large percentage of deaths from fire occur in homes. This is hard to understand in progressive America where so many advantages are within the reach of the average household. Homes can be made comparatively safe against the inroads of fire and the life hazard will then be greatly reduced.

Simple, well-known precautions are all that are necessary. One of the most important elements is to build in such a way that fire will not spread rapidly. Buildings that are constructed or remodeled in accordance with the Recommended Building Code of the National Board and wired to meet the requirements of the National Electrical Code, do not invite flames to enter and oftentimes retard fire that has started so that little damage is done and the occupants are able to escape injury.

Tribute To Soldier and Business Man.

During his comparatively brief life, Colonel Leonidas S. Scranton was engaged in business, political and military activities. Col. Scranton was a native of Covington, Wyoming county, New York, a state which supplied many valuable citizens to the State of Michigan. Early in life he was afforded opportunities for obtaining an education in the public schools and an academy at Romeo. He had a strong penchant for mathematics and civil engineering. At the age of nineteen he was a member of a surveying party under the direction of William A. Burt, assisting in the survey of township lines in the Upper Peninsula. He continued in that field of employment several years. In 1845 he was in command of a surveying party on the mineral range of the Upper Peninsula, employed by the famous geologist, Dr. Douglas Houghton, who was drowned while in the pursuit of his profession. In 1847 Col. Scranton located on two sections of land in the township of Grattan, Kent county.

Col. Scranton entered upon a political career in 1856 and was elected Register of Deeds for Kent county two successive terms. There was but little labor to perform for the public in his office and the Colonel decided to make abstracts of the titles to real estate entrusted to his care on a plan originated by himself. The value of his work in that particular line was speedily recognized when the records of Kent county, stored in a rickety old wooden building located on the Southeast corner of Monroe avenue and Lyon street, were destroyed by flames. The county paid Col. Scranton a liberal sum for his abstracts.

Col. Scranton entered the Federal army in June, 1861, as a lieutenant of the second Michigan cavalry and spent several months at St. Louis in the instruction camp under General Gordon Granger. His first battle was at

New Madrid, where he acquitted himself bravely. Later he was in the siege of Corinth, Miss., under General Sheridan. June 1, 1862, in a fight at Brownsville, he withstood a heavy assault of the enemy until relieved by the main army. For his service on that day he was promoted from lieutenant to a captaincy. During the three years following the action at Brownsville he was busily engaged in Kentucky and Tennessee, serving under Sheridan and Rosencrans. As the commander of his regiment he marched with Sherman from Atlanta to the sea, opened the battle at Resacca and fought the enemy gallantly. Buzz and Roost and other battles in which Col. Scranton participated were fought at Locust Mountain and Powder Springs,

where he received his commission as Colonel of his regiment.

After the close of the war, Col. Scranton returned to Grand Rapids, entered into partnership with Silas H. Raymond and engaged in the business of building high grade carriages. Raymond was a skillful iron worker. Their shop was located on the Southeast corner of Louis street and Ottawa avenue. Col. Scranton owned several acres on Division avenue, South of Hall street, where he lived in a commodious house until death closed his earthly career. His partner closed the firm's business and died a few years later.

Arthur Scott White.

A man is poor not because he has nothing, but because he does nothing.

Affiliated with

**The Michigan
Retail Dry Goods Association**

**Insuring Mercantile property and dwellings
Present rate of dividend to policy holders 30%**

**THE GRAND RAPIDS MERCHANTS MUTUAL
FIRE INSURANCE COMPANY**

320 Houseman Bldg.

Grand Rapids, Mich.

**OUR FIRE INSURANCE
POLICIES ARE CONCURRENT**

**with any standard stock policies that
you are buying**

The Net Cost is 30% Less

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

WILLIAM N. SENF, SECRETARY-TREASURER

**THE FINNISH MUTUAL FIRE INSURANCE COMPANY
Calumet, Michigan**

Pays the BIG PROFITS

In the Fire Insurance Business

TO ITS POLICY HOLDERS

**Has paid from 40 to 68% for 32 consecutive years, Issues
Michigan Standard Policies—at Michigan Standard rates.
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ADVANCED MERCHANDISING.

Practical Application of New Day Selling Is Apparent.*

It seems to me that one of the greatest opportunities we have to-day is that of improving our position in the business world through observation, contact and study in and through our hardware associations. Of course, your association is just like your own business. The more you put into it the more you'll get out of it. But show me the member who possesses the spirit of go-to-it-iveness and I'll show you the man who cashes in on his membership privileges.

Contact with successful merchants is a powerful influence in moulding the career of others. Association with men who are doing the job a little more skillfully invariably proves a sure guide and inspiration for greater success. Christian or pagan, no people in history has failed to set forth into some terse verse or proverb its observation and experience on the power of association. "He that dwelleth with wise men shall be wise, but a companion of fools shall be destroyed," said the Greek. "Evil company doth destroy good manners," goes the Hebrew proverb. "Character is formed in the streams of the world," the German proverb has it. And in homely Dutch fashion, the Holland proverb is, "Lie down with dogs and you'll get up with fleas." Thus has the human race recorded its judgment of the power of association. Any average man, and we are all just that, can use his membership contact and privilege to great advantage. Your association membership affords you:

- An introduction to modern methods
- A passport to greater success
- A lesson in business administration
- An influence redounding to the benefit of all.
- An opportunity to help the other fellow.
- An investment in co-ordinated brain power.
- A recommendation to others in the industry.
- And a pleasure than which there is none greater.

Frequent visits to other towns and shopping centers always bring us in contact with new things and new ideas, the application of which in our own business will lead to increased volume and more satisfactory profits. Every merchant owes it to himself and to his customers to keep in close touch with changes as they are reflected in other stores and other towns. By shopping in other business houses we can easily keep in close touch with changes in lines and methods, and will experience little difficulty in making our own establishments up to the minute in all ways. Conferences with successful merchants, including those in lines other than our own, also prove of great advantage in keeping just a little ahead of the demands of to-morrow. Digest the opinions and exchange of thought developed by this convention and you will have food for thought and reason for action.

*Paper read at Michigan hardware convention by R. F. Frey, Past President Ohio Retail Hardware Association.

What greater opportunity than contributing to the happiness and welfare of those around us? Building a better citizenship through our daily intercourse with friends, customers and employees never fails to repay us for what little extra effort we may put forth.

In the old days few business men acquired a civic consciousness. Most dealers were so taken up with the petty details of their business that they failed to see the opportunity presented by folks with whom they came in contact in daily life and living. "Help others and you'll help yourself," is a statement of fact to which we may all well give heed. Join wholeheartedly in unselfish service for civic betterment and we need not worry about results. Don't misunderstand me. We go into this work because we have the proper spirit and love to do it. But you can't get away from the fact that such work has its reward. The hardware merchant who fails to play a leading part in civic activities is passing up one of the greatest opportunities he faces.

Then, too, think of the possibilities right in your own organization. You know that you cannot buy satisfactory sales people—you've just got to train them. It is your great privilege to build up the character, the ability and the education of those with whom you work. The enthusiastic interest and loyal co-operation of your employees must be obtained if you would attain a greater success. Give them real leadership, business training and a sincere personal interest and you can bet your sweet life that they'll be for you until the finish. Someone has said that business is built out of five things, five Ms—Machinery, Materials, Merchandise, Money and Men. Without real men our future is dark. Resolve right now that you will grasp this most important and exceedingly interesting opportunity.

How may I capitalize the opportunity to "sell" my store? This pertinent question is, perhaps, foremost in the minds of many men. Yet how many of us are qualified to grasp this opportunity? How many merchants have effected the changes necessary in their businesses in order that they might be in a position to do a good job of selling?

We must be "doers of the word and not hearers only." "He that buildeth his house upon the sands is like the man who heareth my sayings and doeth them not; but he who builds his house upon the rocks, heareth my sayings and doeth them. The storm comes. The first house fails, the second stands." What has been true in the days of yore is true to-day. We must build our institution upon a firm foundation. We must do the things that we know are demanded of present day business. We must develop a proper background before we can expect to sell our stores. Business and stock control, arrangement, personnel, window displays, publicity, balanced and diversified stocks, service departments; all of these are important factors in developing an organization that dares hope to sell itself and its services.

Having built solidly upon the foundation you know to be so vital, the

next step is entirely a matter of man power. You may have the endurance of Hercules, the reliability of Lincoln, and the ability of Socrates; all to naught if your organization is lacking in enthusiasm, ambition, courtesy and action. Study the lives of the great men in history and of to-day and you will find them aglow with the enthusiasm engendered by a great purpose in life. Follow the experience of any outstanding business success and you will find that action and courtesy have played leading parts in its development.

Successful merchants are keenly aware of the opportunity to gain more business from farm and town through individual and co-operative effort. Many striking examples of effective planning are being brought to our attention. Selling your town or trading center through co-operation with other nearby merchants is of vital importance in meeting competition between towns and cities, neighborhood shopping centers and stores.

Back in the so-called good old days storekeepers did not appreciate the importance of teamwork in business. They seemed to think that the less they saw of the other fellow the better off they were. Each fellow paddled his own canoe and wallowed in the rut of business monotony. Many tradesmen refused to speak to their competitors when passing on the street, and the idea of getting together in conference to plan for more business was pathetically absurd. Had someone designed a coat of arms representing business in those days it probably would have been shown upon a field of mud with bats wings of pessimism. A drab strip running across the field would have represented jealousy, while a raging lion on the shield would have indicated the motto "keep away from me."

To-day we have an entirely different picture. Business men have united in a common cause; for when powerful interests combine and the situation becomes more complex, it behooves independent merchants to get together for mutual good. Thus, the coat of arms to-day is shown upon a field of cherry red, with a diagonal strip of blue representing loyalty and a dove of peace upon the shield indicating our motto "United We Stand." Teamwork with the dry goods man and the other fellow up the street will make your community a more popular trading center. Active co-ordination with the chamber of commerce and all along the line will accomplish wonders and build much profitable business. In these days of competition between trading centers, as well as stores, the fellow who doesn't put his shoulder to the wheel, side by side with business neighbors, is a slacker and parasite and will some day find himself wondering why he passed out of the picture.

Getting more business from present customers is a challenge no aggressive merchant fails to accept. Here is an opportunity the capitalizing of which assures the perpetuity of one's business. A study of our market indicates that many regular customers are drifting to other outlets to purchase

items we stock. Why are we failing to secure this attractive business? Perhaps Mrs. Smith prefers the cheery artistic atmosphere of other stores. Why not make our store just as attractive as any other? Bless you, that is just what we are doing. And we're getting the business, too.

New lines and new items are essential to the growth of any store and do much toward increasing the trade of present customers. Impulse displays, profitable specials, seasonable items featured, talking signs and price cards, these and other things play leading parts in stimulating the purchases of regular customers. Convenient charge accounts, delivery service, comfortable shopping facilities, rest rooms, intelligent advertising, are certain to increase one's business. All of these things will tend to promote customer loyalty and develop habit buying much to the store's advantage.

An ever-present opportunity is that of gaining new friends and customers without which no store can show a substantial growth. Some fellows occasionally get the idea that their business is approaching the so-called saturation point, that there isn't much additional business ahead, but a glance at our survey of sales opportunities easily proves the fallacy of this idea. Old customers die or move away; new business must be developed else volume will slip backwards until profits are wiped out.

There is nothing new under the sun in planning successfully for additional business. Paint up. Clean up. Light up. Dress up the windows and store interior. Catch their eye with an appeal that is real. Here again we face the tremendous opportunity of effectively interesting Mrs. Smith and the younger Smiths. Display and feature the right items at the right time at the right price, and this backed with the right service rendered by the right type of personnel will bring home the bacon.

Every retailer in the hardware industry should extend his every energy toward obtaining a reasonable and legitimate profit through a thorough control of prices and an efficient business administration. We owe it to our customers to realize a good profit else we will find ourselves unable to render an efficient business service. "He profits most who serves best" is certainly true in present day business. The only excuse we have for being in business is to give the public what it needs and demands. To do this job right we must make money; we must be successful.

Now then, what is our greatest handicap in profit making to-day? Why do many dealers experience difficulty in meeting their competition? It seems to me that our greatest difficulty is in getting a good generous profit on items controlled by the hardware industry—things which are not sold elsewhere. Think of the opportunity these lines offer. Let every man here resolve to do his part in 1930 toward realizing a good profit on straight hardware items. Here is a great opportunity for our associations to work through their group meetings

toward the maintenance of prices on items controlled by the hardware trade. Get a good profit on your business items and you'll have little difficulty with the problem of meeting prices quoted by other type stores.

That the year 1930 holds many good things for the master of opportunities there can be no question. The immediate future is pregnant with an abundance of business opportunities for those merchants who know the old-time secret of hard work and action.

Now is the time to go forward with shield and buckler prepared to hold present business. Now is the time to execute our plans toward building new business.

I am supremely optimistic as to the future of the hardware merchant. It would be absurd to suggest that the hardware retailer with his heavy investment in stock and equipment would fail to capitalize his present-day opportunities and successfully meet the requirements and demands of to-day. That's just what he is doing and in most cases with a high degree of success.

The retailer of to-day who would capitalize his merchandising opportunity is already hard at work. He knows the importance of building upon the firm foundation of sound business practices. He has adopted a constructive store policy and is busily engaged in working his plan. He has installed his system of control over business, stocks, expenses, credits and advertising, and is following closely the lead of those principles of business laid down by his association and applied so successfully in other stores.

That the hardware retailer will show great progress in 1930 there can be little doubt. Suffice it to say that in no other line is found the keen interest in advanced merchandising and the practical application of new-day selling, as is apparent to-day among hardware retailers.

Late News From Michigan's Metropolis.

C. S. Lefferdink is in charge of the Detroit office of the Firestone Footwear Co., 4264 Woodward avenue, succeeding C. Magnuson. Mr. Lefferdink comes to Detroit from Columbus and Cincinnati, Ohio. He has had a wide experience in the rubber footwear field in many sections of the country.

The Detroit Cabinet Co., formerly located at 4810 Riopelle street, has moved to 2895 East Grand Boulevard.

Leslie Bergman has taken over the Howbridge Drug Store in Birmingham and is now conducting the store under the name of the Bergman Drug Co. Before buying the store, Mr. Bergman worked there for a year.

The regional offices of the Continental Baking Co. and Bakeries Service Corporation have been moved to the twelfth floor of the Maccabees building. D. G. Brooks, regional manager, and his assistants will have their offices there.

The Adcraft Club has finished its market survey of Detroit, and the report is now being sold at \$5 a copy, it has been announced by the Adcraft

Club research committee. The survey is probably the most comprehensive report ever made on the city of Detroit, it is reported, for it gathers together for the first time all the available statistics.

A. M. Jamison is now representing the Lowe Brothers Co., of Dayton, Ohio, working through the Schroeder Paint & Glass Co., local distributors of Lowe products. Mr. Jamison was brought to Detroit from Pittsburgh where he had covered Pennsylvania, Virginia and West Virginia.

The Gartner Hardware Co., 3224 Biddle street, Wyandotte, recently bought out the hardware store of Raymond Hafeli, 10596 West Jefferson avenue.

Charles Kresin, for many years connected with the Simmons Hardware Co., of Toledo, is now the city sales manager for Buhl Sons Company.

A. D. Aiken was recently appointed head buyer of the drug department of Crowley-Milner & Co. Mr. Aiken has been with the house four years, having started as a clerk in the drug department. Mr. Aiken's duties include not only the management of the drug department, but also the supervision of the chemical laboratories maintained by Crowley-Milner in which most of the company's own products are manufactured. Mr. Aiken spent two years in the company's laboratory as manufacturing chemist. He is a graduate of the College of Pharmacy of the University of Toronto, and a registered pharmacist in the State of Michigan.

A Business Man's Philosophy.

The source of a city's soundest and healthiest growth is the intelligence and energy of its own citizens.

A city is just like a business. The best businesses find their executives right in their own ranks. They make sales managers out of stock boys, superintendents out of apprentices and presidents and directors out of salesmen.

No city is so small that it does not contain within its own boundaries the ability necessary for vigorous growth. Unfortunately, this ability does not always express itself without encouragement. Given bankers and capitalists who are good judges of men, and who like to help young men, a city will grow. Let the city's capital and the city's vision be controlled by a half dozen tight and ugly old crabs, who have quit living and are rusting, and the city will soon be ready for a receivership.

Young men, fresh and eager for conquest, will be rudely and gruffly put down when they venture to set forward. With no opportunities open in their own town, and no encouragement to them, they will seek new parts and attach themselves to communities where brains and energy are welcome.

William Feather.

E. W. Troop, dealer in general merchandise at Perrinton, renews his subscription to the Michigan Tradesman and writes: "I surely want your good old paper. Would not know how to get along without it and don't want to miss a number."

Mohawk Holds To One Rug Opening.

In line with the industry's agreement on uniform opening dates, the Mohawk Carpet Mills, Inc., will hold their annual opening of new lines in December instead of November. They will not participate in the general June opening date, but will make any necessary price revisions at that time. Agreements on uniform opening dates for the floor coverings trade was reached last week by members of the Institute of Carpet Manufacturers of America, Inc. It fixes the first Monday after June 1 and the first Monday after Dec. 1 as the dates for the Fall and Spring openings respectively. A uniform time for the marketing of "drops" has also been set. Mills which guaranteed their Spring prices until next May 10 have extended guarantees to the new June opening date.

Consider Wallpaper Style Board.

Manufacturers and distributors of wallpaper at a meeting in the Hotel Commodore one day last week discussed the proposed creation of a design committee for the industry. No definite action was taken on the plan. According to suggestions made to the Wallpaper Association of the United States, Inc., the committee would pass on all new designs before manufac-

turers go ahead with production. Earlier in the day the wallpaper men had conferred with representatives of the Federal Trade Commission and decided upon minor changes in the code of trade practices recently drawn up by the industry. The changes will be submitted to the industry as a whole within the next few weeks.

A. & P. To Expand.

Formal announcement is made by John A. Hartford, president, that the Great Atlantic and Pacific Tea Company will open branch units on the Pacific Coast on or about March 15. The first of these stores, possibly a dozen in number, the announcement said, will be in Los Angeles.

Others eventually will follow along the entire West coast. The company now has 15,000 stores in thirty-four states and two Canadian provinces, but these will be the first units West of Omaha.

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DRY GOODS

Michigan Retail Dry Goods Association.
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Benton Harbor.
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Harbor Beach.
Secretary-Treasurer—John Richey,
Charlotte.
Manager—Jason E. Hammond, Lansing.

Taffeta Turbans the Latest in Spring Headgear.

Now it is taffeta hats! We have had linen hats, tweed hats and hats of Shantung, but taffeta is the latest fabric to be employed by the French creators of millinery fashions. And very successful it is, for taffeta is at once soft and crisp, and lends itself admirably to the drapings and flares that are so important in the modern hat mode.

One of the hats is a turban which was featured by O'Rossen with many of the suits shown at his recent Paris opening, and which caused quite a furor. It was made by Marguerite Paraf, of black taffeta embroidered all over with tiny white blossoms, and draped over a bandeau of bright red grosgrain ribbon, which ties in a bow over one eye. The effect is decidedly dashing when worn with one of the new spring tailleurs, in black, black-and-white or oxford gray.

A saucy little cap of taffeta, worn well back on the forehead, is a creation of Maria Guy. Four pointed sections of the silk make the cap, the two back sections being continued in wing-like draperies at the side, which may be adjusted at the angle most becoming to the wearer. In dark blue this hat is very smart with the navy frock or suit which plays such an important role this season.

Quilted taffeta in beige, green or blue is effective for the simple brimmed hat on sports lines, and is also shown in matching cravat scarfs. These stitched silk sports hats have proved very popular at Palm Beach, where they have been worn in bright colors to contrast with white frocks, or in soft pastels which exactly match the suit or dress.

While on fabric hats a word must be said about Florence Walton's new tweed, turban, which has had a great success. It is made of loosely woven cleverly draped to hug the forehead, avoiding the bulky effect of some of the earlier tweed hats. A flat feather ornament in beige and brown gives a finishing touch of chic.

The brimmed hat, of flexible straw, is much in favor for the early spring frocks of plain or printed silk. One of the new poke shapes from Mado is chosen for illustration. This hat is of baku soi—a silky baku with a high luster—and is decidedly youthful in effect. The brim is shallow in the front, to reveal the forehead, and is pleated to fit snugly at the sides. Two stiff little quills of white are used for ornament.

Costume Jewelry Grows Bolder.

A wide cuff-like bracelet of prystal is the latest addition to the smart woman's jewel collection. Bigger and better costume jewelry seems to be the order of the day. Many bold and striking designs in necklaces and bracelets were featured at the recent

Paris openings, and prystal lends itself admirably to these because of its extreme lightness.

Pastels and vivid tints in prystal have succeeded the black and white effects first featured by Molyneux. Schiaparelli showed wide ruff bracelets in color with many of her sports ensembles, and Patou matches a wide wristband of pastel prystal and a shimmering necklace.

All black in dress, which has carried on from the town season to the Riviera and our own Southern resorts, is smartly pointed up with the new jet jewelry, which is once more at the height of fashion. Necklaces, pins and bracelets of brilliant jet are cut like precious stones. Decidedly reminiscent of the gay '90s is a wide collar of jet rosettes and cuff-like bracelets to match.

Just as many of the black frocks in the last openings showed effective touches of color, so Paris is combining jet with turquoise, jade, coral and aquamarine. Jet and crystal carries out the black-and-white theme in one of the new half length necklaces. Suzanne Talbot showed jet necklaces and bracelets with several of her afternoon and evening frocks, while Vionnet, launching coral as a spring costume color, also showed much effective coral jewelry.

White jewelry is still considered exceedingly chic with the white evening frock, which means that crystal, white prystal, strass and pearls with baguette crystal claps and stations are much seen. Necklaces grow steadily more imposing, heavy link chains or rhinestones and baguettes vying with garland designs of prystal, glass or crystal, which may be draped front or back. Pearl necklaces may have as many strands as the purse allows or one's individual taste dictates.

Jeweled clips seem to be finding more and more uses. They adorn the purse, the glove, the hat or the shoulder strap of an evening frock and may be had in baguette crystals and rhinestones or the more colorful galliera designs, with carved emeralds, rubies and sapphires.

Dry Goods Merger Not Off.

Reports in the trade that negotiations for merging several leading wholesale dry goods houses were about to be called off are denied by a man close to the United Dry Goods Corporation, which has been working on the merger for several months. This man declared that announcement of completion of the merger is not far off. He added that when completed it will probably include the original set-up of firms, which was: Ely & Walker Dry Goods Company, St. Louis; Finch, Van Slyke & McConville, St. Paul, Minn.; Watts, Ritter & Co., Huntington, W. Va.; Walton N. Moore Dry Goods Company, San Francisco; Arbutnot, Stephenson Co., Pittsburgh, and A. Krolik & Co., Detroit. He further said that additional firms may be taken in after the merger is consummated.

The sweet buy and buy is just about now.

"Clip" Jewelry Well Reordered.

Reorders have developed in substantial volume for stone-set "clip" ornaments for both dresses and hats and these items are asserted to be leading sellers at retail at the present time. Their vogue is held likely to continue well into the Spring season. Buying interest is also reported in a new series of novelty jewelry just introduced, known abroad as "galeria" jewelry. These items are reproductions of French museum pieces and comprise necklaces, brooches, earrings and clips. They are set with baguettes, rhinestones and clusters of odd-shaped colored stones in sterling silver or white metal mountings. Crystal necklaces continue in favor and are now regarded as staples.

Garment Specialization Growing.

Increasing specialization on the part of retailers in handling ready-to-wear lines, which consists mostly of adding special departments for garments needed by different types of customers, is making it steadily more difficult for manufacturers who adhere to a general line. The specialists are doing far better business this season than the "general" manufacturers, and volume figures cited by the former indicate substantial increases over those for the same period of 1929. Specialization in handling dresses by the stores is particularly marked, and manufacturers who have swung with the trend apparently are "cleaning up." Reduced necessity of alterations is the keynote of the matter.

Handbag Orders Showing Gain.

Clearance sales of handbags last month served to move most of the stock in retailers' hands, a condition reflected in better orders during the last ten days, according to manufacturers. Leather bags in both pouch and envelope styles continue to lead, but the outlook for fabric types for later selling is considered good. Use of zipper fastenings still features much of the leather merchandise, but considerable attention is also being given fancy metal frame items. The color preference displayed so far stresses tan, black, green, blue and beige. Sports bags are being sought for immediate delivery, particularly from the South.

Lower Priced Chinaware Bought.

Chinaware buyers visiting the Eastern market are displaying but little interest in merchandise for their Spring requirements, manufacturers complain. Among importers of dinner sets the claim is made that buyers are trading down and concentrating their business in ranges from \$10 to \$15 lower than a year ago. Low priced imported dinner sets last year sold at retail between \$60 and \$70, it was explained, while buyers this year are seeking goods which can be retailed at \$50 and, in some cases, as low as \$40. Conservative floral patterns, similar to those sold last year, continue popular.

Mahogany Bridge Tables Favored.

Bridge tables, conservative in design and decorations, have led other types in the sales of higher priced models this year, producers report.

Preferences indicated by retail stores in their Spring buying give mahogany-finished tables the first place. Plain black tops have been specified in such orders. Low-end merchandise retailing from \$1.65 to \$2.50 features the colorful effects of last year. In this range cloth tops have been made up in futuristic designs. The majority of stores have covered their requirements in bridge tables up to the end of March.

Sales Bring Enamel Ware Orders.

Special sales in department stores so far this year have furnished manufacturers of enamel ware for kitchens with a large volume of business. Demands for specialties which can be retailed as "dollar day" items have been numerous. Cake boxes, featuring the new "drop-front" doors, are favored items. The cake-cover of metal to fit over a wooden breadboard base has also attracted good business. The popularity of solid colors continues on the wane. These are being replaced by articles finished in ivory with green or blue trimmings.

This week's news from the battlefields of the cigarette war points to an end of the carnage, United Cigar Stores, Schulte and Great Atlantic and Pacific having restored the fifteen-cents-a-package rate in Chicago. The cut price was still in force on Thursday of last week in New York, where Macy announced cartons at ninety-four cents, nineteen cents below the wholesale price.

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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.

Making a Findings Section Pay Plus.

Are you making a substantial, worth while profit through the selling of findings in your store or department? Are you stocking and merchandising those many items that make for foot comfort with the same businesslike efficiency you employ in merchandising shoes?

Many shoe men, we believe, overlook the fact that in their findings department there is the source of many an actual shoe sale, in addition to the fact that this department can be the means of making for Mr Shoe Dealer a nice, tidy sum of money day after day.

In Buffalo there is a department store that is located almost two miles from the main shopping center of the city. This three-story, modern structure houses on the ground floor one of the largest and most attractive shoe departments in Western New York. With the exception of the buyer, William Schneider, all employees are young women who have the specific training not only to wait upon the ordinary regular shoe customer, but also to handle successfully the most obstinate foot case.

Erion's shoe department is exclusive. It is connected, however, with the rest of the store by a large arch that leads one directly into the center of the main portion of the ground floor.

Now just as Mr. or Mrs. Customer enters the shoe section, if he or she is at all inquisitive—and what customer isn't?—the customer sees the findings display to the immediate right. This little display consists of a sizable wall case, plus an attractive "foot correction" display that sits, ready for business, atop an orderly desk that serves many an Erion shoe department purpose. All findings are "under glass" making the merchandise present itself in 100 per cent. fashion thus making it easily purchasable by its ready visibility and availability.

"We carry quite a large stock of findings and know that these are the two real reasons why we turn over this stock eight to nine times a year," explains Mr. Schneider.

"First, there is the having of a large complete stock and the putting it in plain sight so that it is impossible for anyone to miss seeing it. And second, there is the reminding of each and every shoe customer that we have this merchandise.

"Many findings sales work out this way. A woman, for instance, buys a pair of shoes. Maybe two pair. While she is waiting for the merchandise to be wrapped up, and standing directly in front of the findings display, the girl who has waited on her will, in a nice matter-of-fact manner, call her attention to some particular findings article that she thinks would interest the customer. The item may be polish, a pair of shoe strings; or it may be a fancy buckle, or some foot powder, or

shoe paste, or any one of a score or more items.

"Invariably the customer buys something. But the chances are very good that she wouldn't buy, or buy as much as she does, if findings weren't called to her attention by the salesgirl herself. A good, well-located display makes sales it is true but there is nothing like intelligent suggestions made by a selling personnel! It's the reminding of people of specific items for specific uses that sells eight customers out of ten."

Erion's sell more shoe laces than any five shoe stores in its neighborhood. We asked why?

"It's mighty hard to put a finger on the reason for our large shoe lace business," Mr. Schneider replied. "But I can't help but think it is due to our reminding our customers that shoe laces are good things to have handy for emergency purposes. Then, too, we keep a large stock on hand and give them a most prominent spot in our wall case."

But the three real Erion findings leaders are white dressing, shoe paste and foot remedies. The kind of suggestion that we've already mentioned brings about the sale of these items. Then there is another Erion method of suggesting, of "reminding" customers.

Mrs. B enters the department. She asks for a pair of shoes. She states in the same breath that there's something wrong with her feet. The salesgirl sits Mrs. B down, carefully takes off her shoe, and commences in earnest the job of satisfying this woman. A bad corn is Mrs. B's trouble. The salesgirl goes to the front part of the department, selects a plaster from the stock, hands it to the woman and tells her how to adjust it. If the woman prefers immediate relief, as is the case with most customers, the salesgirl sees to the actual adjusting of the plaster. Relieved, Mrs. B is in a better mood for a shoe fitting.

There is no charge for such service. The plaster is free to the woman. Mrs. B marvels at Erion service and buys a package of plasters. She is satisfied, her corn feels better and she is better sold on Erion's and their service.

"The findings department of our shoe section is certainly a profitable one," says Mr. Schneider. "It is profitable because we keep it alive. We 'sell' as strongly and as intelligently as we sell the shoe section proper.

"There is a big demand for findings merchandise. But that demand must be created by the merchant himself. Findings business lies dormant. It must be awakened by a manager or buyer who is himself awake to the real potentialities of findings.

"And it is the same with foot 'medicine.' Nine out of ten who enter our department—speaking now of new customers—have something wrong with their feet. It is the duty of the merchant himself or the buyer and his assistants not only to have the knowledge necessary to correct minor foot trouble, but also to remind the customer that such correction is a necessity. If foot trouble is not corrected, fine salesmanship of fine shoes

goes for naught. The customer is still 'bothered' with his or her feet. He hasn't a high opinion of his shoe purchases, nor a good thought for the stores wherein he made his purchases. There are too many mere "passers out" of shoes.—Boot and Shoe Recorder.

Antiques of To-day.

The earliest of motion-picture films are already in the category of valuable antiques. A group of them will shortly be sold at auction in London and probably for good prices, since they represent scenes gone forever but of enduring historical interest. Among them, for instance, are pictures of Queen Victoria's diamond jubilee and King Edward's coronation and a considerable number of wartime news reels. It took some time for students and historians to realize that news films are an ideal means of preserving for posterity much that is interesting and important in the present. To-day sundry agencies are at work to provide for the preservation of such films, sealing and storing them with scientific care so that the future may watch us at work and play if it cares to. But the earlier films were not taken so seriously and are, therefore, grown scarce. It took a combination of luck and the collector's instinct to bring to market to-day the living pictures of a generation ago.

"Know thyself" is a good motto, and most people would know more about themselves if they consulted their neighbors.

Tit For Tat.

"Five gallons, please."
"Okay, how's your oil?"
"Just gas, please."
"How about a bottle of polish—great for lacquer; your bus is all covered with traffic film?"

"Nope, just the gas."
"Your left rear tire's pretty well shot. Better let me put on a new one; we're selling Goodstone's to-day for—"

"Nope, the gas will be all."
"How long since you had a grease job? Everything looks kinda dry—hear that body squeak?"

"Haven't time to-day—just the gas this time."

"How about one of our electric cigar lighters—clamp right on your dash and when you want a—"

"NO JUST THE GAS!"

And as the indignant motorist drove away the station man said, "Yes, he's my barber."

The Wedding.

In all the happy turn of things
How much of joy a wedding brings,
When lad and lassie are to be
United most acceptably;
He loving her, she loving him
While Cupid in the interim
Lets fly a sure and certain dart
To make both captive—heart to heart.

Love true is more than Cupid's wiles,
Considerate it so beguiles
Itself, the winner too is caught
Becoming captive and is taught
That only through captivity
Devotion aigns its victory;
For though a lad forever pleads,
The lass shall say if he succeeds.

What blessing then at last endows
Young lovers in true marriage vows,
Till no design, nor abtest art
Can full depict their common heart;
For love becomes a sacred bar
Where its most holy temples are
Enshrining there a holier life
When twain are one—a man and wife.
Charles A. Heath.

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.

High Lights in Recent Fact Studies.

Butterick Company studies during the past ten years bring out some striking facts.

Most of us know, for example, that individual grocers have banded together of late years in voluntary chains to purchase and advertise together. The Butterick Company reaches about 70,000 preferred class grocers. From them it selected 1151 stores at random and made comparative records for 1928 and 1929. Here are results from that record:

Average sales of all the stores for 1928, \$65,008.

Average sales of all the stores for 1929, \$67,229.

Percentage of increase, 3.4. Increase per store in dollars, \$2,220.

Five hundred thirty stores, approximately 46 per cent. of the total number, sold fresh meats. Their average sales were \$81,920. Sales of the others—groceries only—were \$54,652. Increase in sales of those who handled fresh meats was \$3,865. Increase in sales of the others was \$247.

Percentage of grocers in voluntary chains was 26.7; and their average sales were \$70,096. Sales of those not in voluntary chains were \$67,096. Increased sales of those in voluntary chains, \$5,039. Increase of the others, \$1,831.

Stores which showed gains numbered 648 or roughly 56.5 per cent. of all. Those which showed less sales were 430, or 37.5 per cent. Those which showed virtually no change were 73, or, say, 6 per cent. of all. These figures show how we go either forward or backward. Practically none of us stand still so long as we live.

Those figures seem to me remarkable as an endorsement of the voluntary chain movement. That movement started in a small way many years ago. The start was on lines about as different from present aims and set-up as anything could well be. Progress was as unperceived as that of the growth of the A. & P. which, founded in 1846 or so, was unnoticed until about 1910, and then not much noticed at that.

But now voluntary chains have been developed in a great many localities, perhaps in every state in the Union with many in some states. And they have lately grown so important that they have formed an association among themselves which is continent-wide. At the head is Harvey L. Sorenson, of San Francisco, one of the most forceful and fearless of all managers of voluntary chains and, moreover a man thoroughly up in figures, being an expert accountant of long and detailed experience.

Voluntary chains have thus taken their place in the forefront of the

strife for recognition and an equitable deal for the retail grocer who is an individual operator.

The tabulations I have transcribed above seem to vouch for the benefit members of voluntary chains derive from their association with their neighbors in the matter of selling, because in sales such members average better than those who still go it alone. The advertising done by co-operative effort among grocers has so far generally been about the poorest that could be done. Hence, that such results as are here indicated have been attained, indicates clearly what can be looked for when such organizations get around to doing good, logical, intelligently planned advertising.

Of all individual grocery stores, 46 per cent. sell fresh meat. Among chain grocers, 30 per cent. sell fresh meat.

Those figures as of the end of 1929 are significant because chains, as a class, have only recently begun to push the sale of fresh meat. The 30 per cent. ratio is therefore more significant than it might otherwise seem, it having grown to its present size quite lately.

This fact explains why retail butchers have recently felt chain competition so keenly that they have added to their specialties in groceries and, more particularly, have taken on the sale of fresh fruits and vegetables. Butchers are in rather preferred position to make a success of the sale of fresh produce, too, because all their training and experience is with merchandise which must be turned rapidly.

In fact, we find this to be precisely the case. Meat men who install fresh fruits and vegetables are quite generally enthusiastic about results; and they may well be, because that line is one of the best paying departments any retailer can install. It needs work and the closest kind of attention. The seller must be alert to advance and decline immediately with the market, regardless of stock on hand or original cost. This line is a life-saver for the man who can handle it. Hence retail meat men everywhere are working it as against chain competition.

The proportion of the total grocery and provision business done by chain units is 22 per cent. Proportion of grocery business alone done by chains, as stated, 29.5 per cent. Percentage of grocery business in hands of individual grocers is 70.5 per cent.

Such figures must serve to set at rest some of the wild rumors and statements which float about continually. In face of such facts, there can be little need to argue some questions. A wholesale dealer in fruits and vegetables recently asked me if "the Government was going to put all that business through the chains." He was in an Eastern market where chains are thick, so he felt the local pressure. But in face of such general statistical facts as I have outlined, why any need to argue?

Men must work. They must be up and doing. They must change with the times. There is no room for the laggard. But these conditions always have prevailed. To-day does not dif-

(Continued on page 31)

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS MICHIGAN

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham Rowena Pancake Flour
Rowena Golden G. Meal Rowena Buckwheat Compound
Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

CHICAGO-GRAND RAPIDS ROUTE

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

DAILY SERVICE

GRAND RAPIDS MOTOR EXPRESS COMPANY

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

Chicago Terminal 1800 South Wentworth Ave.

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

Such popularity can only be achieved by unchanging quality, efficient service, and fair prices — all of them typical Holsum sales arguments.

ASSOCIATED TRUCK LINES



The Outstanding Freight Transportation Line of Western Michigan.

State Regulation means Complete Protection.

ASSOCIATED TRUCK LINES

Phone 93401 108 Market Av., Grand Rapids, Mich.

MICHIGAN SUGAR CAKES

A
P
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R



5c
S
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E
R

Include 5 Boxes with your Next Order.

National Candy Co. PUTNAM FACTORY Grand Rapids, Mich.

MEAT DEALER

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

Several Good Reasons For Boning Meat.

Several good reasons for boning meat cuts are given by the New York office of the Bureau of Agricultural Economics in a radio talk to be broadcast in connection with market reports next Friday.

"There can be little change in the appearance of conventional cuts of meat, made with the bone in," says the Bureau. "The form of the particular section of the carcass is pretty definitely carried as long as the bone remains. There is little advantage to housewives in having bones included with meat, though some think bones give roasts better flavor. This is debatable and excellently flavored roasts may be had with no bones to give flavor, or to complicate carving.

"Every housewife knows that bones give trouble when meat is to be served and because of them considerable meat is left that has to be utilized later for warmed up dishes, which are not very popular no matter how good they may be. For this reason alone some housewives feel it economy to buy meat that can be carved readily so that every portion may be served, with fresh cuts for the next meal.

"Carving has always been a problem to many heads of families, and in case company is present the job of carving frequently takes away from an otherwise enjoyable occasion. Of course there are some men who have become so expert with the knife they do carving eagerly and with a great deal of finesse, but such men are rare. Since now so much more carving is done in the kitchen than on the table, those who have to prepare meat for the plates find the more easily carved and less bulky cuts the most suitable to their desires.

"But aside from style and comfort, there are many very appealing cuts that can be made if the meat is first boned. By boning and then separating large sections into parts according to their tenderness and general suitability for the different uses to which they are to be put, steaks, oven roasts and pot roasts may be made from sections formerly used almost exclusively for stews, boiling pieces, corned beef and other slow, moist heat cooking.

"As an illustration, it is quite possible to secure an excellent oven roast from the chuck, by using only the section under the blade, which is an extension of the muscle that makes the rib roasts so highly desirable. When the top part is attached, as is the case when not boned, the roast is not tender enough and either too big or too thin when cut to desired weight. When the beef carcass is of choice grade, steaks from the same section will be found delicious.

"This discussion is not intended to describe how various cuts may be made, but to point out that boned, rolled and tied meat, or other boneless

meat, often neatly covered with nice appearing fat, and so made attractive to the eye, may be bought with full confidence and with the realization that skillful meat cutters are furnishing suitable meat selections, arranged in attractive form."

New Type of Automat Restaurant Opened.

A waiterless restaurant has been opened in Boise, Idaho, with many unique devices. This restaurant is built on the principle of an endless belt. The belt carries food from the kitchen in trays under glass covers along a table extending the entire length of the room, with seats for 123 people. Another belt under the table carries the used dishes back to the dishwashing machine. A separate dish is used for each article of food. The customer lowers the glass window in front of his place and helps himself to whatever he desires as the trays pass slowly before him.

Food Keeps Best in Seattle, Wash.

The best city in the United States for keeping food without the aid of artificial refrigeration, according to reports of the United States Weather Bureau, is Seattle, Washington, where there are, on the average, eighty-three days out of the year when the temperature does not go below thirty-two or above fifty degrees above zero. Baltimore ranks a very poor second with thirty-six such days, Chicago and Philadelphia third with thirty-five and New York fourth with thirty-four.

Los Angeles comes last, with no ideal days at all. The average for the United States is nineteen.

New Political Party To Fight Chains.

A movement which has appeared in Texas among independent retailers, grocers and others, is probably the first in which they have been bound together in an avowed political party to battle against chain stores. The independents are being formed into a group which boasts that it will enter the primaries with a strength of 75,000, with the idea of supporting those candidates for office who are favorable to the preservation of home-grown enterprises.

The Largest Market in the World.

The Smithfield Market in London, said to be the largest meat market in the world, recently celebrated its 61st anniversary. Some idea of the market's capacity can be gained from the fact that 4,000 tons of beef, the equivalent of 60,000 sides, can be displayed at one time. More than 180 firms are contained in the building. In December, 1928, more than 20,580 tons of beef were handled there.

The "good-will" (anti-chain) tax bill to be submitted to the New Hampshire legislature on February 18 has been redrafted in view of the opinion of the state Supreme Court. The new bill provides that for the purpose of taxation the value of the good will of retail business shall depend on average stock, gross sales and true net income. This would certainly catch the big companies. How about the little ones which make no statements?

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

Direct carload receivers of
UNIFRUIT BANANAS
SUNKIST - FANCY NAVEL ORANGES
and all Seasonable Fruit and Vegetables

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

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

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

FLEISCHMANN'S YEAST SERVICE

VINKEMULDER COMPANY

Grand Rapids, Michigan
BRANCH AT PETOSKEY, MICH.

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

GRIDDLES — BUN STEAMERS — URNS

Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

We 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

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.

Specific Plans For the Spring Paint Campaign.

There are several logical reasons why more paint is sold in the spring than at any other season of the year. First, it is usually the most favorable season for painting. Second, spring brings a natural impulse to "clean up and paint up." Third, the dealers push their paints harder than at any other season.

This combination makes for big paint sales; and the hardware dealer naturally counts on the spring paint campaign to add a substantial amount to his annual turnover.

He should not, however, rely entirely on the customer's impulse to paint. He must be prepared, if he wants big returns, to hustle energetically for business.

It is very rarely that paint business comes unsolicited. In fact, an energetic and persistent advertising campaign is necessary if you are to have a successful paint season.

Such a campaign should start early. It should be continued persistently throughout the season. And it should have adequate preparation before it starts.

The value of persistence cannot be too strongly emphasized. The constant dropping of water will wear away a stone; but if the water quits dropping when the stone is merely dented the result will not be conspicuous. And if the paint advertising campaign stops before it is fairly started, it is not going to produce the big results a thorough-going merchant works for.

If you want a big paint trade, you must go after the business energetically. You can't get the business by merely sitting in your store and relying on the seasonable clean-up-and-paint-up impulse to bring you business. You must go out after customers. And if you start after the business, you must be prepared to keep after it throughout the season.

Furthermore, adequate preparation is necessary. You should know, two or three weeks before the campaign actually starts, just what you intend to do in the way of advertising and business-getting. In the winter months when trade is normally slack, is an excellent time to lay your plans for the spring paint campaign. By the time the drive actually starts, you should have everything in readiness to carry it through to a successful finish.

The campaign should start early—at the latest, the last week in March. Paint prospects do not respond immediately. It takes quite a bit of paint advertising to warm the average prospect to the buying point.

Between now and the middle of March, therefore, get your plans all shaped in readiness for the spring drive for paint customers.

A big factor in your spring paint campaign is the prospect list. Every wide-awake dealer has his list of paint prospects.

One of your first steps is to go over this prospect list very carefully. Go over it in conference with your salespeople. Discuss the individual prospects, one after another. So-and-so was canvassed last year; he did not paint; he is a good prospect for this year because the education process has gone a considerable way with him. Perhaps one of your salespeople can tell why he didn't paint last year. If so, jot down the reason on that prospect's card; the information will prove useful in canvassing that individual customer.

Paint prospects should be regarded as individuals. One prospect may want to paint but feels he can't afford it; the other may have lots of money but may not be thoroughly sold on paint. To adopt the same approach with both these prospects is a mistake. The most efficient salesmanship is that which first elicits the individual's objections and then conclusively answers them.

The more your salespeople know about the individuals with whom they will deal, the more effective their salesmanship will be. Salesmanship is, after all, merely the adapting of sound arguments to the individual customer. Find out what makes the prospect hesitate to buy; then counter with the arguments that effectively dispose of his objections.

So, go over the prospect list with your salespeople. Discuss your prospects individually. Get a line on every individual if possible.

One merchant spends some time in February canvassing for early orders.

It is hard to get people to think about exterior paint in February or early March, when the snow is on the ground. Yet there are some individuals whose orders can be booked ahead of time if they are properly canvassed. Get them. A half dozen or a dozen advance orders will give your spring paint campaign a good start.

It is often a good advertising stunt, when you're talking paint to a prospect later in the season, to show him a goodly list of folks who have already bought your brand of paint. "That shows what these people think of your paint. They're taking no chances on advancing prices later in the season; they want to make sure of having the work done early."

The orders that can be picked up in this way are, of course, comparatively few. In this connection, your conference on the prospect list will perhaps disclose that this, that or the other member of your sales staff has a special "drag" with some individual prospect. One merchant offers a small commission on advance orders thus brought in by his salespeople before the real campaign actually starts.

Merely going over an old prospect list is, however, not enough. Keep a constant lookout for new prospects. A tour of your immediate territory will be apt to disclose quite a few buildings that need paint. Houses are offered for sale that would sell more readily if they were painted. Houses are changing hands which the new owners will inevitably want to renovate; here, also, are good paint prospects.

Have your salespeople keep a sharp lookout for prospects. Your advertising will later bring enquiries; or regular customers will incidentally disclose that they're thinking of painting. Get all the information you can regarding each such prospect, and jot down name, address and other particulars in your list.

"Prospect list" will suggest to old-time merchants an unsystematic list put down any old way, perhaps in an old ledger or a note book. The ideal method, however, is to use a card index file, with a card for each individual prospect. When a prospect is sold, carry the card forward, with a memo of the job—amount used, cost, weather conditions, and painter's name. If complaint arises, this data is often useful; and a few years hence it will be helpful in canvassing for a repeat order.

In your spring paint campaign, use newspaper space and use it early. It brings in prospects and helps to pave the way for your direct-by-mail advertising and personal solicitation. Use your windows, with frequent changes of display. The window helps to remind the man in the street that he has been thinking of painting, and that now is the time to come in, get prices, and look at color cards.

The direct by mail campaign is important. In co-operation with the manufacturer a thorough follow up campaign can be planned and carried out. However, don't leave it all to the manufacturer, or be satisfied to merely advertise his brand of paint. Add some advertising material of your

own, telling the prospect something of your store service, the expert advice your salespeople are prepared to give in estimating costs, selecting color combinations, and the like. Work into your direct-by-mail campaign something of the distinctive personality of your store.

One wide-awake dealer launches his paint campaign with a personal letter to each and every prospect. Each letter is individually typewritten and signed by the merchant himself, and sent in a sealed envelope with full letter postage. No two letters are identical, though they are all built from the same form. Into each letter the merchant interjects some individual reference that marks the letter as something more personal than a mere circular. These letters take time to compose and time to typewrite; but they are read. They help to grip the prospect's attention at the very start of the campaign. That is a big item.

It is better to send half a dozen or a dozen pieces of paint advertising at short intervals than to concentrate all your paint arguments in a single broadside. In the latter case if your shot misses, you lose out entirely; but with the follow up system some item or other in the sequence is pretty sure to get the prospect's attention.

What is the one immediate purpose of your advertising, the most important purpose? Of course you aim to sell paint, and as a preliminary you aim to educate the prospect in regard to the value and importance of paint. But your big object is to get the prospect inside the store where you can

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

meet him personally, and this object should be kept in view in framing your direct-by-mail campaign.

Victor Lauriston.

And the End Is Not Yet.

Retail dealers in a great convention, "after an exciting debate," attack a new tendency which they say "will result in oppression of the public by suppressing competition and causing the consumer in the end to pay higher prices and ultimately create a monopoly."

"And, further, that it will close to thousands of energetic young men who lack great capital the avenues of business which they should find open to them."

The convention calls upon "all manufacturers and wholesalers to sustain the retailers by refusing to sell goods" to these other dealers.

The Springfield Republican, a conservative paper, commenting on this action, says,

"It is not, of course a pleasant prospect to the small merchant—this progress of events dragging him in behind the counter as a salaried employee; a little spoke in a big wheel.

"It is repugnant to the democratic spirit.

"But it is no more than what the independent worker has been subjected to in the last fifty years. One by one, and hundreds, have been dragged from self-employment over the ruins of an independent business into the narrow dependency of corporate employment. Meantime the ranks of Socialism grow.

"And the end is not yet."

It is not courteous nor fair to mislead the reader any longer. The resolution was not directed against the chain store or the modern merger. The convention which passed the resolution was held in 1895, and was directed at the budding department store!

Deep currents of commercial evolution are as irresistible, if not so showy, as the dramatic tides of industrial revolution. To the retailer of 1895 the department store idea was as ominous as the "chain" plan is to the independent of our times. So the men of an earlier day viewed with alarm the Hanseatic League, the East India and Hudson's Bay companies, and the organized merchant adventurers of the thirteenth and fourteenth centuries.

Yet against all dire forebodings and dismal prophecies the individual has survived. The explanation then as now is the same. Personal relations in trade will continue to be a bulwark against which large combinations will batter in vain.

Nor does the personal relation apply only to the placid pool of village life where every man, woman, child and dog is known and called by name. No, the personal touch is as possible and

practical in the teeming impersonal life of the great city where neighbors are strangers.

Out of the welter of discussion thirty years ago the most accurate statement was:

And the end is not yet.

Each generation has its dreadful hippogriffs of change. But change is the immutable law. The innovations of one age become the familiar practices of the next. Revision, remodeling, progress everywhere! The inexorable pressure of the new, the fresh, the original!

We may defy, we may protest, we may issue ultimatums, we may pass resolutions—even laws, we may sulk in silence, yet the world does move and the directing force of human activity is forward. The months of this new year are no more of a problem than the twelve months of the past.

Human nature is still the same. The grasshopper and the ant preach their age-old sermons that Aesop wrote down. Possibly there is some competition in which survival is not to the alert and industrious. The oyster does not worry about competition.

But the eagle is still our National emblem. Merle Thorpe.

Investigating the Chains.

A grocer in Minneapolis has asked the attorney-general of Minnesota to investigate chain store operations in that state with a view to prosecuting chains as violators of the Sherman Act as well as of state statutes. The grounds alleged are that "they and each of them are in unlawful combination for the purpose of limiting, fixing, controlling and maintaining to regulate the prices of articles in trade and manufacture." Nine large chain systems are named—drug and notion companies as well as grocer.

Meanwhile the Federal Trade Commission, prosecuting its enquiry into chains, announces that it is now engaged in a fact-finding investigation in various cities to ascertain the comparative advantages and disadvantages of chain and independent dealers in merchandising specific commodities—grocery stores for about 400 items, drug stores for 700 and tobacco stores for 100 and odd. This is a considerable enlargement of the Commission's first plan.

The Laced Girdle.

Lacings have reappeared. A girdle of pink satins has front lacings to within a few inches of the bottom, which may be adjusted to the individual figure to secure perfect fit.

An ideal all-in-one garment of delicate pink faille for a slender figure suggests grace and ease itself, with welt seams following the contours of the figure and narrow panels of elastic at the side. This garment fastens at the back and is boneless.

A Real Incentive.

A Western grocer has increased his sales by giving his clerks a definite mark to shoot at. This is how he did it:

He added up his over-the-counter sales for one day, and found that the average sale to each customer was 67 cents. He put up a sign bearing the figure "67," and he placed it where his clerks couldn't help seeing it.

Don't lean too heavily on luck or it will give way.



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

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.

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

When you want good cheese
ASK FOR

KRAFT K CHEESE

FRIGIDAIRE
ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS



For Markets, Groceries and
Homes

Does an extra mans work
No more putting up ice

A small down payment puts this
equipment in for you

F. C. MATTHEWS
& CO.

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. Edson
R.F.D. No. 2, Grand Rapids, Mich.

Jennings Manufacturing Co.
Pure Vanilla Extract
Made from prime Vanilla Beans
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

HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Los Angeles, Feb. 14—Milton E. Magel, formerly manager of Hotel Clifton, Battle Creek, and treasurer of the Michigan Hotel Association for several years, has bought the Plaza Hotel, Milwaukee, recently erected and will take possession at once. The transplantation of Mr. Magel from Michigan to Wisconsin, will be a decided loss for Wolverine friends and members of the fraternity, but I can conscientiously congratulate the Badger contingent on his accession to their ranks. Milton, though still preserving the bloom of youthfulness, made a decided hit as manager of the Battle Creek institution. Related through marriage to John Callahan, the former owner of the Clifton, he was drafted into the service from Concord, a cross-roads town in Calhoun county, and placed in charge of the Callahan property. Through the co-operation of his charming wife they made a wonderful success of the venture, but the death of the former owner placed the property on the market, whereupon Mr. Magel established another hotel in the Food City, the LaSalle, and proceeded to do business just as he did at the old stand. I have not learned what disposition has been made of the Battle Creek project, but I am strong for Milton and do not hesitate to predict that he will make himself felt in Wisconsin affairs.

Jacob Hoffman, owner of a chain of Indiana and Illinois hotels, has the goodness to write me way out in Los Angeles, and congratulate me on the interesting features of my weekly offerings in the Tradesman. "Jake" Hoffman is one of the squarest shooters I know of. Through our mutual friend, Charley Renner, we became acquainted several years ago, at his South Bend property, the LaSalle, and the acquaintance has been of much advantage to me. I hope it has proved mutual, and it pleases me to know that all of his hotel enterprises are successful. He knows the game well.

Uncle Sam placed a padlock on a Washington hotel some time after the prohibition offender had disposed of the property to an innocent purchaser. It is presumably all right to punish a repeated offender by closing up his hotel, but I do not understand how justice can be served by taking toll from the poor devil who is holding the sack innocently. Some of the Federal court decisions are interesting in the extreme. For instance twenty-one different Federal judges, in as many district courts, have held that it is legal to make wine and home brew in your own home, for private consumption, provided it is not sold, and yet the other day a California judge sent a poor fellow over the road because a five gallon jug of grape juice went flooey and insisted on performing labor. One needs to employ a bar-rister when tampering with the products of nature.

A. B. Hargrave, of Lake Gogebic, has purchased the McCoy hotel property, at Houghton.

Ruth Mary Myhan, of Hotel Shamrock, South Haven, has invented a new salad and asks somebody to name it. If it is a "Myhan Maid" salad I know it is strictly up to grade and I want to suggest that it be called the "Ruthmary" and close the ballot box. When one gets around to participating in one of the meals such as are temptingly offered at the Shamrock, they may be said to have arrived, but I

think the charming lady deserves to be recognized in Michigan history, and why not do it through the culinary route.

"Dave" Olmstead, well-known to all Michigan hotel men, from his constant attendance at association meeting in the past, has been gathered in by the management of the Book-Cadillac, Detroit, and will henceforth be one of the factors in its operation. I think "Dave" started his hotel career at the Pantlind, and went from there to the Pontchartrain, at Detroit, when that hotel was opened. After that he operated a chain of Ohio hotels, with the Winton, at Cleveland, as the flagship. Then H. L. Stevens Co., Chicago, hotel architects and builders added him to their promotional staff, his connection with that company covering a period of several years, but during such period he was in constant touch with his Michigan friends. He will make a "touchdown" at Detroit, and will be in evidence at all times. Nothing but a straight jacket will curb his enthusiasm.

The Jackson Park Hotel Association, Chicago, had a meeting with our old friend, Ward James, at Hotel Wildermere East, the other evening and he served them a cracking good dinner, if published menus I have read are any indication of what really happened. He could do that.

One by one the real good boys in the Michigan hotel profession are being recognized at their worth and kidnapped to other climes. Here is J. B. Frawley, who has been administering the affairs of Hotel Fort Shelby, Detroit, for the past three years, has been taken over by the Park Central, one of the worth while hotels of New York City. Mr. Frawley made a splendid record at the Fort Shelby. He assumed management of that property soon after it was increased to a 1,000 room proposition, coming, I believe, from Hotel Hollenden Cleveland, with a prior long service with the Blackstone, Chicago and the Muehlebach, Kansas City. The Detroit Hotel Association will have to restrict emigration from their ranks, or else hustle along the education of the younger generation who are already marked for the profession.

George Swanson, general manager of Hotel Huron, Ypsilanti, celebrated the seventh anniversary of the opening of that hotel, and you may believe he could do it with a large degree of satisfaction. I remember well when he came from Pennsylvania to take over the management of the Huron. Many were the individuals who had it carded for failure, because of its nearness to Detroit. Did George agree with them? Well, hardly! He proceeded to forget about Detroit as competition and began to build up a clientele of his own. He gathered in the traveler who was on his way to Detroit, and made such an impression that he also enjoyed his patronage on the return trip. It was a good thing, to find you could, at "early candle light," find a wonderful place to stay over and negotiate Detroit by daylight. But don't ever think his guests were not discriminating, and just because they were and knew a good thing when they saw it, he has achieved success. I am just as happy over it as he can possibly be.

Mrs. W. F. Jenkins, wife of the owner of the Western Hotel, at Big Rapids, recently underwent a major operation at Butterworth Hospital, Grand Rapids, but is reported to be convalescing satisfactorily. Every member of the Michigan Hotel As-

sociation will be glad to hear this. The Jenkins are well beloved by their patrons and the fraternity in general.

Last week a large number of the resorters who spend the major portion

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

The LaVerne Hotel

Moderately priced.
Rates \$1.50 up.

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

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

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

Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION



Warm Friend Tavern

Holland, Mich.

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

E. L. LELAND, Mgr.

Hotel Hermitage

European

Grand Rapids, Mich.

RATES:

Room and Bath \$1.50 - \$2

JOHN MORAN, Mgr.

"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.

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

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.

of their summers at Roachdale Inn, Montague, gathered at that caravanary for a mid-winter re-union. A number of stunts for prizes were pulled off successfully. It is the fifth occasion of this kind, and offers a suggestion to other Michigan operators who, under existing circumstances, find it a "long time between drinks."

A writer in *Printers' Ink* declares that while he often buys in drug stores the many items displayed there, including books, which can by no stretch of imagination be regarded as drugs, it is always with a feeling that a drug store is not the place to sell these things. The same may be true of the majority of those who buy their lunches in the same establishments. The fact remains that they do buy their lunches there, and thus deprive hotels and restaurants of business legitimately theirs.

John A. Anderson, president and general manager of Hotel Harrington, Port Huron, was recently elected treasurer of the Southern Michigan Tourist Association. John is what you might call a "whirlwind." He certainly starts things going with a jump. During my last term as secretary of the Michigan Hotel Association, John was its president, and he certainly made a record for activity. The Association certainly had a boom, with a wonderful increase in membership, and everybody knew there was something doing every minute. He made a wonderful success of the Harrington with the same methods, and he is now in full possession of one of the best properties in the State.

The Detroit Convention and Tourist Bureau have started out to raise a million dollar fund for advertising purposes. The idea is surely a good one as has been proven in the instance of California. Every chamber of commerce in the Golden State, is a potential advertiser, and they have such an organization in every town. Michigan's experience last season demonstrated what it is possible to do with well directed advertising.

Frank S. Verbeck.

William C. Keeley, formerly manager of the Morton Hotel, Grand Rapids, and more recently manager of the Southmoor Hotel on the South side, Chicago, Ill., has been appointed manager of the hotel properties controlled by the Chicago Title and Trust Co.

Harold A. Sage, manager of Hotel Tuller, was elected president of the Detroit Hotel Men's Association at the annual meeting of that organization, at Detroit last week. He is the youngest hotel executive to hold this position in the thirty-five years the Association has been in existence, and is believed to be the youngest hotel association president in the United States. Carl M. Snyder, managing director of the Book Cadillac Hotel, was named first vice-president; J. E. Frawley, managing director of Hotel Fort Shelby, second vice-president; Hugh Steidl, associate manager of the Detroit Leland, treasurer, and J. Henry Pichler, resident manager of Hotel Statler, secretary. Preston D. Norton, general manager of the Norton and Norton Palmer hotels in Detroit and Windsor, retiring president, was elected chairman of the executive committee, which also includes the recent past presidents in order of their juniority:

Charles H. Stevenson, proprietor, Hotel Stevenson; H. William Klare, general manager, Hotel Statler; William Detroit Leland, and Ernest H. Piper, general manager of Hotels Madison, Lenox and Lincoln.

E. J. Bradwell, who has been a member of the front office force of the Hotel Fort Shelby (Detroit) several years, and the last year resident manager, will take active charge of the hotel on Feb. 24, according to J. E. Frawley, managing director. Frawley then assumes management of the Park Central Hotel in New York City, but retains his stock in the Fort Shelby and remains on the board of directors. Bradwell announces the appointment of J. E. Curtis, who has been chief clerk, as assistant manager, and J. D. Bedford, room clerk, as chief clerk. J. B. McCarthy, who has been night manager, becomes room clerk and C. H. Lott night manager.

Early School Days on the Muskegon.

Grandville, Feb. 4—I have often wondered if the boys and girls of today have the enjoyment we backwoods children had in backwoods days. We had none of the improvements existing then as now. No gymnasiums and indoor playrooms. There was the wide outdoors, however, and that seemed to us sufficient.

The Indian boys of the woods often came to our playgrounds, bringing their bows and arrows, showing the white boys how to shoot. These Indian lads were splendid marksmen, fetching down birds and squirrels with the accuracy of a rifle shot.

Wrestling matches were sometimes indulged between white and red youngsters, and not infrequently an Indian lad carried off the honors. Everything passed in friendly play, yet no Indian offspring ever came to our school. Their parents did not seem to realize the necessity for book learning as did the whites.

In that early day compulsory school attendance was unknown. The white youths learned many things of forest craft from their red friends, and scarcely a white schoolboy but had his bow and arrow made after the style of the young red hunters.

Now and then an Indian lad would enter our plays and seem to enjoy himself to the limit. Ball games were a plenty, not like those of the present day, however.

No basket or football was engaged in, all and only various games of hand ball such as one old cat, two old cat, four cornered ball, barn ball, over the house ball known as antie I over.

There were various other sports, among them foot races and jumping matches. Then came duck on the rock, fox and geese, pullaway and others. Indian lads were good where running stunts were in evidence.

Palm, palm pullaway, was an exhilarating sport. Bully in the mire was another where a row of boys stood, one behind the other, the first in line holding to a post, his companions clasping from behind. The boy who broke his hold was out and had to take his position at the post as the bully.

Bows and arrows held the field for a long time until at last a boy suddenly became possessor of a shotgun, or rather a revamped old musket which, in an early day, had been a Revolutionary flintlock.

Many is the time I have fired that old musket into a flock of pigeons, bringing down several at one shot. That was in a day before I learned to

know better than to shoot feathered creatures.

Other boys who envied me that musket soon procured firearms for themselves and the bow and arrow habit took flight for all time. At the schools we learned our letters, usually from Sanders old green primer.

It has been a long day since the learning of A-B-C's went out for good and all. Our learned instructors long since discovered that learning the alphabet was a silly custom, hence its discarding.

The public school system is conducted in an entirely different manner to-day than in the time of the forefathers in the Michigan settlements. Riding down hill on hand sleds was a fine sport. Not coasting but sliding told the story. The woods were full of loggers, and our Bridgeton hill on the South side of the Muskegon was in winter a busy place. Millions of pine logs destined for Muskegon mill-owners were drawn to the river every winter down the hill that passed from the schoolhouse to the river.

Naturally the schoolboys at their play found rides back up the hill on the bunks of empty bobs, only now and then a grouty driver refusing them permission. Such drivers usually came in for a good snowballing later on. There was naturally a strife to see who should have the fastest sled. At one time when an election was pending, and Lincoln was the choice of one party as against Douglass, the boys had plenty of sport naming their sleds and racing each other down the long hill.

One boy brought a new sled to school painted bright red, a frame sled, made by a carpenter friend, and across the top was painted the name of "Little Giant." Another boy had a larger sled made of boards just recently shod with spring steel which he forged alongside the new sled, saying that he had christened his sled "Old Abe."

Jeers went up for the old sled, cheers for the new, but when "Old Abe" outdistanced the "Little Giant," the shouts were even more vigorous than before, and the girls were eager to take a trip with the boy who had beaten the new red sled to a finish.

We often met Indians and their squaws when we were after cows. Usually a big buck Indian would be riding astride a pony, while bringing up the rear and on foot, loaded with baskets, was a squaw. The Indian always rode while his squaw walked.

Indians were not chivalrous as regarded their women folks. It was the proud boast of the warrior that he was a hunter, not a menial to do hard work. These Indians, both squaw and buck, were an interesting people and the puzzle and study of their white neighbors.

They were naturally religious people, worshipping the Great Spirit with even more fidelity than the white did his God. The Indian saw that spirit in everything in nature which he did not understand.

The names given by the Indians to our towns and lakes, rivers and woods, are far more musical and satisfying than anything of the kind in the line of white invention.

Our early day history is in every way worthy the study of our most scientific people. Old Timer.

So Say We All.

Belding, Feb. 12—Just wish to state that our trade has increased about one-third during the past month. I attribute this mostly to the exposure of chain store methods broadcast over the air. Let us encourage a continuation of this good work. W. B. Conger.

Gabby Gleanings From Grand Rapids.

Bruggema & Ludwig, who have conducted a wall paper, decorating and painting business at 700 West Bridge street for twelve years, have dissolved. A. Ed. Ludwig will continue the business at the present location and Jacob Bruggema will engage in business on his own account at 930 Ballard street.

Earl Albertson, Vice-President and Cashier of the Security National Bank, will spend the next two weeks in New Orleans and Texas. While in the latter state he will inspect his sweet grapefruit plantation on the Rio Grande.

The Security National Bank will open its doors for business about April 1.

At the annual meeting of the Board of Directors of the American Life Insurance Co., Detroit, Feb. 11, Dudley E. Waters, chairman of the board of the Grand Rapids National Bank, was unanimously elected a director of the American Life. Aaron L. Sibley and Archie A. Anderson were re-elected.

L. W. Hoskins and Fred A. Castenholz (Hazeltine & Perkins Drug Co.) leave to-morrow for Chicago, where they will look over sample lines of sundries for next season. Mr. Hoskins will then proceed to New York, where Wilson Hutchins will join him the latter part of the week. Together they will make further selections for the sundry department.

Edward Van Eenenaam has retired from the position of manager of the Warner chain store on East Fulton street to engage in the retail grocery and meat business on his own account at 953 East Fulton street. Lee & Cady furnished the grocery stock.

Adrian Cole, of Traverse City, is in town to-day to attend the funeral of his brother, Frank Cole, of the firm of Nydam & Cole, sheet metal workers.

Another A. & P. Crook Fined.

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

Good For Calder.

Kalamazoo, Feb. 15—Another year has rolled around and we are still improving. Larger, everything, spick-and-span, with up-to-date methods, well paid clean and alert clerks. We think the Tradesman and the I. G. A. for our success. M. Calder.

Paul A. E. Woldt, dealer in general merchandise and farm implements at Bach, renews his subscription and writes the Tradesman: "I am an old time reader, but get a bigger kick out of it every year. I would not do without it."

Giving more than you're paid for is a sure way to make sure you'll get paid more.

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.

Artificial Ripening Criticized.

For some time now it has been known that tomatoes, as well as other fruit, could be artificially ripened by placing in an atmosphere of ethylene gas. Now it has been reported that such tomatoes are lacking in the vitamin content which the fruit ripened by natural means is found to have.

The ethylene treatment has no effect upon the vitamins already formed in the green fruit when it is picked, but the formation of vitamins does not go on during the ethylene ripening process. Since sunlight is closely associated with vitamin formations this is not at all surprising. But it does show that whenever we interfere with a natural process we should beware of a possible kickback which we do not expect.

Tomato juice, because of its rich vitamin content, for some time has been given to babies. Had this ethylene process been discovered and put into use before the vitamin content were known and known to be the important element, much harm might have been done to infants before anything of the cause could have been remotely guessed at. Now that we have come to the point of irradiating all sorts of things with ultra-violet light to increase their vitamin content, perhaps we can do this with the tomatoes and so bring ethylene-treated tomatoes up to normal again.

In the meantime, while we are experimenting with our food, it might be but fair to babies to feed them with as little food that has been experimented with as possible.

Emulsions of Essential Oils.

Transparent emulsions may be obtained by equalizing the retractive indices of the two phases at the same temperature. Gelatin is the most efficient of the peptising agents investigated. Gum acacia ranks second, whereas agar-agar and tragacanth proved unsatisfactory. The problem of graining may be solved by employing a mixture of 2 parts of invert sugar and 1 part sucrose instead of straightinvert sugar in the dispersion medium. The colloid mill is indispensable in the preparation of the dispersion. W. F. Whitmore and R. E. Lineham recommended the employment of 0.25 per cent. of gelatin as the peptising agent for emulsions up to 5 per cent. by volume, in order to insure a long period of stability. For higher concentrations of oil, the amounts of gelatin specified in this paper for concentrated orange oil emulsions should be used. Prepara-

tion of terpeneless instead of straight oil emulsions is recommended in the case of oils of the terpene variety, such as orange, lemon and lime. Terpeneless emulsions retain their flavor quality almost indefinitely owing to the removal of the terpenes, which oxidize and produce objectionable taste and odor.

Indian Gum Mucilage.

The British Pharmacopoeia directs mucilage of acacia to be made with gum acacia, but in India and the Eastern Division of the Empire, Indian gum may be employed in place of gum acacia in making the official mucilage.

Indian gum is a gummy exudation from the stem of *Anogeissus latifolia* and forms a nearly colorless mucilage with water which is more viscous than that made with a similar amount of acacia. The British Pharmacopoeia states that one part of it should be substituted for two of the acacia in making the official mucilage.

This is a very unstable preparation. Numerous suggestions have been made for preserving it. Lime water was employed as a solvent in the U. S. P. VIII, but while the stability of the preparation was improved the incompatibilities of the lime water worked havoc in extemporaneous prescriptions when the physician had forgotten its presence. The only way to have good fresh sweet mucilage is to make it frequently and use it up rapidly. The addition of sodium benzoate, in the new U. S. formula, while it may serve a useful purpose as a preservative, has objections on the similar ground of incompatibility.

Methyl Salicylate With Lanolin.

Can you help me in the following difficulty? On adding methyl salicylate to melted lanolin (hydrous), stirring and cooling, the liquid methyl can be squeezed out of the solidified mass. Even on touching, the "blebs" of methyl salicylate appear.

Methyl salicylate and hydrous wool fat are soluble in each other and can be combined with a large proportion of methyl salicylate without any separation of the latter. Any exudation of liquid which occurs would we should say, be more likely to be water. We have tried for the sake of confirmation hydrous wool fat with varying proportions of methyl salicylate. A nice smooth uniform cream has resulted in all instances. It seems to us that you may have some other constituent in your preparation which upsets the combination or your method of mixing is not sufficiently effective. You do not provide us with much information to go upon. Write to us again, however, if you have omitted any essential point and the above remarks do not afford you all the help that you require.

Perfuming Pamphlets.

Almost any perfume may be used for perfuming pamphlets, catalogues, almanacs and the like, the following method being as good as any we know of: Coumarin, 10 grains; vanillin, 10 grains; heliotropin, 10 grains; ionone, 10 minims; hyacinthin, 5 minims; essence of musk, 30 minims; otto of rose,

5 minims; absolute alcohol, 1 fl. ounce. Mix and distribute this evenly on sheets of blotting paper; place the sheets in a closed box (a biscuit tin answers well) with the pamphlets or almanacs for twenty-four hours or so. The perfume is said to be almost inexhaustible. Absorbent cotton may be used to hold the perfume. On placing the perfuming material in the bottom of the box it should be covered with a couple of sheets of dry blotting paper, the pamphlets piled loosely on top, the lid of the box securely fixed, and the whole placed in a warm room. A lilac perfume may be made thus: Terpineol, 2 fl. drams; oil of lignaloe, 20 minims; oil of bergamot, 10 minims; heliotropin, 20 grains; alcohol, 2 fl. ounces. Mix, and use as in the preceding formula.

Keeping Properties of Digitalis.

H. B. Haag and R. A. Hatcher record the results of observations on the keeping properties of digitalis (powder) and digitalis preparations. They find no reasonable evidence that dried digitalis deteriorates when kept with ordinary care. Fluid extracts and tinctures of digitalis decompose at somewhat variable rates, but may be used with confidence, as deterioration is seldom rapid. The authors consider it probable that digitalis contains an active principle resistant to decomposition; hence very old tinctures have nearly 70 per cent. of the activity of average fresh tincture. It is also considered that decomposition of active principles is induced by some disturbing substance present in varying proportions in different specimens of digitalis. Decomposition is not due solely to a ferment or to oxidation, since it occurs in sterilized infusions from which air is excluded.

Chap Lotion.

We do not know the composition of the proprietary article you mention, and if we did, to publish it might lead some unscrupulous concern to make a counterfeit and offer it as the genuine. Why not formulate a distinctive preparation of your own? We suggest that you begin by experimenting with:

Glycerin 6 ozs.
Quince seed 60 grs.
Hot water 21 ozs.
Deodorized alcohol 5 ozs.
Perfume as desired enough

Place the seed in a bottle, pour the hot water on them and agitate occasionally until a mucilage is formed; then strain through muslin. To this add the glycerin and shake thoroughly. Dissolve the desired perfume in the alcohol and add the solution to the mucilage, agitating briskly until of a uniform consistence.

Bottle Varnish.

Bottles may be made to exclude light pretty well by coating them with asphaltum lacquer or varnish. A formula recommended for this purpose is as follows: Dissolve asphaltum, 1 part in light coal-tar oil, 2 parts, and add to the solution about 1 per cent. of castor oil. This lacquer dries somewhat slowly, but adheres very firmly to the glass. Asphaltum lacquer may also be rendered less brittle by the ad-

dition of elemi. Melt together asphaltum, 10 parts, and elemi, 1 part, and dissolve the cold fused mass in light coal-tar oil, 12 parts.

Amber-colored bottles for substances acted upon by the actinic rays of light may be obtained from almost any manufacturer of bottles.

Stability of Cacao Products.

Cocoa butter is an important intermediate product of the cacao industry. If it is carefully packed and stored it will keep for one and one-half years in an unobjectionable condition, especially if cool rooms are used. Under the influence of light the yellow coloring matter is rapidly bleached, the surface becoming snow white on exposure for two days to direct sunlight. The disappearance of the color occurs simultaneously with the beginning of rancidity. However, in evaluating cocoa butter it must be remembered that cocoa butter immediately after pressing may contain considerable acid the acidity running from pH 6 to pH 7.8.

Detecting Quinine Valerate.

According to Stephen Soule, quinine valerate may be detected by bruising the crystals in a glass mortar, the operation producing a marked fluorescence which persists until all the crystals have been reduced to fine powder. The fluorescence is very marked in the dark and is noticeable on a dark day.

Removal of Iron Rust From Fabrics.

The following methods are suggested in "The Scientific American Encyclopedia of Formulas."

a. This may be removed by salt mixed with a little lemon juice.

b. Salts of lemon, mixed with warm water, and rubbed over the mark, will, most probably, remove the stains.

Late Business News From Ohio.

Cincinnati—The Rich Pump & Ladder Co. is now located in its new plant at Gest and Depot streets. This new plant was acquired when the company sold its old plant to the Union Terminal Co., of Cincinnati, as part of a site for a new station. The new ladder plant is one of the most modern in the country. There are 90,000 square feet of floor space in the plant, and the building is thoroughly modern in all respects.

Cleveland—Joseph A. Sharp has been put in charge of sales of the Jiffy Boiler Plug Co., 9114 St. Clair avenue. He is well known in the hardware trade throughout the East and Central West for his sales work.

Cleveland—John F. Schulte & Son will move his grocery and meat market from 3416 to 3404 Lorain avenue.

Columbus—G. M. Painter has enlarged his grocery and meat market at Whitethorne and Sullivan avenues.

Dayton—Wm. J. Sprauer has purchased the grocery and meat market at 202 Babbitt street from C. F. Kinzig.

Sandusky—The Public Meat Market has been opened by F. E. Kotara at 811 Hayes avenue.

Toledo—O. J. Sebell has sold his grocery and meat market at 1401 Michigan street to Alfred C. Meyer. Dan

Kardos is the proprietor of the grocery and meat market at 2139 Consoul street which was formerly owned by John Kiss. J. Morris has purchased the grocery and meat market at 1025 Starr avenue from Wm. J. Sauer.

Brook—W. Leslie Strole purchased the City Meat Market from R E. Hess.

Greensburg—Littell and Mock are the proprietors of the Sel-U-Mor Meat Market on East Main street, which was formerly owned by Kirkpatrick & Mock, Mr. Littell having purchased the interest of Mr. Kirkpatrick.

Indianapolis—J. E. Rogers opened a first class meat market at 817 West 30th street.

Akron—Purchase of the Miller Rubber Co. by the B. F. Goodrich Co., both of Akron, for considerations approximating \$10,000,000, was approved by the Miller board of directors last week. The executive committee of the Goodrich company offered to buy the Miller assets for 113,504 shares of Goodrich common stock and to assume the Miller liabilities, which were listed at \$4,197,471 for 1928. Since the common shares offered by Goodrich represent a sum of \$4,823,920 at todays closing market quotation of \$42.50 per share, the grand total offered for the Miller company is approximately \$10,000,000. The offer was accepted subject to necessary approval of Miller stockholders.

Cincinnati—A survey of local shoe factories indicates that production is about on a par with this time last year. There seems to be a betterment in general business conditions and a booklet issued by the city on local employment conditions shows that fewer people are out of employment than has been the case for some time. There is a tendency on the part of retailers to buy very conservatively. This con-

dition, manufacturers aver, will be overcome just as soon as the general public gets over the scare that was thrown into it a few months ago. As soon as the retail business gets back to normalcy, the manufacturing end will see better times also. Quite a bit of cutting is on hand at local shoe factories, but manufacturers are complaining about the smallness of the orders. There is a very good demand at this time for black kid and colors and it is reported that patent is temporarily taking a back seat. Dark blue is another that merchants think is just about out of the picture as far as spring sales are concerned. While faith is pinned, to a certain extent, on light blue and purple to take its place.

Corporations Wound Up.

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

Harder Refrigerator Corp., Detroit.
Sewell Cushion Wheel Co., Detroit.
Second Incorporated Equities, Lansing.

Commercial Storage and Brokerage
Co., Kalamazoo.
Farm Lands Investment Co., Detroit.
Griffith, Lavigne & Hamel Co., Inc.,
Detroit.

Jones Electrical Stove Co., Detroit.
The Mound Realty Co., Royal Oak.
Peoples Wayne County Travel Bu-
reau, Detroit.

Honor Rural Telephone Co., Honor.
Wayne Tool Co., Detroit.
Mid-Continent Laundries, Inc., Lansing.

Layne Bowler Chicago Co., Detroit.
Bewick Co., Grosse Pointe Farms.
Richmond Petroleum Co., Richmond.
R. & K. Building Co., Detroit.
The Fleischmann Co., Detroit.

Have you such a system of accounting or of stock keeping that you can tell at a point midway between inventories, whether or not you are making money?

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.

[illegible]

GELATINE

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

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

JELLY GLASSES

8 oz., per doz.	36
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OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



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

Wilson & Co.'s Brands
Oleo

Certified	24
Nut	18
Special Roll	19

MATCHES

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

Safety Matches

Quaker, 5 gro. case	4 25
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NUTS—Whole

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

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds Salted	95
Peanuts, Spanish	12
125 lb. bags	12
Filberts	32
Pecans Salted	82
Walnuts Burdo	60

Mince Meat

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

OLIVES

4 oz. Jar, Plain, doz.	1 35
10 oz. Jar, Plain, doz.	2 35
14 oz. Jar, Plain, doz.	4 50
Pint Jar, Plain, doz.	2 85
Quart Jar, 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	32
2s and 5s	30

PEANUT BUTTER



Bel Car-Mo Brand	
24 1 lb. Tins	21
8 oz., 2 doz. in case	22
15 lb. pails	07
25 lb. pails	13

PETROLEUM PRODUCTS

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

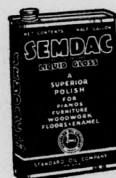
In Iron Barrels	
Perfection Kerosine	14.6
Gas Machine Gasoline	38.1
V. M. & P. Naphtha	18.8

ISO-VIS MOTOR OILS

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



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



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

PICKLES

Medium Sour	4 75
5 gallon, 400 count	4 75

Sweet Small

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

Dill Pickles

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

Dill Pickles Bulk

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

PIPES

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

Battle Axe, per doz.	2 65
Torpedo, per doz.	2 25
Blue Ribbon, per doz.	4 50

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef	
Top Steers & Heif.	24
Good Steers & H's 15 1/2	22
Med. Steers & Heif.	19
Com. Steers & Heif. 16	18
Veal	
Top	21
Good	19
Medium	16
Lamb	
Spring Lamb	22
Good	22
Medium	20
Poor	18
Mutton	
Good	14
Medium	13
Poor	11
Pork	
Loin, med.	22
Butts	21
Shoulders	17
Spareribs	16
Neck bones	07
Trimnings	13

PROVISIONS

Barreled Pork	
Clear Back	25 00@23 00
Short Cut Clear	26 00@29 00

Dry Salt Meats

D S Bellies	18-20@18-16
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Lard

Pure in tierces	12
60 lb. tubs advance	1/4
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	11 1/2
Compound, tubs	12

Suasages

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

Smoked Meats

Hams, Cer. 14-16 lb.	@23
Hams, Cer., Skinned	
16-18 lb.	@27
Ham, dried beef	
Knuckles	@42
California Hams	@17 1/4
Picnic Boiled	
Hams	20 @25
Boiled Hams	@40
Minc'd Hams	@20
Bacon 4/6 Cert.	24 @32

Beef

Boneless, rump	28 00@36 00
Rump, new	29 00@35 00

Liver

Beef	17
Calf	55
Pork	10

RICE

Fancy Blue Rose	05 1/4
Fancy Head	07

RUSKS

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

SALERATUS

Arm and Hammer	3 75
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SAL SODA

Granulated, 60 lbs. cs.	1 35
Granulated, 15-2 1/2 lb. packages	1 00

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	90
Mixed, half bbls.	9 75
Mixed, bbls.	17 50
Milkers, Kegs	1 00
Milkers, half bbls.	9 75
Milkers, bbls.	18 50
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
Mackeral	
Tubs, 60 Count, fy. fat	6 00
Pails, 10 lb. Fancy fat	1 50
White Fish	
Med. Fancy, 100 lb.	13 00

SHOE BLACKENING

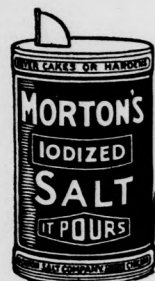
2 in 1, Paste, doz.	1 35
B. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH

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

SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	1 50
Med. No. 1 Bbls.	2 85
Med. No. 1, 100 lb. bk.	95
Farmer Spec., 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for ice cream, 100 lb., each	85
Butter Salt, 280 lb. bbl.	4 24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
50, 3 lb., per bale	2 85
23 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

Twenty Mule Team	
24, 1 lb. packages	3 25
48, 10 oz. packages	4 35
96, 1/2 oz. packages	4 00

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	4 20
Big Jack, 60s	4 75
Fels Naptha, 100 box	5 50
Flake White, 10 box	4 15
Grdma White Na. 10s	3 75
Jan Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 box	4 90
Octagon, 120	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lb.	3 50
Fairbank Tar, 100 bx	4 00
Trilly Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

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

Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz.	3 40
Octagon, 96s	3 91
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10 oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandote, 48	4 75
Wyandot Deterg's, 24s	2 75

SPICES

Whole Spices	
Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@22
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochinchina	@19
Mace, Penang	@32
Mixed, No. 1	@32
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70@90	@59
Nutmegs, 105-110	@59
Pepper, Black	@46

Pure Ground in Bulk

Allspice, Jamaica	@35
Cloves, Zanzibar	@46
Cassia, Canton	@22
Ginger, Corkin	@35
Mustard	@32
Mace, Penang	@32
Pepper, Black	@49
Nutmegs	@50
Pepper, White	@80
Pepper, Cayenne	@37
Paprika, Spanish	@45

Seasoning

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

STARCH

Corn	
Kingsford, 40 lbs.	11 1/4
Powdered, bags	

MANY ROUTES TO THE COAST.

All the Highways To California Are Good.

A Grand Rapids man wrote a friend in Southern California as to the best route to take for automobile travel. The reply is so explicit that it is herewith reproduced with the consent of the receiver:

I am answering your newsy and welcome letter by return mail and can say that I am only too glad to give road directions from one tourist to another. Way back when you and I started in business our tourist friends who called at the shop asked for old newspapers, as you will remember, but times have changed and likewise the tourists.

Almost any of the main highways to California are good in the summer and there are no mountainous roads, for the roads have been built in the valleys. You look up to the mountains from your car and not down upon them.

If you want to rest at Marshalltown you should then stick to the Lincoln Highway as far as Salt Lake City. It will be paved to Omaha and a fine, broad, graveled road all the rest of the way to Salt Lake. It is practically all prairie, except fifty miles from Cheyenne to Laramie. Here you go over the divide, but on high, for the road is broad and winding and not steep. There are no cliff roads, just rolling hills. However, if you are not going via Marshalltown you can follow a paved road down to Kansas City and from there the Santa Fe trail extends to California. It will be a dirt road across Kansas, but in August there is a slim chance for mud. Across one corner of Colorado and then across New Mexico and Arizona the road is a good graveled road and perfectly safe. This is the road to the Grand Canyon.

I would urge that you travel very slowly and stop for frequent rests. Take in the big things in scenery which Uncle Sam has opened up to us in his National parks.

You will find the road an awful long one. It is 1800 miles from Marshalltown to Los Angeles by the shortest route. It would be 3,000 miles via Portland and 2,200 miles via the Santa Fe trail from Marshalltown, plus the mileage from Grand Rapids to Marshalltown.

Don't stay in your car over night or nine hours in a day.

If you really want to see the country and not the road, take a high school boy along for the fun he will get out of the trip and let him do most of the driving, because nine hours a day at the wheel, day after day, gets monotonous and tiresome before the end of the summer. I used to do it when I was in the forties. Now that I am in the fifties I can let my girls drive—and they do lots of it. Of course, if I should grow childish again in my seventies, I might insist on driving myself, but I would soon quit and take to the train.

I have met old ladies past seventy years of age, touring through the scenic wonders of the West and some-

times spending all summer at it, but they knew enough to take it easy and rest for days at a time.

I hope you will stop at hotels where you will find good beds and a bath. Outside of the very large cities, they are reasonable in price. However, you can carry bedding without beds and stop in a tourist park cabin every night. These tourists parks are as thick as filling stations along every route and even out in the wilds, fifty miles from a town.

Stay on the main tourist routes and you will always have plenty of tourist company, so you need never fear that you will get lost or be without help.

Go to it, for when a man passes his three score and ten, what he gets out of this life must be grabbed for in a hurry. There may not be many more summers in store for you.

Write me again in July at Marshalltown where I can get a stenographer to help me answer and I will tell you all about California and where to go when you get there. If you should happen to enter California with an Iowa license on your car you would find old Iowa friends and neighbors introducing themselves to you at every stop. I have had them chase me for miles on the highway just to say hello and find out what part of Iowa I came from.

When you get to Evanston, near Salt Lake, you can go via Ogden or not, as you choose.

From Salt Lake the short route to Southern California is the Arrowhead trail South to Los Angeles. This is mostly valley and desert road, but a fast one, as it is either paved or graveled all the way and there are no cops in sight. It takes you down through the Mormon valleys and when you get to the irrigated country, then across the desert to the California mountains. They are big rolling hills, not steep rocky ones and the road will be paved and perfectly civilized when you get to the steepest parts. It is a lady's road, so your wife can drive it for you while you sit on the rubber-neck seat. Hotter than hades in August.

If you are out for fun and scenery and don't care how long it takes to get here, turn North at Ogden to Pocatello and Boise via the Oregon Trail to Portland. The last 100 miles down alongside the Columbia River, the Columbia River Highway, is said to be the most scenic highway in the world. Here you look up to the mountains and down to the river, but the road is paved and has a wall which you couldn't crash through if you tried. Mt. Hood, with her snow cap, will watch over you for days.

From Portland North to Seattle or South to San Francisco, Sacramento or Los Angeles, the road is all paved, safe and easy to drive, but the scenery is grand and superb. The Douglas fir country of Oregon is a grand sight and the Siskiyou mountains afford plenty of scenery around Shasta Springs, or you can avoid the mountains and cut through to the coast, where you will find a paved road through the redwood forests and down along the seashore.

From San Francisco there are two main roads to Los Angeles and both

are paved, with no mountains except in the distance. The San Joaquin Valley route will take you through the peach and alfalfa country, where you can make a side trip into Yosemite. I neglected to mention the scenic wonders of Mt. Ranier and Crater Lake up near Tacoma and down in Oregon, but you can study a map for the natural parks.

The other road to Los Angeles follows the seacoast part of the way, but not all of the way.

Plain Words With Regard To the Labor Situation.

Grandville, Feb. 18—Big business is in a large measure to blame for the unhinging of labor conditions. Home life is no longer taken into consideration where the hiring of help is concerned.

There has been a remarkable revolution in conditions since the close of the kaiser's war. America before that conflict was a Nation of homes, mostly happy homes. What is it to-day? Children run the street uncontrolled by parental guidance, and criminals are being made even faster than they can be punished.

A country without homes is a sad place to live, and that is just what America is coming to be. Big corporations are very much in the wrong in the stand they have taken with regard to employment of labor. One firm not far away dropped a score and more of men workers putting in their places young girls. Naturally this would cause embarrassment in some homes. The only excuse for such action was the fact that the girls could be hired at lower wages than the men.

And there you are. A strife going on among the sexes to see which shall carry off the prizes. Girls and women replacing men in more than half the jobs has certainly worked a hardship that promises trouble and much suffering.

Newly wedded couples in great numbers hire living rooms and go to the city factories to work. No sign of home life in that. More immediate money is perhaps earned, but even that is seldom saved, going as a large share of it does to frolic and night escapades. Conditions are bad, entirely bad, and no denials can make them otherwise.

We as a people have to meet the conditions as they are and find a sensible solution else hard times are surely coming to us here in America. Our great corporations not only treat the labor question unsatisfactorily, but they many of them indulge in law breaking of a nature that would scandalize an individual who so far forgot the laws of his country as to break them with impunity.

Men, women and children make up the mass of people, and to-day the women and girls have the inside track while many an honest workingman goes hungry to bed.

Women and girls are driving men out of shops and factories. Long ago they took their places behind the counters of most of the big stores. Depriving honest man labor of its dues is not the only sin committed, but the one-time homes of the land are a barren waste to-day.

Children are growing up to be criminals. Girls and women driving men to the street, either to beg or steal, is an unpleasant condition which must be met with a change to sound common sense before it is too late.

Disregard of law is a ghastly output of the times. The dry laws have been flouted by big corporations, by individuals of prominence, and then the sneer goes up that prohibition is a

failure. Well, it might be with men who pretend to be good citizens disregarding it and public officials elected to enforce the law disregard its behests.

When public officials break the law, what can be expected of other people? Fact is we are in a perilous condition as a Nation to-day, and much of it has been brought about by forgetting that women should be the home builders, the men the wage earners. Until this fact is again recognized there is bound to be trouble and lots of it.

Personality in a great measure has gone overboard. Corporations venture on forbidden ground where individuals fear to tread. And the corporations rule the land to-day through replacing the natural wage earner with the one time home maker of the land.

It is not a pleasant task to call these truths to the notice of our thinking citizens. Motives are sure to be misunderstood. Nevertheless it is necessary to point out the facts if we would secure a change for the better along business lines.

Public prosperity depends on making an immediate change in the methods of employment. Half the women and girls cannot be employed in store and factory and expect prosperity to continue in this country.

Change about is fair play and that is the fair play we should seek to-day if we would keep our country off the rocks of a great National upheaval that will bring the hardest times this land has ever witnessed.

I do not profess to be wiser than others, but it seems to me that he who runs must take note of the facts and urge immediate change in the present dangerous method of employment.

Facts must be looked sternly in the face. Young people who wed should seek to create a home for themselves and family, leaving the wife to do her bit beneath the roof of the home her husband has provided.

Those girls who wish to live in rented rooms and work outside, even after the marriage tie has bound them should have sense enough to never marry. Such as these are not fit builders of family and home.

The encouragement of home life is to be advised which means less number of women at jobs intended for the head of the house. Let us encourage the building of homes and the motherhood of our women such as will regulate and bring forth law abiding sons and daughters. Old Timer.

Autumn Leaves.

Upon my desk are autumn leaves
Mute memories
Of sleeping trees
And calendars which brought us sheaves
Of grain and
In annual yield
But now is there all round about
A biting wind and snows without
As longingly I turn again
To these dead leaves, but even then
They ever speak in happy ways
Of summer suns, of autumn days.

How memories in fond array
Make truth more true
And vivid too
Living beyond their yesterday
To be a thing
Of comforting
And like old wines are far the best
So recollections are the test
When running back through days gone by
To bring a gleam in every eye
Until it sees, without a blur
That death means life will re-occur.

So autumn leaves live on like trees
There is no doubt
The dead speak out
And in the round of mysteries
The first and last
Are never past
For since its dawn the morning sun
Has never day anew begun
But night and morn, and morn and night
Roll on in one unending flight
And death is not an hour that grieves
But carries on like autumn leaves.
Charles A. Heath.

MERCANTILE OPPORTUNITY.

(Continued from page 14)

stores, Henry Brown can materially increase this percentage and Henry Brown should take on these various lines, as radio, heating equipment, plumbing, automobile tires and accessories, electric refrigerators and various smaller commodities. As this percentage increases so Henry Brown's volume will increase and he will get a larger share of the consumer's dollar.

Henry Brown should co-operate with his fellow merchants in helping to create a friendly community spirit by accepting responsibility and doing his share of the work. He should not be a laggard but give as well as take.

By belonging to his local and State association and attending the State conventions he will broaden his views and the contact he makes with other merchants will send him home well repaid for the time he spent.

In closing I would quote Veach Redd, of Cynthia, Kentucky, when he said at the National Congress at Oklahoma, "Henry Brown should make a thorough and comprehensive study of the requirements of his customers, know their needs and utilize this knowledge in his buying and then go out and ask for the business. I do not believe there is anything that will substitute for a personal call from Henry or some of his force."

Business to-day goes where it is invited and stays where it is well treated and taken care of. I thank you.

High Lights in Recent Fact Studies.

(Continued from page 20)

fer in this respect from 1880 or 1830 or 1730. Nobody is going to have prosperity thrust upon him. But for the man who is awake, alive and keen after progress, opportunity is as wide and deep to-day as ever it was.

Estimates of the numbers of chain units in the country have been as far out of line as many other guesses. The one most generally accepted has been 67,000. But the Butterick studies result in the conclusion that 55,000 is the biggest figure ever so far justified. Moreover, none of the Butterick conclusions are hit-or-miss. Each is the outcome of study and comparisons which are related in detail, so their soundness is apparent.

With equal laxity it has been estimated that individual grocers now banded together in voluntary chains have reached virtually the same figure of 67,000. But Butterick gets a total of 50,000 as a close approximation to the facts.

There are so many other vitally important tabulations in the Butterick studies that I must quote further and examine in more detail in other articles. But so far we have plenty of evidence that the two systems of distribution are hitting a stride where they will be apt to run nearly neck-and-neck henceforth. As that condition becomes more general and standard, I feel sure the two subdivisions will settle into a harmony of view and joint action similar to what prevails in Great Britain. There is little or no antagonism over there—and they have known each other longer.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 3.—We have to-day received the schedules, reference and adjudication in the matter of Ruby Richason, Bankrupt No. 4017. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and her occupation is that of a milliner. The schedule shows assets of \$390 of which the full amount is claimed as exempt, with liabilities of \$1,308.37. The court has written for funds and upon receipt of same, first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows: City of Kalamazoo ----- \$ 4.53 Lemington, Inc., Chicago ----- 14.25 Pease & Son, Kalamazoo ----- 4.50 Lincoln Millinery Co., Chicago ----- 150.50 F. W. James & Co., Toledo ----- 83.20 Reed Bros. & Co., Cleveland ----- 430.62 Star Millinery Co., Indianapolis ----- 206.64 Knudson & Douglas, Chicago ----- 11.25 J. A. Scott, Grand Rapids ----- 32.20 Process Corp., Chicago ----- 15.00 Hoefler-Wetterer Co., Chicago ----- 12.98 Rae Sklansky, Kalamazoo ----- 31.55 E. R. Frazier, Los Angeles, Calif. ----- 11.83 Clover Neck Wear Co., New York ----- 71.16 Bulter Schutze Co., San Francisco ----- 23.50 Fred & Co., Chicago ----- 18.85 Spigel & Strauss, New York ----- 19.75 Hub Hat Co., Chicago ----- 19.50 Booth Publishing Co., Kalamazoo ----- 39.00 Lloyd & Elliott, New York ----- 73.00

Feb. 3. We have to-day received the schedules, reference and adjudication in the matter of Charles Jerriek, doing business as Peck Street Garage, Bankrupt No. 4016. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights, and his occupation is that of a garage keeper. The schedule shows assets of \$1,241.25 of which \$400 is claimed as exempt, with liabilities of \$1,459.35. The court has written for funds and upon receipt of same, first meeting of creditors will be called, note of which will be made herein.

Feb. 4. On this day was held the first meeting as adjourned, in the matter of Morris E. Newell, Bankrupt No. 3971. The bankrupt was present in person and represented by attorney Harry D. Jewell. The creditors were represented by attorneys Dunham & Cholette and by Grand Rapids Credit Men's Association. The bankrupt was sworn and examined with a reporter present. Milton Bedell, assignee, was present in person. The adjourned first meeting then adjourned without date.

Feb. 4. We have to-day received the schedules, reference and adjudication in the matter of Morris Winick and George Winick, individually and as copartners doing business as Winick Brothers Metal & Iron Co., Bankrupt No. 4018. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of Grand Rapids. The schedule shows assets of \$12,427.79 of which \$1,000 is claimed as exempt, with liabilities of \$32,545.76. The first meeting will be called and note of same made herein.

In the matter of Henry Wirth, Bankrupt No. 3978, the trustee has filed his first report and account, and at first order for the payment of expenses of administration to date has been made.

Feb. 6. We have to-day received the schedules, reference and adjudication in the matter of Bert Maxon, Bankrupt No. 4019. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Hart, and his occupation is that of a laborer. The schedule shows assets of \$200 of which the full amount is claimed as exempt, with liabilities of \$2,007.98. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

In the matter of Jacob P. Schrier, Bankrupt No. 3856, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 20. The trustee was present in person and represented by Dalm. No creditors were present or represented. Claims were proved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 20 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.

In the matter of Joseph Nadeau, Bankrupt No. 3976, the trustee has filed his first report and account, an order for the payment of expenses of administration to date, has been made.

Feb. 7. On this day was held the first meeting of creditors in the matter of Clarence H. Fuller, Bankrupt No. 3997. The bankrupt was not present or represented. No creditors were present or represented. The matter was adjourned to Feb. 17.

Feb. 7. On this day was held the first meeting of creditors in the matter of William H. Chew, Bankrupt No. 4004. The bankrupt was present in person, but not represented. No creditors were

present or represented. 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.

On this day also was held the first meeting of Morris Bros. Hardware Co., a partnership, Bankrupt No. 4008. The bankrupts were present in person and represented by attorney W. J. Gillett. Creditors were represented by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupts were sworn and examined with a reporter present. C. W. Moore, of Belmont, was elected trustee, and his bond placed at \$2,000. The first meeting then adjourned without date.

Feb. 8. We have to-day received the schedules, reference and adjudication in the matter of Hollis E. Drew, Bankrupt No. 4020. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Ionia. The schedule shows assets of none with liabilities of \$1,940.54. 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.

Feb. 10. We have to-day received the schedules, reference and adjudication in the matter of Robert C. Luz, Bankrupt No. 4022. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Ionia, and his occupation is that of an automobile mechanic. The schedule shows assets of \$300 of which the full amount is claimed as exempt, with liabilities of \$191.90. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

In the matter of Ralph E. Struble, Bankrupt No. 3927, the trustee has filed his return showing no assets, and the case has been closed and returned to the district court, as a case without assets.

Feb. 10. We have to-day received the schedules, reference and adjudication in the matter of Marvin G. Spayde and Vinton E. Cooley, individually and as copartners under the name of Spayde & Cooley, Bankrupt No. 4023. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of Bloomington, and they are merchants. The schedule shows assets of none with liabilities of \$2,927.38. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupts is as follows:

William Harrison, Bloomington \$ 76.39 Fuller Morrison & Co., Chicago -- 80.62 Lee & Cady, Kalamazoo ----- 28.25 H. J. Heinz & Co., Grand Rapids -- 86.97 Stephenson Overall Co., Portland -- 33.40 Van Eenennaam & Co., Zeeland -- 9.40 Hess & Clarke, Ashland ----- 58.00 Alfred J. Brown Seed Co., G. R. -- 30.30 Red Raven Rubber Co., Newark -- 6.08 Norwich Phar. Co., Chicago ----- 24.70 Palm Olive Peet Co., Chicago ----- 42.75 Middleville King Seed Co., Chicago -- 22.00 Am. Syndicate Druggists, Chicago -- 112.87 Cardine Hat Co., St. Louis ----- 33.50 June Days, Des Moines ----- 46.67 Leonard & Sons, Grand Rapids -- 73.21 Geo. S. Carrington, Chicago ----- 22.32 W. W. Goldsmith, South Haven -- 21.83 Vette & Zuinker, Chicago ----- 55.12 Bloomington Milling Co., Bloomington ----- 25.00 Taylor Produce Co., Kalamazoo -- 148.67 Gen. Cigar Co., South Bend ----- 3.85 Chas. H. Ingersol, East Orange -- 10.20 Perfection Biscuit Co., Fort Wayne -- 6.79 S. H. Bottling Works, So. Haven -- 1.40 Purefood Service Co., Kalamazoo -- 43.51 H. & P. Drug Co., Grand Rapids -- 276.48 Slocum Studio, Kalamazoo ----- 89.68 S. H. Hill, Paxton, Ill. ----- 24.25 Dowagiac Fruit Co., Dowagiac -- 15.06 G. R. News Co., Grand Rapids -- 25.72 Michigan Photo Service, Holland -- 20.21 Hkman Biscuit Co., Grand Rapids -- 28.00 Johnson Paper Co., Kalamazoo -- 65.87 C. J. Farley, Grand Rapids ----- 155.00 Plough, Inc., Memphis, Tenn. ----- 32.20 Foley & Co., Chicago ----- 19.20 Standard Oil Co., Grand Rapids -- 31.23 Midland Match Co., Minneapolis -- 12.45 Bloomington Lumber Co., Bloomington ----- 23.07 Bishop Feed Co., LaPorte ----- 135.10 Michigan Tradesman, Grand Rap. -- 3.00 Star Paper Co., Kalamazoo ----- 45.30 V. E. Cooley, Bloomington ----- 220.00 Michigan Gas & Electric Co., Three Rivers ----- 20.20 Bloomington Telephone Co.,

Bloomington ----- 16.70 Hemph Corp., Kingston, N. Y. ----- 35.80 G. R. Calendar Co., Grand Rapids -- 25.39 William Harrison, Bloomington -- 500.00

Creditors of Marvin G. Spayde are as follows:

General Motors Acceptance Corp., Flint ----- 404.00 Peoples State Bank, Bloomington -- 3,290.00 Creditors of Vinton E. Cooley are as follows: Ellis Simons, Bloomington ----- 600.00 Vern Ferguson, Bloomington ----- 300.00 C. B. DeWitt, Grand Rapids ----- 25.00 Peoples State Bank, Bloomington -- 220.00

Feb. 10. On this day was held the first meeting of creditors in the matter of John F. Smith, Bankrupt No. 3961. The bankrupt was present in person and represented by attorney Horace T. Barnaby. Creditors were present in person. 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.

Feb. 11. We have to-day received the schedules, reference and adjudication in the matter of Arthur B. Ragon, Bankrupt No. 4025. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$462 of which the full amount is claimed as exempt, with liabilities of \$10,083.49. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of same will be made herein.

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.

Wanted—Managerial position, general store or clothing. Fifteen years' experience. Aggressive in all lines of work. References and bonds furnished. Immediate connection. E. Houston, Manitowoc, Wisconsin. 236

For Sale—MEAT MARKET, fully equipped. Located at Monroe, Mich. Long lease. Address B. M. Bitz, Monroe, Mich. 237

For Sale—Garage business in connection with Dodge Agency. Fred Bertram, Ludington, Mich. 238

FOR SALE—One ten-foot refrigerator case with ammonia coils. Top display. Storage base. Used three years. Priced for quick sale. S. J. Wise, Allegan, Mich. 234

FOR SALE—5c to \$5 store, doing good business in town of 3,000 people, twenty-five miles from Detroit. \$8,000 stock and fixtures. Poor health reason for selling. Address No. 235, c/o Michigan Tradesman. 235

FOR SALE—Store building and general stock representing an investment of \$12,000 in strong country town about twenty miles from Grand Rapids. Doing a business of \$20,000 per year. Will exchange for improved real estate in Grand Rapids or other growing city. Address No. 231, c/o Michigan Tradesman. 231

FOR SALE — AN ESTABLISHED BUSINESS OF AN AUTOMOBILE ACCESSORY. P. O. BOX 316, TOLEDO, OHIO. 232

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

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

Overproduction of Fruit And Vegetables Is Feared.

The immediate prospects awaiting the producer of fruits and vegetables, as well as the outlook for the not-too-far-distant future, quite generally argue against any further expansion in plantings of fruits or of vegetable crops. It is still necessary to exercise considerable caution in the production of these important food crops, so that wasteful excesses may be prevented. The note of caution becomes especially strong for the coming crop season.

While expansion has been taking place in our supply of fruits and vegetables, the demand has shown a tendency to keep almost abreast by reason of a growing population and the consumer's wider use of these products during all seasons of the year. The expansion in production, however, has recently been over-reaching even this expanding demand. This is shown by the lower average returns now received by producers of many of these products compared with the average returns of several years ago.

Commercial production of apples is expected to continue to increase gradually over a period of several years, and new plantings are justified only where there are unusually favorable conditions for the production of high quality fruit. A considerable increase in the bearing acreages of grapefruit and oranges is expected. The probability of heavy grape production and low prices continues.

The number of peach trees of bearing age is still so great as to make possible heavy production and unfavorable marketing situations during the next few seasons. The pecan outlook is for a material increase in production of improved varieties during the next decade with some reduction in prices.

Prospects for strawberry growers now seem to be better than in any year since 1926.

Cantaloupe prices probably will be lower this year in the early producing sections, and a moderate decrease in acreage in the intermediate and late sections is recommended in order to raise prices to the level of a few years ago. Watermelon growers should plant a somewhat smaller acreage.

Potato growers report that they intend to plant an acreage 6 per cent. larger than was planted last year, apparently forgetting the unprofitable season of 1928. The high potato prices being received now are not the result of a low acreage last season, but are due almost entirely to adverse weather conditions last Summer. If the intentions for 1930 are carried out, prospects are for lower potato prices after July 1.

The constant tendency toward expansion of lettuce acreage, particularly in California and Arizona, confronts the industry with difficult marketing problems, although there is as yet no evidence that the peak of demand has been reached.

Only a moderate increase in the sweet potato acreage is expected. Onion growers in most states, will find it advantageous to reduce acreage. The total acreage of tomatoes grown for shipment to market in 1930 should

be held close to that of 1929. The acreage of dry beans seems to be well adjusted to domestic demand.

The present prospect is for favorable cabbage markets until August in view of relatively light holdings of old cabbage and reduced acreage in Southern areas. Further increase in late cabbage acreage does not seem warranted.

F. G. Robb,

Bureau of Agricultural Economics.

The foregoing is the full text of an address delivered Jan. 27 in the National Farm and Home Radio Hour, through WRC and affiliated stations of the National Broadcasting Company.

Tribute To Memory of Truman H. Lyon.

Among the men who located in Grand Rapids in an early day and gained distinction in the business and social life of the city was Truman H. Lyon, a native of St. Lawrence county, New York.

Mr. Lyon opened a hotel in Lyons, Mich., officiated as a justice of the peace and later entered the employ of the General Government as a superintendent of light houses at various points on Lake Michigan.

He moved to Grand Rapids in 1840, opened a house for the entertainment of travelers and engaged in the sale of merchandise. He was the proprietor of the original Bridge Street House two years and for a longer period of the Rathbun. He manufactured woolen cloth on a small scale. In 1850 he was elected to occupy a seat in the State Senate. As a business man, Mr. Lyon was practical and able. He erected the Lyon block on Monroe avenue, and a fine cut stone house on the Gothic order of architecture, in which he lived many years. This house is still standing on East Fulton street, near Jefferson avenue. Mr. Lyon was the father of Major Farnham, Truman Hawley, Edward W., Darwin, James D. and Charles D. Lyon, all of whom were prominent in the business affairs of Grand Rapids, and one daughter, Mrs. Yale. Major Farnham Lyon, Capt. Charles D. and Lieutenant Darwin Lyon served the Federal Government as officers of the volunteer army during the war between the states. Darwin Lyon was killed in battle. Farnham Lyon was associated with A. V. Pantlind in the management of the Morton Hotel two or three years. Later he purchased the Bancroft Hotel at Saginaw and managed it successfully during the remainder of his life. Capt. Charles D. Lyon, associated with Capt. Charles W. Eaton, engaged in selling books, stationery and kindred merchandise after the close of the war under the style of Eaton & Lyon. Truman Hawley Lyon purchased the Rathbun Hotel and later the lease and furniture of Sweet's Hotel, both of which he managed more than a score of years.

Truman H. Lyon served three terms as Postmaster of Grand Rapids. James D. Lyon was for a long time a clerk in the postoffice, later keeper of a hotel at Lansing and City Treasurer of Grand Rapids. Edward W. Lyon, a civil engineer located the route of the

Pere Marquette Railroad from Grand Rapids to Petoskey; also other important railroad routes in the South and West. Fred D. Lyon, a son of E. W., is the only male survivor of the Lyon family. He resides in Brooklyn. Edward W. Withey, of Grand Rapids, is a great grandson of Truman H. Lyon.

Prof. Franklin Everett, a friend and admirer of Truman H. Lyon, Sr., wrote the following eulogy of the subject of this sketch:

"With no strikingly brilliant qualities, his plain good sense, his capacity for business, his clear judgment and personal integrity gave him a marked position among men of affairs. He was an able counselor, public spirited and true to every public trust. His life is an important page in the history of the Grand River Valley. When he passed out of life he left many friends and no enemies. His memory is cherished by all who knew him."

Arthur Scott White.

Hoosier Merchants Organize To Fight Chains.

Brazil, Ind., Feb. 18.—Believing that many of the home town merchants can best be fostered in an organization of their own, more than one hundred merchants of Brazil have banded together under the name of Home Merchants' Association.

By a complete organization the home merchants expect to be able to present more convincing arguments that will appeal to the public to give the home town merchants that consideration which they feel they are entitled to enjoy. While this propaganda will be spread in several ways, the merchants do not plan to stop

here, but are discussing ways and means for trading with each other, furthering plans that will benefit the community as a whole and work for the general benefit of all the people whose money and interests are the life of the community. The persons in charge of the movement met with surprising success in their organization efforts.

A. B. Cooper, Vice-President.

Rice—The rice market during the current week has been less active than in the two weeks previous. While there has been a lighter demand, however, prices have been well maintained and there have been few sellers willing to grant concessions. The total available supply of rice, rough and clean, in farmers and mills' hands as of Feb. 1 is estimated by the Rice Millers' Association at 4,027,000 pockets, as compared to 4,700,000 pockets available at the same date last year. Another source estimates the available supply as of Feb. 1, this year, at 3,500,645 pockets. Both estimates, however great the difference, denote a strong situation in the South, particularly when the large distribution going on this month is taken into account. Another bullish note to the situation is the report from the South that rain and cold weather during the fall and winter months have made usual farm work impossible, forestalling the possibility of the planting of a large crop during 1930.

Sauerkraut—Sales of both bulk and canned kraut have been satisfactory in the past week, the colder weather having aided consumption. The market is firm, with prices about the same as lately quoted.

We will continue the splendid coffee line established by the Worden Grocer Co. The Quality of all brands will be maintained as in the past.

Make Morton House, Quaker,
Nedrow your leaders

LEE & CADY

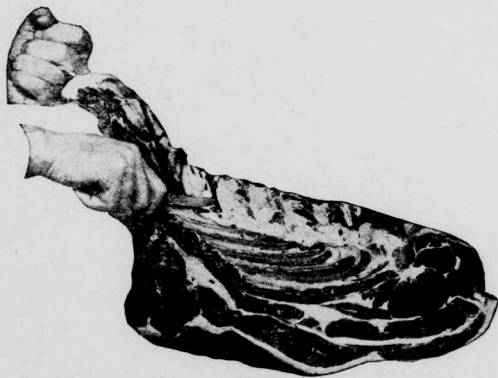
Successors to Worden Grocer Co.

THE CHUCK

The chuck is the largest wholesale cut of the forequarter and therefore is deserving of most careful consideration in utilizing the forequarter of beef to the best advantage. In the chuck lie many possibilities which, it seems, have heretofore been overlooked for preparing small steaks and attractive, convenient sized pot roasts which are so much in demand by the modern housewife. In this article the method of removing the vertebrae from the chuck is explained and ways of preparing various retail cuts from the chuck will follow.

Removing Vertebrae from the Chuck

The following is the correct and only practical method of removing the vertebrae from the chuck.



1. Place chuck on block with outside down. Cut meat loose from inside of chine as far as ribs extend into chuck, leaving meat attached to chuck at the neck.



2. Cut rib fingers loose from both sides of ribs from vertebrae to end of ribs.



3. Unjoint neck vertebrae beginning at first vertebra.



4. Continue to unjoint vertebrae until first rib is reached.



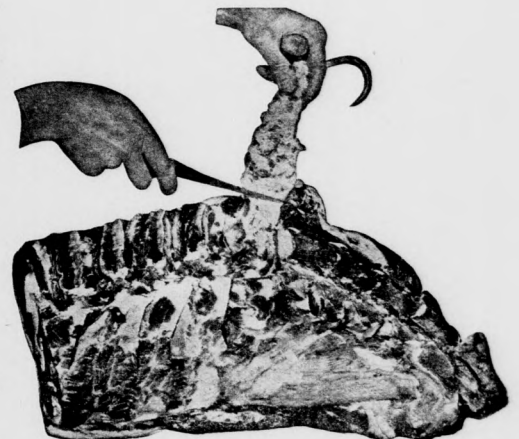
5. Turn chuck around and begin unjointing vertebrae from rib side of chuck.



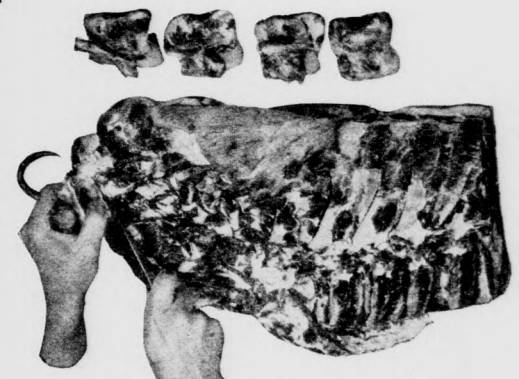
6. Remove vertebrae beginning at first rib and working toward rib side of chuck.



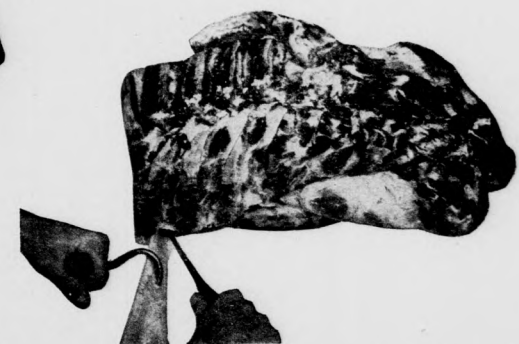
7. Continue until the last rib vertebra is removed.



8. Remove neck vertebrae beginning at 6th vertebra.



9. Continue until the last vertebra is removed.



10. Remove the back strap.



The Mill Mutuals Agency

Lansing, Michigan

Representing the

Michigan Millers Mutual Fire Insurance Company

(MICHIGAN'S LARGEST MUTUAL)

and its associated companies

COMBINED ASSETS OF GROUP

\$62,147,342.79

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