

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS.

EST. 1883

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 7, 1931

Number 2468

OUR ASPIRATION

- To be strong enough to gain some mastery over ourselves;
 - To be humble enough to be willing to learn from others;
 - To be brave enough to choose the right road, no matter how hard it be;
 - To be patient enough to keep on in spite of obstacles;
 - To be wise enough to know your own shortcomings;
 - To be honest enough to admit the excellencies of others;
 - To be proud enough to hold the respect of strong men;
 - To be gentle enough to hold the love of little children;
 - To be careful enough to protect the goods of others;
 - To be generous enough to share our goods with others,
- That is our aspiration for to-day.

George G. Davis.

SELLING BY AIR

FIVE days each week there's a Procter & Gamble program on the air. Nearly every woman who has a radio is listening to these interesting broadcasts designed for her.

In this way new customers for P. & G. brands are being made every day. Regular users are learning new ways to use these products.

Store displays will remind your customers that you carry the brands they hear recommended daily in these interesting programs. Frequent use of them will bring you your share of this profitable new business.



CRISCO

Helpful talks on cooking and meal planning by famous food experts.

41 stations of the Columbia Broadcasting System—every Friday.

17 stations of the National Broadcasting System—every Saturday.

11 stations of the National Broadcasting System—every Tuesday, Wednesday and Thursday.

9 stations of the Pacific Coast Division of the National Broadcasting System—every Thursday.

IVORY
FLAKES



IVORY SOAP AND IVORY FLAKES

Talks by well-known authorities on the care of fine fabrics, care of the hands, and child care.

18 stations of the National Broadcasting System—every Saturday.

41 stations of the Columbia Broadcasting System—every Friday.

9 stations of the Pacific Coast Division, N. B. C. System—every Friday.



CAMAY

Talks on complexion care and etiquette by world-famous authorities.

21 stations of the Columbia Broadcasting System—every Friday.

19 stations of the National Broadcasting System—every Saturday.

9 stations of the Pacific Coast Division, N. B. C. System—every Monday.



LAVA SOAP

Breezy, amusing talks by George, the Lava Soap Man, on the use of Lava Soap for extra dirty hands.

18 stations of the National Broadcasting System—Farm Network—every Thursday.



99 1/2% pure

IVORY SNOW

Helpful, entertaining talks on laundering delicate fabrics with this new, fast-dissolving form of Ivory Soap.

19 stations of the National Broadcasting System—every Saturday.

19 stations of the Columbia Broadcasting System—every Friday.

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Condensed Business News.

Retail trade in December, according to most authorities, held up very well in volume compared with last year, but fell off in dollar receipts by from 10 to 25 per cent., due in most cases to lower prices and the present public preference for inexpensive articles.

Total volume of retail business last year was considerably in excess of \$60,000,000,000, according to early intimations of what will be shown by the National Census of Distribution. This disclosure comes from John Guernsey, the retail executive in charge of the compilation of returns which are not yet complete.

Financial and industrial conditions in November and early December showed little change in trend, according to the Federal Reserve Board, volume and employment continuing the decline which has been going on for some time.

The rule prohibiting the use of corn sugar in canned and preserved foods without label declaration of the contents has been rescinded by Secretary of Agriculture Hyde. Trade authorities express the belief that this decision will increase consumption of corn by at least 25,000,000 bushels. The cane sugar growers are making less enthusiastic estimates of declines in their surpluses and the ardent food reformers are wondering what concession will be made next.

Alleging conspiracy to fix uniform and non-competitive prices in the sale of non-patented asphalt shingles and roofing materials, the Government has begun action against the Asphalt Shingle & Roofing Institute for violation of the Sherman Anti-Trust Act. Besides the institute most of the large concerns in the industry are included among the defendants.

Retail credit conditions in department stores and related lines underwent no important change in the first half of this year in spite of the depression, according to a survey just completed by the Department of Com-

merce covering women's specialty shops, clothing, shoe, furniture, jewelry and electric appliance stores in twenty-four cities. Bad debt losses were higher than in 1927, but averaged less than 0.6 of 1 per cent. of open credit sales for four types of stores.

Preliminary figures of the Census of Manufactures of 1929 issued this week show a gain over 1927 of 10.7 per cent. in value of factory products, of 4.7 per cent. in employment, and 5.3 per cent. in wages paid.

Hearings by the Interstate Commerce Commission on reciprocal buying disclosing how common is the practice of railroad buying of supplies from large shippers have evoked many suggestions of remedies for the abuse, as it is called. There is a general agreement that nothing but legislation can effect a change.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 5.—Now that the holiday season is over we will have to take up hockey and other ice sports; our hockey fans are getting prepared for action. The athletic association in charge of the new rink is still optimistic and expects to meet with success before the winter is over.

The Thomas Inn, on Ashmun street, which was closed a few weeks ago, will be re-opened shortly by Oscar Benoit, who has leased the building. He will conduct the hotel himself and lease the restaurant. The hotel is located in the heart of the business section and should get a fair share of the business during the winter; the place has been popular during the tourist season and always well filled.

Andrew Kristelis, who has been in business at 515 Ashmun street, has moved to 111 West Spruce street, where he will conduct a lunch room and confectionery store. The new location is opposite the Hotel Belvedere, where all of the busses stop while here, also headquarters for the farmers.

Otto Crawford, who has been conducting a confectionery and ice cream parlor on top of the Ashmun street hill, has changed the name of his business, which will now be known as the Crawford ice cream parlor.

Now that the engineers have figured out how to lengthen the life of automobiles, maybe they'll do something along the same line for the pedestrians.

The Escanaba Press has uttered a declaration of war against unemployment. It believes in the following measures:

1. To maintain a standard of living to which people have been accustomed.
2. To continue to make regular, normal purchases of the things which they are accustomed by their living standards to purchase.
3. To anticipate certain future needs now so as to take advantage of present prices and to guard against the sudden raise of prices which will result if a curtailment of buying is allowed to store up a high demand.

This we believe is a move in the right direction, and we would also join in this program, as we are also in the same boat. Prosperity is a fine thing, but the most optimistic reading matter is produced by adversity.

Word was received here last Thurs-

day from New London, Conn., that Frank Perry, former mayor of the Soo had died. Mr. Perry was well known here, where he was engaged in lumbering on a large scale, also influential in politics. At the age of 17 years he was employed as a clerk for the A. M. Smith Lumber Co. on the Spanish river, Ontario. He spent many years in the lumber business and had more than ordinary success. In 1890 he formed the Perry Lumber Co. and later he became one of the largest dealers in lumber on the Great Lakes. He was also in control of the Hall & Hunson Lumber Co., at Bay Mills. Burial will be in Toronto. He is survived by three daughters.

William Schoals, another one of our well-known lumbermen, died last week at the home of his daughter, Mrs. Harry Walker, at Cuyahoga Falls, Ohio, of heart disease. Mr. Schoals had been resident at Brimley for many years. He was a lumber contractor as well as lumbering on his own account. He was well and favorably known throughout Cloverland. He had many friends and was beloved by all who knew him. Besides his daughter at Cuyahoga Falls, he leaves one son who lives at Brimley.

It is hard, perhaps, to keep Christmas active throughout the year, but maybe the monthly payments will help keep Christmas in your mind.

Dr. J. A. Cameron, of Pickford, recently returned from a hunting trip in Northern Ontario and writes of his trip telling of the great sport in hunting jack rabbits. The doctor offers a suggestion of shipping into the Upper Peninsula large quantities of these animals for hunting and eating purposes. They furnish great sport, and they run from ten to twenty pounds in weight. He also said that one of the rabbits weighed twelve pounds dressed. Dr. Cameron is of the opinion that if introduced in Cloverland they will afford great sport to hunters who come from the lower part of the State and not only feed the camps, but will also cut down the tendency to shoot birds. William G. Tapert.

Enter New Year With Wide Open Eyes.

The outstanding characteristics of the 1930 reviews and 1931 forecasts are their frankness and confidence. Few competent observers make any attempt to belittle the seriousness of the troubles attending the year that has passed. As nearly unanimous are those who look without anxiety into the year that is to come. They have estimated the damage that has been done, reckoned the cost, are convinced that the essential business structure remains solid and believe that the time is not distant when the dawn of a brighter day will break for an expectant world, of which America is an integral part. The temper is sober and resolute. The Micawber waiting-for-something-to-turn-up attitude has given way to sensible realization that we are the architects of our own destiny; that hard, intelligent work alone will bring about a better order of affairs. For optimism on general principles we have substituted understanding of general principles and now know that

they cannot be violated with impunity. In the fiscal year which ended on June 30 we were still struggling with what remained of a childlike faith in a new sort of business wizardry. We had tasted the fruits of an amazing affluence. We had forgotten that man must earn his bread by the sweat of his brow. In spite of a sharp reverse, we clung to the delusion of an Elysium into which we had entered after the death among us of ideas which had hampered the older races. Slowly, as the disastrous year unfolded its long tale of grief, we began to awaken to a sense of things as they are. We are facing them now calmly and dispassionately, able to appraise their meaning and to make our plans accordingly. We enter the new year with wide open eyes, unafraid of what they are to see.

15,000,000 Years Old.

Some of the old ideas about prehistoric America may go glimmering if further exploration of the tar pits near Fort McMurray, in Northern Alberta, bears out last summer's discoveries there, which last week were described for the public. For in those tar pits were found the perfectly preserved remains of trees that are believed to have shaded the general region around Lake Athabaska from 15,000,000 to 20,000,000 years ago, remains so nearly complete that even twigs, leaves and insects can be distinguished. And the gnarled wood, sealed thousands of centuries in the tarry sands, is said to be so well preserved that it can be whitened and still shows its growth rings.

One of the most provocative sidelights of the discovery is the fact that the "embalmed" trees are of a variety still growing in Japan, according to scientists who have examined them. This leads Dr. I. W. Bailey, of Harvard University to believe that the theory that North America and Asia were once parts of the same continent has been definitely strengthened.

Further exploration of the Alberta tar pits probably will add to the amazing display, but already they seem to have given the world its first known specimens of vegetation of the Jurassic period in their original state.

Seven New Readers of the Tradesman.

The following new subscribers have been received during the past week: Earl Cox, Elkhart, Ind. Morton Lacquer Co., Grand Rapids. John R. Casselman, Grand Rapids. Lakeside Biscuit Co., Detroit. Peoples State Bank, Sparta. H. C. Cunningham, Lansing. Home Acres Grocery, Grand Rapids.

When a man prophesies about what will be going on a century hence, he is safe. Nobody can disprove what he says.

MEN OF MARK.

W. H. Young, President of Behler-Young Co.

Public recognition of benefits conferred is usually long delayed and is not always placed where properly it belongs. There are names—not a few of them—recorded on the tablets of fame which might well be replaced by some of which the world never hears. There are the quiet workers who are satisfied with the rewards that come simply from honest toil, of brain or muscle or both, who seek no meed of praise, and yet who accomplish much that is for the good of their time and the world. In fact, progress is due very largely to such men. There are the great pioneer spirits who introduce epochs and who turn the attention and the effort of men into fresh paths. But after all they do not accomplish much of a concrete sort. They may serve as guides and prophets, but others do the work.

Even invention and the developments of the sciences and the mechanical arts are only occasionally illuminated by the flash of genius. Some men are identified with the steam engine or the telephone or electric light or the electrical transmission of power. But usually the man who gained the fame did no more than those who went before him or who came after him and was no more essential than they. That is to say, neither the electric light, nor the telephone, nor the electric motor, nor the steam engine, was the discovery of one man. The man whose name is identified with any one of these was the inheritor of this work of others and passed on his discoveries to his successors. That particular man simply happened to be at the particular point in the chain of investigation, discovery and application where the theoretical became the practical and so emerged from the gloom of the laboratory into the light of publicity.

This is said to be a mechanical age, and so it is—to such an extent that we are thoughtless of the obligations we owe to a long chain of inventors and students and workers who have made possible these really wonderful things which are so common that they are taken as a matter of course.

Wayne H. Young was born in Lowell, May 6, 1895. His antecedents were English on both sides. He attended the public schools of his native city, graduating from the high school in the academic course. His first employment was with the City State Bank of Lowell as teller. Two years later he came to Grand Rapids and took charge of the law office of P. J. Cleland for two years. He then went to Ann Arbor as chief clerk of the organization which has charge of the buildings and grounds of the University of Michigan. Eighteen months later he entered the engineering and ordnance department of the University. One year later—prior to America getting into the war precipitated by the kaiser—he enlisted in the army and was assigned to the ordnance department. He was sent to the Federal arsenal at Rock Island, Ill., where he devoted his time to the manufacture, handling and storing of ammunitions.

Six months later he was transferred to Washington, where he served as senior accountant in the same department for a year. He was then transferred to the same department at Detroit. On the declaring of the armistice he was transferred to the claims board located in Detroit.

In September, 1920, he came to Grand Rapids and took a position as salesman for W. C. Hopson & Co., covering the Southern half of Michigan. Two years later he entered the employ of the United States Register Co., at Battle Creek, as purchasing agent. He resigned from this position in 1927 to come to Grand Rapids and enter into business relations with John E. Behler under the style of Behler-Young Co., to engage in the manufac-

Masonic Club. He is President of the Salesmen's Auxiliary of the Michigan Sheet Metal and Roofing Contractors Association.

Mr. Young was married to Miss Florence Zeiter, of Lowell, Aug. 12, 1919. They have two children, a daughter of 3 and a boy 18 months old. The family reside in their own home at 1336 Giddings avenue.

Mr. Young owns up to but one hobby—trout fishing—which means that he is invisible to his customers for two or three days in May.

Mr. Young attributes his success to an "awful lot of hard work," which is the price most of us have to pay if we ever expect to get on the sunny side of Easy street.

In spite of an amiable good fellow-



Wayne H. Young.

ture and sale of sheet metal roofing and furnace fittings. The corporation has a capital stock of \$50,000, all issued. Mr. Young is President and Treasurer and Mr. Behler is Vice-President and Secretary. The company started in business at the corner of Bond avenue and Trowbridge street, but soon found it must have larger quarters. A building site was acquired at 342 Market street, where a two-story brick building was erected with a capacity of 30,000 square feet. Three salesmen are constantly employed. Mr. Behler attends to the requirements of the city trade.

Mr. Young is a Mason, being a member of the Blue Lodge, Chapter, Council and Knights Templar. He belongs to the First M. E. church and the

ship, sincere and warm, Mr. Young is a strong man, and on his judgment and friendship many men lean for guidance and help. He is diligent, steady and clear-headed. But he is chiefly remarkable for his warm good nature and genial wit and the ability to win friends and his sincerity, which treasures and holds this gain through varying conditions and strenuous trials.

The reason I have been able to accomplish what I have accomplished is that I direct everything and leave the carrying out to others. The secret of success I have already discovered is to originate, direct and scrutinize, but to do nothing which can be done just as well by assistants. Lord Northcliffe.

Late Mercantile News From Indiana.

Elkhart—Frank Myers, dealer in men's clothing at 415 South Main street, is closing out the stock and will discontinue business.

Kokomo—The Aladdin Manufacturing Co., of Muncie, has purchased in a trustee's sale the Hamilton Ross Factories, Inc., at Kokomo, and will move the plant to Muncie. Fred K. Hummell, trustee for Hamilton Ross Factories, Inc., made the announcement. The purchase included the trustee's title, interest and good will in the concern, as well as all other property.

Evansville—Alvin Sutheimer, local attorney, has been appointed receiver for the Raphael Bros. Dry Goods Co. by Judge Robert C. Baltzell, of the Federal Court at Indianapolis, upon petition of creditors. Sutheimer estimates the total assets of the firm at \$40,000, while liabilities are placed at about \$75,000. The company operates five other stores in addition to the wholesale store in Evansville. The petition in involuntary bankruptcy was filed by Samuel Bros., a Kentucky corporation, and the George L. Mesker Co. and the Wimsett System, Inc., both of Evansville. The petitioners alleged that the debtor firm is insolvent and committed two acts of bankruptcy in the payment of claims as preference ones.

Shaving Soap Substitute.

The following recipe was sent by a barber to the Pharmaceutical Journal, London: Mix 3 drachms (avoirdupois weight) of soda with 1 pint of hot water, allow to cool, add 6 drachms (apothecary weight) of nut oil, add 2 drachms (apothecary weight) of almond oil, add 10/15 drops of glycerine, 15/20 drops lavender oil (or other perfume). Mix well after each addition. When mixed it should be placed in close utensils and kept in a cool place. For use it is applied freely by spraying, or by means of the palm of the hand; it is then spread evenly, and the razor applied as if ordinary soap lather had been used. Being transparent it does not hide pimples, etc., and so there is no danger of cutting when the razor passes over them.

Onion Says 1931 Will Be Wet Year.

Marshfield, Wis., Jan 5—January is going to be extremely cold, if the prediction based on Ewald Benesch's onion turns out as he expects it will.

Annually, 30 minutes before the old year dies, Benesch, a cobbler, gets an onion and retires to his shop. He cuts the onion in two, examines the pieces carefully and from the condition of the layers makes his weather forecast.

Here's what he offers for 1931: January, dry, snow, and extreme cold; February, dry and cold; March, extremely cold, with much snow; April, wet; May, extremely wet; June, medium; July, mostly dry; August, medium; September, October, November and December, wet.

Bubbleine.

Castile soap powder 1 oz.
Glycerine 2 ozs.
Mucilage acacia 1 oz.
Water, to make 8 ozs.

Mix. Make solution, and strain. One ounce or less added to a pint of lukewarm water makes a superior bubble blowing compound, the bubbles being peculiarly tenacious.

Straight Talk...from A GENERAL FOODS SALESMAN

[Clarence Francis, president of General Foods Sales Company, Inc., recently talked on the retail sale of food. We would like to print the whole address, but space permits only the brief quotations given below]

LET'S go back only a few years . . . You dished starch from a box—you poured molasses from the spigot—spiked pickles out of a cask, and choked while you doled flour out of an old barrel. . . .

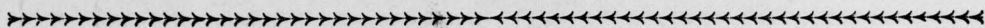
Then someone waved a wand and something happened. Starch went into packages, syrup went into cans, milk was evaporated and put into tins . . . The old staples had taken on new life . . . The consumer's interest in foods became aroused. Demand even for staple items increased . . . Our inventive genius began to assert itself in foods. Products came into existence in packaged

form, about which there was not even consumer knowledge, let alone demand.

Take for instance the cereal market. Of what would your stocks consist in the old days? Perhaps oats, farina, and cracked wheat. Today what have you? Need I list them? That the manufacturer originated and created the demand for these is history. . . .

The manufacturer's advertising is in reality your advertising. It is creating for you. It is a stimulus to your business. You can make of that what you will. Key in with it and you, we, and the consumer will benefit."

"Ask the General Foods Salesman"



Principal products distributed by

GENERAL FOODS SALES COMPANY, INC.

POSTUM CEREAL
INSTANT POSTUM
GRAPE-NUTS
POST TOASTIES
POST'S BRAN FLAKES.
WHOLE BRAN
DIAMOND CRYSTAL SALT
JELL-O
LOG CABIN SYRUP
MINUTE TAPIOCA
WALTER BAKER'S COCOA

WALTER BAKER'S CHOCOLATE
MAXWELL HOUSE COFFEE AND TEA
FRANKLIN BAKER'S COCONUT
CERTO
HELLMANN'S MAYONNAISE
PRODUCTS
CALUMET BAKING POWDER
LA FRANCE
SWANS DOWN CAKE FLOUR
SATINA
SANKA COFFEE

The quality that has made each General Foods product famous is always the same, and the net weight, as specified on the package, is always the same no matter where or from whom the consumer buys it.

MOVEMENTS OF MERCHANTS.

L'Anse—H. Feldstein, owner of the Fair Store, is offering to compromise at 35 per cent.

Kalamazoo—The Olson-Turner Sign Co. has been dissolved and its business terminated.

Detroit—Mrs. B. Sandelman, dealer in boots and shoes at 14263 Gratiot avenue, is asking for a general extension.

Detroit—Sam J. Rosner, retail men's furnishings, 13911 Mack avenue, has filed a petition in bankruptcy in U. S. District Court here.

Detroit—The Gold Pharmacy, 2237 Hastings street, has been incorporated with a capital stock of \$15,000, all subscribed and paid in.

Schoolcraft—Mrs. Rebecca Cooper, 81, identified with the dry goods business here since 1863, died at her home following a brief illness.

Detroit—The Morris-Travis Drug Co., 4159 Woodward avenue, has changed its capitalization from \$150,000 to 15,000 shares no par value.

Detroit—The Monroe Outlet Store, 515 Barlum Tower, haberdashery and clothing, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Interstate Stone Co., 14000 Welland avenue, building material, has been incorporated with a capital stock of \$10,000, \$4,500 being subscribed and paid in.

Detroit—The Chicago Baking Co., Inc., 4827 McGraw avenue, has been incorporated to do a general wholesale and retail bakery business with a capital stock of \$2,000, all subscribed and paid in.

Grand Rapids—Gavett & Co., Kelsey building, lumber, fuel, sprinklers, etc., has decreased its capital stock from \$5,000 preferred and 2,400 shares no par value to \$1,000 preferred and 2,400 shares no par value.

Detroit—Heinze Laboratories, Inc., 132 East Larned street, has been incorporated to deal in motors, engines, etc., with a capital stock of 2,000 shares at \$100 a share, \$1,000 being subscribed and paid in.

Detroit—Newkirk C. Maynard has merged his drug business into a stock company under the style of the Maynard Drug Co., 289 South Oakwood avenue, with a capital stock of \$9,000, all subscribed and paid in.

Grand Haven—The Kooiker Jewelry Co., Inc., 214 Washington avenue, has been incorporated to deal in jewelry, silverware and optical goods, with a capital stock of \$5,000, \$3,000 being subscribed and \$2,000 paid in.

Lansing—The Capitol Indoor Market, a new market enterprise here, which will house fifty stalls for farmers and merchants offering food products and flowers for sale has been opened at 429-31 River street.

Lansing—The New Way Engine & Machine Co. has been organized to deal in motors, machinery and electrical devices, etc., with a capital stock of 30,000 shares at \$10 a share, \$10,000 being subscribed and \$5,000 paid in.

Detroit—The Metal Engineering Corporation, 1812 Ford building, has been incorporated to deal in metal, metal materials, etc., with a capital stock of 1,000 shares at \$2 a share,

\$2,000 being subscribed and paid in.

Lincoln Park—Organized for the purpose of prompting Allen Park residents to trade with their local Allen Park merchants, three stores formed an association to be known as the Allen Park Retail Merchants' Association.

Detroit—The Servall Co., 4409 Seyburn avenue, machinery, supplies, household appliances, etc., has merged the business into a stock company under the same style with a capital stock of \$25,000, \$10,000 being subscribed and paid in.

Detroit—An involuntary petition in bankruptcy has been filed in U. S. District Court here against Samuel Backerman, retail dry goods and shoes, 4183 Junction Detroit, by Fixel & Fixel, representing A. Krolik & Co., \$1,763; William A. Fixel, \$41; Marion Shoe Co., \$149.

Lansing—Eugene Parker, who conducts a jewelry, silverware, etc., store at 304 South Washington avenue, has sold his stock and store fixtures to P. W. Ballentine, who conducts a similar business on East Grand River avenue, who has taken possession and will continue both stores.

Ecanaba—W. G. Thick, who for the past eighteen years has been merchandise manager and buyer of dry goods and small wares for the Fair Store here, has resigned. Mr. Thick has purchased the Garden Theater, Marshall, which he will personally manage, having assumed control the first of the year.

Pontiac—An involuntary petition in bankruptcy has been filed in the U. S. District Court at Detroit against Gabriel J. Rappaport, operating as National Clothing Co., by Frederick B. Darden, attorney representing Dresden Dress Co., \$150; Weinberg, Weinberg & Aporn, \$161; Peoples State Trust & Savings Bank, \$10,000.

Kalamazoo—E. M. Kennedy, president of the Kalamazoo Industrial Bank, announces that his company has concluded negotiations for the purchase of the old Kalamazoo Trust & Savings bank building, East Michigan avenue and Portage street. The Industrial bank and Citizens Loan & Investment Co. will be located in their new home Jan. 12.

Corunna—Earl E. Durham, local druggist, is receiving the congratulations of his friends to-day upon his appointment as a member of the Michigan State Board of Pharmacy, a position which he received last Tuesday at the hands of Governor-elect Wilber M. Brucker at Lansing. The appointment to the board is regarded as a distinct honor as there were a number of pharmacists in the State who were in the race for the position.

Lincoln Park—Joe Blumrosen, prominent Lincoln Park merchant, was elected president of the Lincoln Park Exchange club at the semi-annual election of officers. Since coming to Lincoln Park from Manistique six years ago, when he opened a dry goods store on Fort street near College, Blumrosen has been active in civic work and has been one of the most energetic members of the club, of which he has been a member nearly five years.

Monroe—Union Guardian Trust Co.

has been appointed receiver in involuntary bankruptcy proceedings against Anna Fegenbaum, retail clothing. Liabilities of \$10,327 and no assets are listed in schedules filed in the U. S. Court at Detroit. Unsecured claims of \$500 or more are: Endicott Johnson Corp., Endicott, N. Y., \$1,238; A. Krolik & Co., Detroit, \$604; U. S. Cap Co., Cleveland, \$750; Western Mdse. Co., Toledo, \$1,131; B. & B. Clothing Co., Toledo, \$2,608; Joseph Bros., Monroe, \$588.

Bad Axe—John G. Clark, 54 years old, Bad Axe business man, died suddenly in the Tuller Hotel, Detroit, Jan. 2. Deceased was vice-president and general manager of the Clark & McCaren Co., wholesale grocers here and one of the organizers of the Independent Grocers' alliance. Surviving Clark are his widow and a son, Crosby Clark, Bad Axe; four brothers, Justice Clark, Flint; Donald Clark, Huntington, W. Va., and Archie Clark, Bad Axe, and his parents, George C. Clark, Waterville, Wash., and Mrs. Clark, of Bad Axe.

Detroit—Creditors of Koblin Bros., retail dry goods, oppose the confirmation of the composition offer of 20 per cent. in involuntary bankruptcy proceedings against Koblin Bros. The specifications as filed by Frank Kenney, attorney for Carson, Pirie, Scott & Co., Chicago, allege that the confirmation is not in the best interests of creditors, on the ground that a considerably larger dividend is feasible from proper administration of assets. It is also alleged that the debtors have been guilty of acts which would be a bar to their discharge.

L'Anse—Harry Feldstein, proprietor, proprietor of the Fair Store, was adjudicated bankrupt last Friday by R. T. Looney, of Houghton, referee in bankruptcy, and the store was closed for inventory. His stock inventoried \$17,000, with liabilities of \$22,000. Mr. Feldstein came to L'Anse six years ago and opened the Fair Store in the Campbell building. He always did a fair business and was considered a careful buyer and a good salesman. He carried a large stock of merchandise and paid strict attention to his business, being in the store early and late. His failure came as a surprise to the residents of the county.

Manufacturing Matters.

Detroit—The Federal Cement Tile Co. has changed its name to the Federal American Cement Tile Co.

Saginaw—The Hintz Cigar Co., has changed its name to the Blackney-Hintz Cigar Co. and increased its capital stock from \$50,000 to \$100,000.

Detroit—The Grand River Plating & Manufacturing Co., 4144 Grand River avenue, has been incorporated with a capital stock of \$12,000, all subscribed and paid in.

Grand Rapids—Sterling Furniture of Grand Rapids, 1600 Bishop street, has decreased its capital stock from 50,000 shares no par value to 4,000 shares no par value.

Gladstone—The Marble-Card Electric Company, manufacturer and dealer in electrical machinery and appliances, has merged the business into a stock company under the same style with a

capital stock of \$60,000, all subscribed and paid in.

Detroit—The Acme Smelting & Refining Co., Ltd., has merged its business into a stock company under the same style with a capital stock of \$3,000, all subscribed and \$1,500 paid in.

Detroit—Wood Floors, Inc., 19001 Reno street, has been incorporated to manufacture and deal in wood floors with a capital stock of \$5,000, \$1,050 of which has been subscribed and paid in.

Detroit—The Essex Cigar Co., 5247 Grandy avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, \$20,000 being subscribed and paid in.

Bad Axe—The Thumb Creamery Co. has sold its butter-making machinery and cream collecting station to the Siedel Creamery Co., of Bay City, who will remove the butter-making machinery of the local plant to Bay City.

Gladstone—The Marble Arms & Manufacturing Co., has merged its business into a stock company under the same style with a capital stock of \$200,000, all subscribed and paid in. The company manufactures and deals in sporting goods, electric machinery, etc.

Detroit—The Karbo Manufacturing Co., household appliances, refrigerators, washing machines, etc., has been incorporated with a capital stock of 1,800 shares of A stock at \$10 a share, 5,000 shares of B stock at \$1 a share and 6,800 shares no par value, \$16,000 being subscribed and paid in.

Saginaw—Merger of the Hintz Cigar Co. and the Blackney Cigar Co. into a new organization to be known as the Blackney-Hintz Cigar Co., is announced by J. Harold Blackney and A. F. Hintz, president and vice-president, respectively of the new corporation. Articles of association carrying a capitalization of \$100,000 have been obtained for the new firm. The new corporation will wholesale cigars, tobacco, cigarettes, confectionery, pipes, smokers' specialties, beverages and store fixtures. It will be located in the building at Sixth and Tuscola street which for several years has been the home of the Blackney Cigar Co. Eight salesmen will be required to service the trade area around Saginaw.

Syrup and Molasses—Demand for sugar syrup is quiet, the aggregate being rather small. Stocks are still light, however, therefore the market is steady. Compound syrup is moving a little better at the recent decline, but the demand is still not very heavy. Molasses unchanged and moderately active at unchanged prices.

Sauerkraut—There is a healthier undertone in this item, despite the easiness which existed earlier in the fall, due to the influx of cheap cabbage from Wisconsin. With the coming of the cold weather, trading is expected to make new gains, and canned kraut is already finding an increased outlet.

There is just the edge of a suspicion that Mr. Hoover has walloped the Senate in a way that has hurt.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.20 and beet granulated at 5c.

Tea—The market has been marking time for a few weeks, but everybody seems to believe that within a short time there will be enough new business to cause price advances. Buying has been recently cut to actual wants only. The whole list is very quiet without any particular changes in price.

Coffee—There has been a little firmness in future Rio and Santos coffee, green and in a large way, but it has been only temporary and is not viewed with any confidence by the trade. There is no speculation at all and the spot Rio and Santos market is exactly where it was a week ago, with the undertone still weak. Milds are unchanged from last week. General demand for coffee is about as usual. The jobbing market for roasted coffee is not materially changed.

Canned Fruits—Some business has developed during the week for Florida grapefruit, which is being shaded in price by some of the packers. As a matter of fact, there is a variance of 30 cents a dozen between the opening prices for No. 2s and the price at which certain packers are now quoting. They have not been able to stabilize prices in Florida. General demand for canned fruits is poor just now and will stay poor until some time later in January.

Canned Vegetables—The major foods need only a strong leader to lift most of them out of the doldrums. Such items as standard tomatoes, string beans, etc., are not selling anywhere near their statistical strength. The same applies in less degree to corn, but enthusiasm about this particular food seems to be modified by its failure to go as rapidly into consumption as other foods. Peas, of course, are proving one of the surprises of the season, as low grades and off grades continue to move freely from Wisconsin. Some revisions may develop in certain varieties, but generally there is a rising confidence in peas.

Dried Fruits—Dried fruits are inactive at the present time, but it is likely that buying will not be long delayed, as distributors have not covered their needs to any considerable degree, and there is nothing to be gained by their continued failure to do so. Unsold tonnages on the Coast are now down to comparatively low levels. The bumper prune crop in California is over 60 per cent. sold. Raisins are firmly established with the pool virtually in control of the situation. Prices generally are unchanged, although peaches are reported as somewhat firmer. Top grades in this item are getting very scarce and like apricots, a firmer tendency in standards is indicated. The lower grades of pears are in good supply on the Coast, but fancies and choice were pretty well cleaned up on the low quotations announced by packers earlier in the fall. Apple evaporators held their production down, due to the low prices prevailing, and although unsold tonnages are very light in both California and the Northwest, the failure of the export market to buy as freely as ex-

pected has caused easiness in this item. Prunes should soon begin to move in volume again from the Coast, as wholesalers have bought only limited amounts through the fall, while chain stores took on lots freely for specials. There is a promising domestic and export market for remaining unsold tonnages, moreover, unless prices are too radically advanced. Although buying of prunes has been general in other distributing markets and abroad, there has been no accumulation of stocks to speak of and frequent enquiries for early spring requirements are being received. Top grades of domestic figs, both white and black, have gone into free distribution, but the Coast reports some surplus of Adriatics yet to be moved. At present, however, it appears likely that all dried fruits will be entirely sold out in advance of new crop.

Beans and Peas—The market for dried beans is still very slow and sluggish. Prices, however, are fairly steady, with no important changes for the week. Dried peas are also unchanged and dull.

Cheese—Cheese has been quiet and steady since the last report.

Canned Fish—Predictions of a price advance in salmon, particularly pinks and chums, appear to be too optimistic. There are plenty of these varieties available at \$1 and 90c Coast, respectively, and bargain hunters very likely could shade these prices a little. Nevertheless, a record amount has been crowded into consumption during this usually off season, so that the primary situation is considerably healthier.

Salt Fish—With the holiday season over, the trade is expected to lose little time in covering its requirements, as stocks in the hands of packers are low this year, and a few varieties have already been taken off, such as American fats No. 3 and No. 4 and Alaska red salmon. The production was very small and present prices are not in line with the statistical strength of the primary market. A rising trend is, therefore, quite possible, and almost certain if buying develops to a vigorous point.

Olives—With holiday needs taken care of, there was little activity during the week in olives. Spot stocks are well rounded out and there is a somewhat firmer undertone, but otherwise the market is featureless. Buying has been on a small lot scale for some months now and there is little prospect of any more than a replacement trade in the near future.

Pickles—The pickle market still is retarded by the lack of varieties for which the trade is calling. The lack of large size genuine dills in the crop this year has been one of the principal reasons for a general lack of activity. A better business in other varieties is looked for before the month passes, however. Stocks in the hands of the trade are light and prices unchanged.

Rice—The primary market still rules firmer in Southern producing states. Millers' stocks have reached such a low point that they are now buying rough stocks from growers at the prices announced by the latter. Short grains remain unchanged on the spot. Some millers' representatives feel that Blue Rose is bound to be well main-

tained because of the scarcity of up-to-grade goods. Buying is somewhat improved and it is apparent that stocks in the hands of the trade are low. Long grains continue firm and scarce, while Japans are stronger, particularly in Arkansas.

Review of the Produce Market.

Apples—Current quotations are as follows:

Spies, A Grade\$2.50
Spies, Commercial 1.50
Spies, Baking 2.50
Spies, Fancy 3.50
Baldwins, A Grade 2.00
Baldwins, Commercial 1.25
McIntosh, A Grade 2.50
McIntosh, Commercial 1.50
Snows, A Grade 2.00
Snows, Commercial 1.25
Banana, A Grade 2.00
Banana, Commercial 1.25
Delicious, A Grade 2.50
Delicious, Commercial 1.75
N. W. Greenings, A Grade 1.50
N. W. Greenings, C Grade 1.00
R. I. Greenings, A Grade 2.50
R. I. Greenings, C Grade 1.50
Grimes Golden, A Grade 2.00
Grimes Golden, Commercial 1.00
Hubbardstons, A Grade 1.75
Hubbardstons, C Grade 1.25
Jonathans, A Grade 2.50
Jonathans, C Grade 1.25
Kings, A Grade 2.25
Talman Sweets, A Grade 2.00
Talman Sweets, Commercial 1.25
Hendricks Sweets, A Grade 1.50
Hendricks Sweets, C Grade 1.00
Ontario, Baking Apples 1.75
Cooking Apples, all varieties75

Bananas—5½@6c per lb.

Butter—The market has shown no important changes since the last report. Receipts are moderate, but about enough for the demand. Jobbers hold 1 lb. plain wrapped prints at 29c and 65 lb. tubs at 28c for extras and 26c for firsts.

Cabbage—85c per bu.

Carrots—85c per bu.

Cauliflower—\$3 per crate of 12 to 16 home grown.

Celery—40@60c per bunch for home grown.

Cocoanuts—80c per doz. or \$6 per bag.

Cranberries—Late Howes, \$4 per ¼ bbl.

Cucumbers—No. 1 hot house, \$2.50 per doz.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans\$4.50
Light Red Kidney 7.25
Dark Red Kidney 7.00

Eggs—Have held their own and a little more since the last report. On account of scarcity of fine fresh eggs there has been an advance of 1c per dozen on storage stock. There is not much demand now for storage eggs. Storage operators offer their supplies on the following basis:

XX candled in cartons 22c
XX candled 20c
X candled 17c
Checks 16c

Grapefruit—Marsh Seedless from Texas is sold as follows:

54\$4.50
64 4.25

70 4.00
80 3.75

Extra fancy sells as follows:

54\$3.50
64 3.50
70 3.50
80 3.75
96 3.25

Choice is held as follows:

54\$3.25
64 3.25
70 3.25
80 3.25
96 3.00

Grapes—\$2.50 for Calif. Emperors in 25 lb. sawdust lugs.

Green Onions—60c for Shalots.

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate\$4.00
Imperial Valley, 5s, per crate 4.00
Hot house leaf, in 10 lb. baskets 1.00

Lemons—To-day's quotations are as follows:

360 Sunkist\$6.50
300 Sunkist 6.50
360 Red Ball 5.50
300 Red Ball 5.50

Limes—\$1.75 per box.

Nuts—Michigan Black Walnuts, \$1.50 per bu.; Hickory, \$2 per bu.

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

126\$6.75
150 6.00
176 5.50
200 4.75
216 4.25
252 3.75
288 3.75
344 3.75

Floridas extra fancy are held as follows:

126\$3.25
150 3.25
176 3.25
200 3.25
216 3.25
252 3.00
288 3.00
324 3.00

Onions—Spanish from Spain, \$1.75 per crate; home grown yellow in 100 lb. sacks, \$1.

Parsley—50c per doz. bunches.

Peppers—Green, 50c per doz. for California.

Potatoes—Home grown, \$1.10 per bu.; Wisconsin, \$2.25 per 100 lb. sack; Idaho, \$2.50 per 100 lb. sack; 90c per 25 lb. sack.

Poultry—Wilson & Company pay as follows:

Early Springs 21c
Heavy fowls 20c
Light fowls 15c
Ducks 14c
Geese 12c

Spinach—\$1.25 per bu.

Squash—Hubbard, \$3.50 per 100 lbs.

Sweet Potatoes—Indiana, \$2.85 per bu.; Tenn., \$2.50 per bu. Both are kiln dried.

Tangerines—\$1.75 per ½ bu. basket.

Tomatoes—\$1.30 for 6 lb. container, Southern grown.

Turnips—\$1.25 per bu. for new.

Veal Calves—Wilson & Company pay as follows:

Fancy 13½c
Good 10c
Medium 8c
Poor 8c

CHAIN STORE DEBATE.

Between Washburn College and the Kansas Aggies.

Thursday night, December 18, representative debaters of Washburn College, Topeka, and the Kansas Aggies, Manhattan, met at Manhattan for a discussion of the chain store question, and the debate was broadcast over the Agricultural College radio station.

The following report is from that radio broadcast. It does not purport to be a verbatim account; it probably contains "errors in transmission," but it gives a fair idea of the line of arguments being used in these inter-scholastic debates.

The question: "Resolved—That chain stores are detrimental to the best interests of the American public."

Affirmative (Washburn)

Richard Hubbard

Gerald Tallman

Negative (Kansas Agricultural college)

Joseph N. Weaver

Waldo Wilmore

Richard Hubbard, First for Affirmative

The Hudson Bay Company was perhaps the first typical chain store. There are now 100,000 chain stores in the United States, and they do 20 per cent. of the retail business. The typical chain store, as the term is used in the question, is one consisting of a number of unit stores not confined to any one community, and under one ownership and control. Local chains and voluntary chains of independent stores are not considered as included in the term "chain stores."

The affirmative will endeavor to prove:

First, that the benefits for the public, claimed on behalf of chain stores, do not exist.

Second, the chain stores are a menace to industry.

Third, the chain stores have a harmful influence on community and family life.

Advocates of the chain stores claim that by mass buying the chains obtain great advantages in price. This may have been true some years ago, but the manufacturers are getting wise. The chains can't get the concessions they once could. Manufacturers are finding that it does them no good to manufacture vast quantities of goods if they make no profit on them. Also they are finding that it is too hazardous to turn their entire manufacturing equipment over to the needs of one buyer. It is safer to have a large number of smaller buyers as their customers. Another thing which has served to discount the advantage of mass buying is the fact that the small buyer, the independent merchant, can often pick up small lots at bargain prices which the chain can't afford to bother with. Also the small buyer is in position to take advantage of market changes.

If the chain store undertakes to operate its own manufacturing plant, as some of them do, they must perform exactly the same functions, and with no more efficiency, than they are performed now.

It is sometimes argued that the chains can sell goods cheaper because they do not give credit and free delivery. The Harvard Bureau reports that

credit losses for the U. S. are only four-tenths per cent. and that the cost of delivery service is only one and two-tenths per cent. Even if credit and delivery does cost a little more, people are entitled to it, if they want it. Furthermore, if a merchant gives delivery service he can locate a little off the high rent district, and save part of the cost of the delivery service in that way. Chains must always rent the most expensive locations.

Chains have made the public think they are getting low prices by the use of loss leaders. They advertise these cut-prices on Nationally known goods, for the purpose of getting people into their stores and selling them some private brands at a big profit.

Another thing the chains do is to cheat their customers with short weights and short measure. There are hundreds of examples of this. A large portion of the chains resort to such devices.

The most extensive survey and analysis of prices charged by chains and independents was made by R. S. Aleander, of Columbia University, of 1,000 grocery stores in New York. He found that the chain store prices are 4.6 per cent. higher than the independent stores in that city.

Joseph N. Weaver, First for the Negative.

I am glad to be able to say that there is a marked improvement in the independent stores of this country. They are increasing the speed of their turnover, and are eliminating credit and delivery.

But I want you to note that the independents would not be doing this if the chains had not set the pace, and forced them to do so.

The ideal of the American people has been to reach a condition of living where the individual might obtain the most comforts of life with the least effort. To accomplish this, we have been constantly striving for the elimination of waste and the increase in efficiency. In industry we have accomplished much. The productivity of our factories has increased amazingly. We do by machinery the work formerly done by scores of men, and thus produce goods at the minimum of cost.

But we have failed to keep the pace in the field of distribution. The cost of distribution actually exceeds the cost of production. It is estimated by the Department of Commerce that the waste operations in distribution are costing this Nation \$66 per capita per year. This is enough waste to build a complete system of hard-surfaced roads for the State of Kansas in one year. This terrific waste is due largely to multiplicity of middlemen. Take, for example, a can of peaches. From the orchard to the consumer's table, the peach passes through the hands of six different middlemen, and each one of them takes his cost of doing business and his profit. No wonder the cost of a can of peaches to the consumer is needlessly high. Now, under the chain store methods of distribution, five of these middlemen are eliminated.

The chain store eliminates middlemen, and also is able to obtain very low prices through mass buying. A great part of the saving thus made is

passed along to the consumer. The chains sell at materially lower prices. The University of North Carolina made an investigation of chain prices and independent prices, and found that the chains are 13.8 per cent. lower; the University of Kentucky in a similar investigation found that the chains are 14.3 per cent. lower. The United States Department of Labor, in an official report on the cost of 31 staple items, says that the consumer can save \$1 per week by buying at chain stores.

Gerald Tallman, Second Speaker for Affirmative.

Large cities prosper only from the prosperity of the small towns and villages. If small towns are not prosperous, the cities can't be prosperous. Any factor which weakens the small local business concern is a detriment to the community. The small town independent merchant is the one who supports local enterprises. The chain stores are of no benefit to the local community. They do not even come into the community until the local merchants have built it up to a period of prosperity. They wait until most of the public improvements are in and paid for and then they attach themselves to the community like parasites to suck out what others have put in.

Chain stores pay their employes low wages. That is one of the secrets of chain store success. Women in the five-and-ten-cent stores work for as little as \$5 to \$8 a week. Clerks in the chain grocery stores get \$15 a week. If the grocery chain store paid their clerks on the same scale with the clerks in independent grocery stores, the entire profit of the chains would be wiped out.

Managers of chain stores are expected to account for one hundred per cent. of the merchandise checked into their stores. They can't do it, and remain honest.

Jos. M. Fly, president of the chain store association, says that the great trouble with the chains is that they are not content with normal discounts in their buying, but they are constantly trying to get more. In other words, they are trying to get the profits of the manufacturer as well as those of the wholesaler and retailer.

Chain stores sap the strength of the local banks and drain the community of its wealth.

Chain stores force farmers to sell in distant markets instead of through the local stores.

The money which comes into the community and stays in the community is what builds that community. The money which comes into the chain store and is shipped out the next day to New York does not do the community any good.

Chains are run like machines. They have to be run that way to succeed. They have no more human sympathy than machines. They help no one except themselves. Their managers are transient and have no interest in the community where they happen to be sent.

Waldo Wilmore, Second Speaker for the Negative.

The previous speaker has criticized the wages paid by chain stores. The chain stores are in just the position of

any other merchant. They have to pay for labor whatever is necessary. They compete for labor with everybody else. Girls do not have to work for the chain stores if they can get a better job somewhere else. As a matter of fact, the chains probably provide employment for a lot of people who could not find employment elsewhere.

The independent merchant is at a disadvantage in competition with the chain for three reasons:

First, his wholesale costs are more; he can't buy goods as cheaply as the chain does.

Second, he has to carry a bigger variety of slow-moving stock.

Third, the chains are content with one profit.

The average overhead expense of the independent retailer of groceries in the United States is 19.1 per cent. The average overhead expense of the wholesale grocer is 9.6 per cent. This makes a total of 28.7 as the overhead from the manufacturer to the consumer, under the independent system. The Kroger chain combines both wholesale and retailing overhead within a total of 16.2 per cent. Hence, it is no wonder the chains are able to undersell the independents.

Chain store competition has brought about higher standards of business in the United States. To-day the independent grocer are obliged to have a clean, attractive store and a fresh stock if they expect to stay in business. That didn't used to be the case, as everybody knows. The independents have adopted chain store methods, and consequently the situation of the consumer has improved, thanks to the chain stores.

Furthermore, the chains have forced the independents to organize into large buying groups in order to get the benefits of mass buying. These independent buying groups have no trouble in meeting chain store prices, and they are also able to cut down their overhead expense so that they are actually making more money than they did before the chains come into the picture. The independent merchant, if he is progressive and efficient, is in no danger of being driven out by the chains.

The chains have broken the monopoly of the manufacturers on many items of a patented or copyrighted nature, for which dealers were forced to pay exorbitant prices. Thanks to the chain stores, the consumer is now able to buy many standard goods at a low price. Take, for example, the Katz advertisement in the last Sunday's Kansas City papers. Twelve dollar Kodaks were advertised for \$9, \$10 Parker pens for \$7.98, 50 cent Pepsodent for 27 cents, and so on through a long list of similar items. Such prices are due to the breaking up of the manufacturer's monopoly by the efforts of the chain stores.

And finally, the chains have reintroduced competition in the retail markets. Before the chains came in, retailers did not mark their prices down when there was a decline in the wholesale market. They waited six months or a year. Now, thanks to the chains, the consumers get the benefit of market declines immediately.

We claim that the chains have proven a benefit to the American public for these reasons:

First, mass production and mass buying methods.

Second, competition beneficial to industry in general.

Third, the advantages of savings and increased efficiency passed on in lower prices to the public.

Jos. N. Weaver, First Rebuttal.

The mortality rate among independent merchants is not any greater now than it was forty years ago. Less than five per cent. of merchants who fail are forced into failure by competition.

Wages paid by the chains are what the local labor market demands. There is no reason why independents should pay more. If they do so, it is evidence of inefficiency.

Chains are able to get large price concessions on quantity buying, and still leave the manufacturer in position to make money. Manufacturers are more prosperous now than ever before. Decrease in number of manufacturers is due to mergers and consolidations, not to failures.

It is true that the banks do not make as much money out of the chains as they do out of the independents. The chains do not have to operate on borrowed money. The independents do. And that is one reason why the independents have to charge more for their goods, thus making it more expensive for the consumer.

Eighty per cent. of the chain store managers of the country are members of their local Chambers of Commerce. Show me a community where a greater per cent. of the local merchants than 80 per cent. are members of the Chamber.

The benefit of a man to the community can not be measured by the part he takes in civic affairs. The chains offer the consumer a saving of 14 per cent. on his purchases, and that is of much more value to the community than membership in a dozen civic societies.

Richard Hubbard, First Rebuttal for Affirmative.

You can get statistics to show anything you want to show about prices, but the affirmative might concede that chain store prices are lower and still win this debate.

For when you reduce prices you also tend to reduce wages. If a man is making \$15 a week, he can better afford to pay 10 cents a loaf for bread than he could pay 7 cents a loaf for bread if he was earning \$10 a week. Reduced prices hurt the farmer, by reducing the pay he gets for his products. Reduced prices mean lower wages for employes in mills and factories.

The immense size and wealth of the chains is not a guarantee that they are efficient. W. T. Grant, head of one of the great chain stores, says, "I believe I could run an individual store at an overhead expense 10 per cent. below that of the chains. Chains grow so large that they are topheavy. The chains never know whether a man is worth what they pay him. They get so large that they are no longer efficient."

We will admit that the independents

have adopted some ideas for their betterment from the chains, but they have stopped with that, and have not adopted the handicaps and nefarious practices of the chains.

Waldo Wilmore, Second Rebuttal for Negative.

It is true, as stated, that there is conflicting evidence as to the comparative prices charged by chains and by independents, but we could leave that question to a vote of the audience which is listening to this debate, you know very well what the decision would be.

The chains are selling at prices which the independent stores cannot meet, unless they sell efficiently.

In closing, I want to say that we contend that the chain stores are not detrimental to the American public. On the contrary, they have proven a benefit. We cited mass production, mass distribution and low prices as one benefit, and the affirmative has not answered that. Second, we have proven that chain store competition has been beneficial both to independent retailers and to industry in general, and the affirmative has advanced no proof to the contrary. Third, we have shown that the chains are giving the benefit of this increased efficiency to the public in lower prices, and that is practically admitted by the affirmative. Gerald Tallman, Second Rebuttal for Affirmative.

Speaking of lower prices, you must take into consideration the quality of merchandise sold by the chains. Did you ever eat any of this Grandmother Bread, sold by one of the chains? If you have, you will know that it cannot compare in quality with the bread sold at a slightly higher price by the independent grocery stores.

The chains sell nothing but standardized articles, and hence have a very rapid turnover. We don't believe this Nation wants to be forced into standardization in this way. They offer us slightly lower prices, at a cost of individuality. If any of you have seen that new talking picture called "Just Imagine" you know what standardization leads to. It is a picture of this Nation as it is supposed to be fifty years hence. Instead of eating a nice, juicy beef steak, the consumer swallows a beef-steak pill and gets the same sustenance. That is standardization carried to the limit.

The negative says the chains have broken up the manufacturing monopoly. If they have, they have replaced it with a distributing monopoly.

The chain may sell cheaper in the small towns, but can you imagine a chain store being the center of community life like the general merchandise or grocery store is? You simply don't go into chain stores to chat with the manager about local conditions in your community. Friendship is a great thing, even in business. The chain store manager is merely a stranger in charge of the store for a few months, waiting for a transfer to some other town.

The simple fact is that people have let the chains fool them with their loss leaders.

The negative has not attempted to answer our charge that the chain store system saps the vitality of the local

bank, takes away the money that should be used to build the community, and tends to destroy community progress and community life.

This was a "no-decision" debate. The Agricultural College announcer invited anybody listening in on the debate to write in and give his or her opinion of the arguments presented. The next debate on the chain store question at the State Agricultural College will be on January 15 at 8:30, in which the Agricultural College debaters will have the affirmative and Bethany College, of Lindsborg, will have the negative. It will be broadcast.—Merchants Journal.

The A. & P. For Ten Years.

The Great Atlantic and Pacific Tea Co. has made a rather complete change during the last year in its policy of distributing information concerning its activities. Until a comparatively short time ago, it was next to impossible to obtain statistical information regarding this giant chain. To-day the Tradesman is able to spread before its readers this interesting table showing the annual sales of the A. & P. for the last ten years and the number of stores in operation for each of the ten years. The period covered is from March 1, 1920, to March 1, 1930:

Year	Stores	Sales
1921	4,638	\$ 234,420,618
1922	5,215	201,996,503
1923	7,329	245,964,740
1924	9,269	296,461,460
1925	11,413	352,031,119
1926	13,991	440,023,100
1927	14,818	574,087,184
1928	15,672	761,402,805
1929	15,177	972,799,185
1930	15,418	1,053,692,882

It will be noted that on March 1, 1928, the A. & P. had more stores than on March 1, 1930. It will also be noted

that the drop from 1928 to 1929 was approximately 500 stores, a reduction of about 3 per cent. This was due to the policy adopted in 1929 of concentrating on the development of larger stores. In many neighborhoods the chain opened one big store and closed two or three small ones.

Glass Trade Has Quiet Week.

Distribution of window, plate and other flat glass products is along generally quiet and inactive lines, reflecting the usual lull incident to the wind-up of the holiday season and the advent of the new year. A number of window glass jobbers are still in the midst of inventories and the immediate effect of last week's readjustment of selling prices has been rather negligible. With the completion of inventory-taking it would appear that some stimulus in business placed with the manufacturers will develop. An early revival of demand from the automobile industry for plate glass is hoped for.

New Vegetable Has Many Culinary Uses.

Athens, Ga., Jan. 5—Georgia is growing a new vegetable—the chayote.

The delicacy, full of vitamins for children and adapted to many culinary uses, is a native of tropical America. Department of agriculture and college farm experts see the vegetable as an important Southern crop.

The chayote is a fall and winter vegetable produced on a climbing vine with perennial roots. The plant belongs to the cucumber family but is more hardy and prolific. The chayote is pear-shaped and contains a single edible seed. The flavor is similar to that of the summer squash. They may be eaten boiled, creamed, in salads, baked, stuffed, fried, in soups, stews or pickled. The seed has a nut-like flavor and is said to be very nutritious.

Be sure you see the point before you laugh.

PUTNAM'S Junior Valentine Assortment



Packed with four kinds of hearts. Only 10 Lbs. per deal. Two dozen attractive Valentines FREE.

Order Now.

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NATIONAL CANDY CO., INC.
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STOKELY'S Honey Pod Peas

Distributed by

Western Michigan Grocery Company

GRAND RAPIDS, MICHIGAN

WHAT PRODUCERS MIGHT DO.

Concerning the forecasts on business for 1931, there is a wide range of choice from those that predict a measurable gain in the late spring to those which see little in the way of real recovery until 1932. It would more than ever seem wise policy for the business executive, therefore, to cut away from any dependence on what the general situation may turn out to be and to study ways of improving things for himself.

In the last few years, due again to the political effort to claim credit for whatever prosperity prevailed, there has been a lamentable tendency on the part of many business interests to let general business conditions and prospects count too largely in their own plans and activities. That is why it was entirely possible that if business had been told the truth early last year recovery might have been hastened.

Some of the things to which manufacturers must address themselves this year are plain. Costs must be reduced and qualities raised. To impress the possibilities of such a program on themselves, producers might visit a ten-cent store and inspect what has been done. A good deal of gushing has been heard on quality and it would be wise for the manufacturer to view his product in a colder and more critical light. Many engineering products fall into this category and practically the whole building industry might survey its shortcomings from the standpoint of value, utility, convenience and beauty.

The origination of new products and the search for new markets, so manufacturers will find, is eminently more profitable than the wasted effort and money that has gone into tariff agitation or devising artificial methods of output and price control. Distribution costs, so compelling a problem, may be greatly reduced once less selling pressure is necessary and more consumer acceptance is developed through the study of consumer demand and through the value, quality and service offered by the product itself.

REVIEWS CONFUSING.

As business drifts quietly into what all hope will be a better year, there is cheering news this week from the steel industry concerning increased specifications which hold up operations better than was expected, and a small rise in the weekly business index indicated for the final week of 1930. Commodity prices, however, continued their dip to a new low, building activity receded and sharply reduced automobile sales in November are reported.

From the usual financial and business reviews and forecasts it is possible to get only a very confused picture of 1930 happenings and 1931 prospects because of the mixture of fact and theory. To explain the depression many different causes are brought forward, the principal ones being overproduction, security speculation, the gold shortage, the decline in the price of silver and the collapse in commodity values.

For these muddled views there is

some excuse, of course, because there were many new elements in the situation, such as our increased use of machinery, the expansion of consumer credit, the tariff, our new role as a creditor nation and the blatant political propaganda which is so largely responsible for the so-called "new era" economics.

With more perspective on the depression it is possible that analysts in the future may find that the speculative mania which was encouraged by Government leaders and supported by the central banking system of the country (over the protests, let it be said, of several districts) was directly responsible. This speculation pushed up production but failed, despite the growth in instalment and foreign credits, to increase consuming power to the necessary degree. The census figures very nearly tell the story when they disclose an increase of only 5.3 per cent. in wages from 1927 to 1929, while the value of products rose 10.7 per cent.

PRESSING RETAIL PROBLEMS.

Forecasts in the retail field are remarkable for their restraint and for the emphasis laid on the necessity of reducing expenses. Cost reduction has been considerably stressed in the last few years and, in fact, since the Harvard studies disclosed constantly dwindling net profits, but through the era of prosperity less attention was paid to the subject than it will command in these days of adversity.

Accompanying the determination to cut expenses, there is also noted in retail statements almost universal appreciation of the advantages in adjusting store operations more closely to consumer demand. The stores are advised to buy what is selling best and to buy it at the prices which are getting the most consumer action. In short, a veritable revolution is taking place in retailing by which buying is subordinated to selling. The progressive stores are no longer depending upon either a buyer's good judgment or bad judgment but requiring tests of demand and then purchases of what those tests prove will sell.

It is fairly safe to assume that if this practice became general and not interrupted by speculative tactics from time to time, the retailers would cut their mark-downs appreciably and save those profits which so many of them are unable to earn at present. But, in addition, there will undoubtedly have to be other reforms instituted, such as a definite stand against unjust returns, the abolition of special discounts, and perhaps some steps to charge proper costs to individual items.

TURN ON THE PRESSES.

A time of depression is likely to be a time when wildcat financial schemes are urged upon the Government and the existing depression is no exception. The prize for such fantasies must go to a bill for which nine of the ten Democratic members of the House Ways and Means Committee are trying to obtain a public hearing. The tenth member, Representative Garner, the

Democratic leader in the House, has not affixed his name to the petition which has been presented to the chairman of the committee asking for the hearing.

This precious bill was prepared by General Coxe of "Coxey's army" fame. A Republican, Representative Campbell, of Pennsylvania, was actually found to introduce it. The bill would set the Government printing presses going at full speed turning out Treasury notes which would be loaned to states, counties and cities without interest for financing public works. Wouldn't this flood of money provide employment? It would. It would do more than provide employment. It would provide high prices and all the other blessings that go with an inflated currency.

Anybody who is hazy regarding those blessings need only recall what happened in Germany, France, Russia, Italy and other European countries as the busy presses poured out every day a fresh heap of marks, francs, rubles, lire and the like. But we would not get into such a mess because we would not issue so much paper money. Probably not, although nobody knows how much would be issued, and the more that was issued the more that would be demanded. It is possible to play with fire and not be burned. It is possible to follow a will-o'-the-wisp and to check yourself in time to keep from plunging into a swamp. But what is to be thought of a legislator who advises such a course as a method of financial salvation?

RESALE PRICE BILL.

While the petition of the economists on the recent tariff bill had little effect on the outcome, it is to be hoped that a similar survey of opinion on the Kelly resale price bill will have more weight. Professor Carroll W. Doten of the Massachusetts Institute of Technology prepared the questionnaire, which he feels was quite unbiased, since, while several persons considered that he was opposed to the legislation, a somewhat larger number thought he must favor it.

The result gave 523 replies from the 2,650 enquiries that were sent out, with 420 against enactment of the measure, 82 in favor and 21 in doubt. A striking feature of the returns was that, concerning the benefit of the legislation to the manufacturer, 203 answers saw advantages, while 214 found no gain. This rather upsets the theory that the right to fix retail prices would end the troubles of so many producers, a point which has been made here before. Constantly dwindling volume would undoubtedly afflict the manufacturers who operated under such legislation and the competition they suffer to-day from price-cutting would be overshadowed by the pressure of private brands and unbranded substitutes.

The Kelly bill is being opposed on sound economic grounds by retailers and by other interests. The same cannot be said for the opposition of the large retail association to passage of the Vestal design copyright measure. The issue of design protection has been distorted by its opponents with charges

of monopoly and by baseless complaints that the stores would face continual threats of money damages and endless litigation. Design protection is necessary and would benefit scrupulous retailers.

DRY GOODS CONDITIONS.

Up to Christmas the stores reporting to the Federal Reserve agent in New York indicated that dollar volume was only 4½ per cent. under sales for the same month in 1929, despite lower prices. While the additional business day in December would increase the totals, the general feeling is that the loss for the month is probably higher than the earlier report disclosed.

The stores in this area made a better showing through 1930 than those in other districts, and for that reason it does not seem necessary to revise the estimate made here a week ago that dollar volume of Christmas trade for the country as a whole ran about 20 per cent. behind on a daily basis. The reporting stores may have done somewhat better than this, but it will be admitted that they have exceeded the results attained by their smaller and less progressive competitors.

If there were still doubts entertained in retail quarters over the course of prices and the permanency of lower levels, the present promotions should quickly clear them up. New value ranges have already been established in many lines and will doubtless receive increased support as time goes on.

GAINS IN CITY POPULATION.

Continued gain of the urban over the rural population of the United States is shown by the figures for 1930 which have just been announced by the Census Bureau. Ten years ago for the first time the compilation showed a larger number of persons living in places exceeding 2,500 than on the farms and in small villages. In 1900 the urban population was 40 per cent. of the whole. By 1910 it had increased to 45.8 and by 1920 to 51.4. Its percentage is now 56.2. The actual figures are 68,955,521 urban to 53,819,525 rural.

But in this drift from the country to the cities, which has been so marked since the turn of the century and which contains so many interesting political and social implications, there are no indications of any dangerous draining of human resources from the rural districts. No "rush" from the farms and villages is reflected in the official figures. The rural population has steadily increased along with that of the country as a whole. It is 8,000,000 more to-day than in 1900 and has gained 2,400,000 in the last decade.

With machines ever enlarging man's power and capacity, with electricity extending over the world its magic, with the air giving us a wholly new realm, our children must be prepared to meet entirely new contacts and new forces. They must be physically strong and mentally placed to stand up under the increasing pressure of life. Their problem is not alone one of physical health, but of mental, emotional, spiritual health.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

It is well worth a trip to Spring Lake to see how clean and wholesome a bakery can be maintained under the management of a master hand. Jacob Braak engaged in the business twenty-seven years ago and is reaping the reward of faithful service to the public. His associates in the business are his smiling wife and two surviving sons, one son having been killed in an automobile accident some years ago. During the past summer he has constructed an exclusive cookie bakery on the rear of the lot on which his main bakery is located. The new building is 26 x 42 feet in dimensions and is fully equipped with the necessary machinery to produce standard goods in the cookie line. In the event of a fire in the main bakery the new plant could be temporarily utilized as an auxiliary plant.

For many years I never passed through Spring Lake that I did not stop and buy something from Mr. Braak because of the attractiveness of his store and products. When the price of flour, lard, sugar and everything else used in the bakery business advanced rapidly during the war, I noted Mr. Braak did not increase the price of his products in keeping with the advance of raw materials. Firmly believing that he was losing money on many of his leaders, I wrote him a kindly letter, expressing the fear I felt regarding his apparent indifference to market trends and suggesting that he go carefully over his costs and see if he was not selling some articles too low. I never received any reply to my letter, so I naturally assumed he was offended at my suggestion and did not cross his threshold for about fifteen years. Recently I concluded to investigate the situation. I was greeted very cordially by Mr. Braak and all the members of his interesting family. Mr. Braak remarked: "I owe you an apology for not replying to your letter. I was very busy at the time in purchasing goods to meet my requirements and to hold my products up to standard and delayed replying to your letter until I was ashamed to do so. As I see the matter now you saved me much loss and probably kept me out of the bankruptcy court. I immediately got busy on figuring costs and found you were dead right. I advanced tea biscuits from 8 to 12 cents per dozen and the demand immediately doubled. I increased the price of my cookie leader from 16 to 20 cents and the demand increased three fold. My customers were evidently afraid I was cheapening the quality of my goods because they were priced so low." The happy outcome of this situation causes me to wonder how many pleasant friendships may be severed by occasional omissions of a little courtesy on the part of a friend.

I was certainly surprised to see the progress which has been made on the construction of the new bridge across the bayou at the entrance to Grand Haven from the North and East—

US 31 and US 16. Willett Bros., the contractors, are scraping the dirt off the clay, sixty feet below the surface, so they can secure a good foundation without resorting to the use of piles. It is planned to complete the bridge within a year, when the old bridge will be abandoned.

I think Grand Haven business men could add much to the pleasure of occasional visitors by placing numbers on the stores on the main (Washington) business street. Such an arrangement would cost very little considering the satisfaction it would give strangers.

I presume there are few men now living who attended the first meeting of the National Retail Grocers' Association, which was held on the grounds of the World's Fair in Chicago in 1893. I was a comparatively young man then and naturally assumed that great good could result from an organization of that character. I was full of enthusiasm and urged every Michigan grocer who could possibly do so to attend. It is quite likely that some Michigander was there, but I now fail to recall his name or location. The meeting started with a row, continued in an ugly mood and finally adjourned sine die without accomplishing anything worth while and with every man's hand against every other man's hand. I think it was several years before another meeting was held. I was so disgusted over the exhibition of human selfishness and the dominance of inferior and ignorant men that I have never had any desire to attend another meeting. The men who have been elected presidents have naturally been men of strong character and high standing in the trade, but the secretaries—with the possible exception of Fred Mason and John A. Green—have been nonentities of the first magnitude. Some of them have been grafters of the 33d degree. The organization has always seen fit to resort to grafting tactics on the jobber and manufacturer. It is maintained to-day by methods which are abhorrent to every honest man. In discussing this situation with a long-time trade journal friend, I find he entertains the same ideas I do regarding the wretched condition which prevails in the organization. A recent letter concerning the inane secretary and his lack of force and originality describes the situation with great clearness, as follows:

Your characterization of Janssen is pretty accurate. For his own sake—strictly—I have thought of telling him frankly a few of the comments I have heard on him in conventions, but I question whether that would do good to him and it could do no good to me, so I don't know. But it is a fact that he can talk more and say less than most men even in his class—and that is going some.

It is part of his job, being the kind of man he is and the kind of man most national secretaries always have been, to sidestep responsibility at every turn, to be as colorless as possible, to avoid the imputation that he thinks or has opinions of his own on any question or subject. Note in his circular: "Whether or not such affiliation is ever brought about, is of course a matter for consideration and final action by our convention, on the culmination of which I did not express an opinion."

The man who serves as National Secretary must serve a thousand masters and unless he be a man of tremendous personality and commanding, far seeing, logical capacity, he can not hold that sort of job except by being colorless. It would require a bigger man than ever has been in that position to make a real dent, and big men seek bigger jobs than that. If one were independent financially and had the will to take that job and hold it against all of the whirlwind of popcock that emanates from such fools as Cunningham, of Dubuque, and Padberg, of St. Louis—not to mention that stubborn ignoramus, Geo. J. Schulte, of International Grocer—he might do something with it worthy of its real capabilities. Otherwise, he must be a cheap politician and Janssen is a fair specimen thereof. Talking of wind, you can put into fifty lines more than he has put into these two and a half closely printed pages? Send me any of that stuff occasionally and I can perhaps use it where it may do some real good to the trade by getting men's thoughts down to realities and not vain imaginings.

Severe as this arraignment is I think it is fully justified under the circumstances.

As showing a type of man who has been a constructive genius all his life in his faithful service to the retail grocery trade, I am disposed to reproduce the following tribute to the memory of the late William Smedley from the columns of the Grocery World:

William Smedley, of Philadelphia, secretary of the Pennsylvania Retail Merchants' Association, and one of the best-known men in grocery association circles in the United States, died on Friday night from a combination of heart and kidney trouble. He was 71 years old, but not even I, his friend for thirty years, knew he was anything like that old. Even so, his death was untimely, because a man of his energy and activity should have had ten more useful years at least.

The past year has been a very unfortunate time for Smedley. First he lost his wife and he never fully got over that. From this and other reasons his own health weakened, and the hot summer and the State convention put him on his back and he never really came back. He had been in the hospital or in bed in his own apartments for three months, first with his heart, next with his kidneys. Finally both gave out together.

While he was ill his son Herbert died of pneumonia in the West and was brought on here and buried beside his mother. Smedley, however, never knew that.

William Smedley has been a factor in the food trades and association work of the whole United States for nearly fifty years. He started with his own grocery store which he ran for awhile, but finally gave up. Next he helped in the organization of the Philadelphia Retail Grocers' Association and was finally elected secretary. He remained there for several years, finally got into co-operative buying in a small way, and ended up with the magnificent Girard Grocery Co., which if he had remained as its manager, would no doubt still be magnificent. He left it, however, to become secretary of the Acme Tea Co., which he was for the next two years. His contract was not renewed, because

as Thomas P. Hunter, head of the Acme Co., said to him, "You're a fine fellow, Smedley, but you're not an Acme man." From which various conclusions can be drawn, according to the point of view.

Next Smedley went into the washing machine business, and made out as well with it as a man would whose heart was somewhere else. But when he was taken into what is known as the Pennsylvania Plan, he was happier than he had been for years. That was his work and he has kept alive and active for many years an enterprise that would have been dead long ago had it not been for him. He raised it from the level of a cheap advertising scheme to a real movement through which both the retailer and the manufacturer derived substantial benefit. By this plan the Pennsylvania Retail Merchants' Association has been financed for years.

What will become of the Pennsylvania Plan now? Operated as it has been, it undoubtedly died with Smedley. He was the Pennsylvania Plan, and without him there is nothing left. No doubt it will be reorganized and kept going in some form, for it would be a pity to lose its power for mutual advantage to the manufacturer and the retailer. Also, it would be a pity to let the State Association die, for die it would unless financed in this or some other fashion.

Well, the poor old boy has gone. A good many thousand people will miss his good nature, his geniality, his spirit of helpfulness and the real ability that underlay it all. He won't be easy to replace in anything he did.

Still, in a way I am glad his death was as it was. For at least he is spared the possible anguish that has come to so many men of seventy-two—the anguish of seeking for a job, or of lingering through a long illness, a burden to himself and everybody else. He died almost in the midst of his work, which is an ideal way to die if there is any.

Good bye, Smedley.

Considering the worldwide reputation Mr. Smedley acquired as manager of the Pennsylvania Plan and the State organization in that great commonwealth, I cannot help feeling that it was a great mistake that he was not given an opportunity to apply his great constructive genius to the exploitation of the so-called National organization, which has never accomplished anything worth while during the thirty-eight years which have elapsed since it was originally launched in the face of confusion and an atmosphere of bitterness.

It strikes me as a peculiar circumstance that the Second City of Michigan has never had a governor. Since the entry of Michigan as a State in 1835, Detroit has had at least five governors—Baldwin, Bagley, Alger, Pingree and Groesbeck—and I think about as many more in the early days of her career as a State. Saginaw has had three—Jerome, Bliss and Brucker. Flint has had two—Crapo and Begole. Grand Rapids has had three candidates for that office—Henry S. Smith on the

greenback ticket, Charles R. Sligh on the Democratic ticket and Amos S. Muselman on the Republican ticket, but all of them were defeated. The notorious Deacon Ellis, whose name was a stretch to the nostrils of all honest men, sought the nomination in the primaries, but stood sixth in the race. In many townships he did not receive a single vote. This fiasco put an end to his crafty and dishonest career.

As Henry S. Smith has been dead nearly fifty years, I very naturally assume that few men now on the active list recall him. He was a man of many fine qualities of head and heart. He made a comfortable fortune manufacturing saleratus and agricultural implements. He was commonly referred to as Saleratus Smith. He espoused greenbackism when it was rampant about 1877 and was elected mayor of Grand Rapids on the greenback ticket, with the support of the Democrats. This little taste of political life induced him to stand as a candidate for governor. His nomination was endorsed by the Democrats, but he failed to score at the poles in November. He was so frail in physique that I think the importunities of his greenback adherents and the demands of the hungry Democrats would have caused his death before the end of his first term. Mr. Smith's second wife was the widow of Rev. E. P. Powell, a retired Congregational clergyman. They were most congenial and rounded out life beautifully.

I have frequently referred to the manner in which the colored people are developing geni of a high order in acting and musical lines. Probably the most remarkable colored man who ever lived is Paul Robeson, who was a champion athlete in college and now is conceded to be the most gifted singer and Shakespearean actor the colored race has ever produced. As an interpreter of so-called negro spirituals he is the outstanding figure in the music world at the present time. He will appear in the Fountain street Baptist church (Grand Rapids) Tuesday evening, Jan. 27. I urge every person who wishes to see and hear the greatest colored musical genius the world has ever produced to avail himself of this opportunity to hear this great voice.

The church above named has always been especially strong in its entertainment features. When I became a resident of Grand Rapids, fifty-four years ago, I found a high grade lecture course on every winter in that church, which was repeated every year, without change of personnel, for several years. It comprised Wendell Phillips, who was then conceded to be the greatest platform orator in America (with the possible exception of Henry Ward Beecher), John B. Gough, the life-long apostle of temperance, Mary A. Livermore and the Fisk Jubilee Singers. That was the era of platform orators. I recall hearing Henry Ward Beecher, Theodore Tilden, Robert G. Ingersoll, David Swing, Robert Collyer and many others. It was also the era of great

Shakespearean actors like Edwin Booth, Lawrence Barrett, Frank C. Bargs, Edward M. Adams, John McColloch, Ringold, Fechter, Adelaide Neilson, Fanny Janauschek, Mary Anderson and others. There were stage giants in those days, both men and women. I do not know of any actor of the present day who can hold a candle to the foremost stage artists of a half century ago. We used to go to the theater to be instructed. Now we go to be amused. I may be old fashioned in some things, but I frankly admit that I liked the sterling plays of the nineteenth century better than the froth and thrill of the twentieth century.

I am in receipt of a note from Senator Vandenberg stating that he did not vote against the confirmation of Secretary of Labor Doak because the American federation of labor opposed him. It was so stated in telegraphic reports from Washington at the time the matter was up in the Senate. I am very glad to make a correction of this misstatement, because I would not willingly do any man an injustice under any circumstances, especially a man who is working so hard to keep Michigan on the map as Senator Vandenberg is undertaking to do with all the ability he can command. I am not in accord with some of the things Senator Vandenberg is doing, but he is doing them just the same and he probably finds as many constituents who applaud his methods and actions as he does those who criticize or condemn them. He is undertaking to fill one of the most difficult positions in the world and I am frank to state that he is doing it much better than I could do it, because he is a close and careful student of American history and all his life he has centralized his reading and study on topics which he is now compelled to face and act on from time to time. I do not think any member ever entered the Senate better prepared to discharge the duties of that exalted office than Senator Vandenberg. He might perhaps do better in some things, but he is such an improvement over the men who enter the Senate solely because they have a plethoric pocket book—like Senator Couzens, for instance—that I am mighty glad to praise his strong features and deal lightly with his faults. E. A. Stowe.

Pricing Delays Electrical Goods.

Difficulties experienced in pricing new lines of electrical household appliances are delaying announcements on new goods which are customarily made by the producers at this time of year. Sentiment is strong against any widespread reductions on the new lines, but manufacturers are disturbed by reports that some substantial cuts may be made by competitors. It is probable that many of the producers will offer only a part of their lines to the trade around the first of the year and place the remaining items on the market at intervals through the Spring.

Wall Paper Prospects Good.

The wall paper industry is entering the new year with stocks in the healthiest condition in years and with a steady demand for its products.

Planning For the Ann Arbor Convention.

The executive board of the Retail Grocers and Meat Dealers Association of Michigan held a meeting in Ann Arbor Nov. 10.

Officers and Directors present: VanderHooning, Schultz, Bailey, Goossen, Thomas, LaBarge, Peterson and Hanson. Absent, Schmidt and Marxer.

Visitors permitted, interested in 1931 convention: M. R. Watson, Detroit, O. M. Vogel, Robert A. Seeger, Otto Zill, C. E. Hollis and L. T. Strickland, all of Ann Arbor.

Meeting called to order at 3:45, President VanderHooning presiding Hanson Secretary.

Reading of the minutes of the previous meeting dispensed with, after explanation offered, only business of importance at meeting was re-engaging of Secretary following the convention.

Reading of the financial reports was also dispensed with, with explanation officers and directors receive copies of same each month by mail.

Secretary Hanson read communication from I. Paul Taylor, Manager of the Independent Merchants Association of Detroit, desiring to arrange for public debates in various portions of the State. After considerable discussion, the Secretary was instructed to communicate to Mr. Taylor they were not in favor of detracting from the interest in the high school debates and did not wish to participate for this reason.

Several communications were then read from former Treasurer Tatman, pressing payment of \$50 claimed due to establish precedent on the retirement of former Treasurer Albright who had been voted \$50 by the convention.

Director Goossen moved that the matter be tabled and the Secretary be instructed to advise Mr. Tatman, inasmuch as by-laws do not provide for same, and that the so-called precedent had been voted on by the membership at convention, Mr. Tatman be invited to bring the matter up at the next convention, if he should so see fit.

Supported by Schultz. Motion prevailed.

Schultz moved the 1931 convention be held in Ann Arbor, Wednesday, April 29, Thursday, April 30, and Friday, May 1, in order that the members attending convention may have an opportunity to hear the final high school debate, to be held in Ann Arbor Friday evening, May 1.

The motion was supported by LaBarge and, after considerable discussion, motion prevailed.

Michigan Union Club located at State street, in Ann Arbor, was acceptable to all present as the headquarters for the 1931 Convention.

It was also unanimously agreed that the registration fee of \$3 for the men and \$2 for ladies accompanying, be charged, which will include banquet tickets, banquet to be held Thursday evening, April 30. The Ann Arbor local to receive \$1.50 of the registration fee, same as Saginaw received the previous year, and the remainder to be used toward State Association expenses incurred by the convention and toward payment of the National per cap-

ita tax. Registrations after the banquet will be allowed, cost of banquet tickets to be deducted.

Secretary Hanson informed the members present that President VanderHooning had not as yet appointed committees and in the absence of an active legislative committee, and inasmuch as the legislature will meet in January of 1931, recommended the Secretary be authorized and instructed to prepare a bill prohibiting premiums, trading stamps and coupons of all descriptions.

Mr. Goossen moved that the Secretary's recommendation be concurred in and that the Secretary be authorized to draft a bill prohibiting premiums and trading stamps, and have same presented at the next session of the Legislature. Motion supported by Peterson. Motion prevailed.

Secretary Hanson requested an expression as to the methods employed at the last convention in regard to the equipment given away to the membership on the last day of the convention in order that the membership should be present and participate in the selection of the convention city and the election of officers. The plan was approved and recommended for the 1931 convention.

Mr. Thomas then brought up the question of the advisability of our State permitting beam scales, which are responsible for inaccurate charging of the sales to the consuming public and also advised the members present, Ohio had a law in force prohibiting beam scales.

All members present concurred in Mr. Thomas's remarks and Secretary Hanson volunteered to write Secretary McConkey, of the Ohio State Association, and procure a copy of the Ohio act, and offered to have same introduced in the next Michigan Legislature if desired. This was unanimously concurred in.

The members were invited guests of the Ann Arbor local committee to a splendid dinner at the Michigan Union Club after the meeting, which would afford opportunity of meeting Manager Waltz.

William Schultz was delegated as chairman of the Ann Arbor local convention committee. All reservations for accommodations should be directed to him.

Meeting adjourned.

Herman Hanson, Sec'y.

May Advance Panama Hat Prices.

Due to the fact that the market on imported Panama hat bodies has shown increasing firmness during the month with advancing prices, one hat manufacturer has been compelled to withdraw the \$36-a-dozen range from his line, it was reported yesterday by his local selling agent. After selling up his stock of bodies going into the \$36 range, this producer tried to replace them at previous prices without success. What effect the higher body prices will have on manufacturers' quotations is not known yet, but some factors, expecting a good year in Panamas, believe that they will have to advance their prices. Others think that the keen competition among makers will prevent an advance.

THINGS TO THINK ABOUT..



Who will manage my affairs . . .
my way . . . after I am gone?

Who will invest my life insurance?
Who will re-invest the proceeds of
my securities when they mature
or are sold?

Who will pay taxes?
Who will collect rents?

•

All of these questions and many more
are settled by making a will and naming
as EXECUTOR and TRUSTEE the

GRAND RAPIDS TRUST COMPANY

UNIT OF
GUARDIAN
DETROIT
UNION
GROUP
INC.

FINANCIAL

General Business Should Reverse Its Trend.

A year ago people felt that severe depressions were no longer possible, but we know now that severe depressions are still possible, and that in spite of our greater knowledge of business cycles, a more flexible banking system and our more complete statistical records, soft spots in the economic structure do develop. While the corrective process seems extremely severe, it apparently is necessary to sustained recovery.

Business during the first and part of the second quarters of 1930 was well in line with the forecasts of a year ago. As early as April, however, when copper prices began their precipitous drop, the business picture again became clouded with uncertainties. In May and June farm prices, particularly those of cattle, wheat and cotton, showed further weakness. During all this period, persistent decreases were reported in department store sales, freight car loadings, and employment and payrolls. In the latter part of July drought conditions developed in almost all sections of the country East of the Rocky Mountains. Continued unsettlement in Europe, without doubt, played a large part in the unusual weakness exhibited in commodity prices, particularly the prices of raw materials such as cotton and wheat. This unsettlement still exists. Recent increases in the number and importance of bank suspensions apparently is another link in the chain of events, which has prolonged the depression period.

In Michigan, the experience of business has been not unlike that of the country as a whole, except that serious developments in the banking structure have not occurred, and we have excellent reasons for believing that they will not occur here.

Recovery in the automobile industry was rapid during the first months of the year. From a low point of 120,007 units output for the United States in December, production advanced to 275,374 in January, to 364,940 units in February, to 401,313 in March, and to 443,038 in April. Subsequently, an uninterrupted decline in monthly output occurred which carried the November production total to a level below that of December, 1929. Employment in the automotive industry as reported by the University of Michigan Bureau of Business Research, likewise recovered rapidly in the early months, reaching its high point for the year in April. A decline commenced in May which continued until October, at which time the number of men employed was smaller than in any month since June, 1925. The above statements, in a broad way, characterize the movement of industrial activity in the several automobile centers, Detroit, Flint, Lansing and Pontiac.

Department store sales in Detroit as reported to the Federal Reserve Bank of Chicago also showed material gains throughout the early months of 1930. Bank debits in each of the cities mentioned, except Flint, were relatively greater in the early months of 1930 than in 1928, but like the index of de-

partment store sales for Detroit, were below the high totals of early 1929. In Flint, bank debits have been below the 1928 and 1929 totals throughout the year.

One of the important developments of 1930 in industrial Southeastern Michigan has been the completion of the \$20,000,000 steel mill at Ecorse. Unlike the steel mill at Monroe, completed in 1929, which is primarily a rolling mill, the Ecorse plant will carry through all the steps in steel manufacture. The Ecorse organization, through its association with related interests, will include in its scope the production of iron ore, its shipment to the blast furnaces, and the eventual conversion into steel.

Grand Rapids experienced an increase in industrial activity in the first half of 1930 similar to that which occurred in the automobile centers. Furniture output was, however, at a low ebb and the increase took place largely in the automobile parts and metal industries.

The operations of paper manufacturers, located principally in Monroe and Kalamazoo, fluctuated within a relatively narrow range throughout the year. Employment in the paper industry declined only slightly in the first eight months of 1930. At the present time, it is about 20 per cent. below the high point of the year.

Battle Creek, the breakfast food city, has probably shown the smallest decline in industrial output of any of the important cities in this State. Reports to this company from business leaders in that city have indicated normal manufacturing output throughout the year and increased employment has, no doubt, arisen through the policy of one of the large breakfast food companies, of reducing the working day from 8 to 6 hours, thus providing employment for 25 per cent. more workers. Bank debits in Battle Creek have maintained 1928 and 1929 levels relatively well, a fact which also indicates the stability of industrial output in that city.

In general, Michigan agriculture has experienced a highly unsatisfactory season. In the case of winter wheat, increased yield resulted in a total crop 15 per cent. greater than the crop of the previous year despite an 8½ per cent. decrease in acreage. However, on the basis of December 1 prices, the 1930 crop was valued at only \$14,118,000 as compared with \$18,994,000 for the 1929 crop. The July-August drought, of course, did not affect such crops as wheat and rye, which mature early and are harvested during mid-summer. The corn crop, on the other hand, received the full effect of the adverse weather conditions which prevailed after July 15.

Shipping on the Great Lakes reflected in the tonnage which passed through the Canals at Sault Ste. Marie, was 21 per cent. below the 1929 total. The greatest percentage decrease occurred in manufactured iron and pig iron which declined from 310,563 tons in 1929 to 151,694 in the 1930 season, or 51 per cent.

Money conditions have been reported easy throughout the year in nearly all parts of the State, largely because of the restricted demand for loanable

funds. The sharp expansion in the productive capacity of the automobile industry during 1928 and 1929 was, of course, accompanied by similar increases in the capacity of other related industries. Naturally no new expansion programs have been carried out this year, since present plant capacity is more than adequate to provide for present output.

The persistent weakness in stock prices has carried the motor group to the lowest levels in a number of years. Standard Statistics index of the motor stocks which a year ago stood at 136.6 (1926: 100) has dropped to 97.6. The automobile parts and accessories group (15 stocks) has declined in the same period from 145.8 to 83.

Automobile output in 1930 will probably not greatly exceed 3,400,000, a

figure at least 20 per cent. under the average of estimates made a year ago. Such a discrepancy naturally makes for some hesitation in setting up an estimate for 1931. In the light of (1) low farm purchasing power, (2) substantial unemployment in the industrial sections of the country, now and for some months past, and (3) uncertain political conditions in many foreign countries, it may not be possible to sell more than four million cars in 1931. This would require the use of about 50 per cent. of our potential producing capacity, since in April, 1929 output was at the annual rate of nearly eight million cars. However, a bumper crop, substantial improvement in farm prices, settled political conditions abroad, and a real reduction in unemployment are factors, any one of which might great-



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ly improve demand for automotive equipment, and thus lead to increased output. Another year of restricted automobile manufacturing must, of course, find reflection in general business throughout Michigan, although some communities, because of favorable local developments, will prove exceptions as did Traverse City in 1930. In the country as a whole, general business should reverse its trend sometime during the first half of 1931, and show steady improvement thereafter.

Ralph E. Badger, Vice-President,
Carl F. Behrens, Economist,
Union Guardian Trust Co.

Foundations of Fortunes Laid in Bad Times.

In its efforts to attract buyers for securities Wall Street has invented a new slogan—"Profitable Patriotism." Purchases of many stocks and bonds at current levels would indeed be a venture both profitable and patriotic.

People with money available for investment who are holding back because of fear and uncertainty perhaps do not realize the serious handicap they place on business by so doing.

There are on the shelves of many of Wall Street's banks and investment houses new issues of bonds that cannot even be publicly offered because of the poor market.

These securities, which would be offered at attractive rates, are the obligations of some of the country's most important corporations. Could these corporations sell their bonds, the money would be immediately put to work in channels that would give employment to thousands of workers.

But Wall Street does not make altruism its appeal to investors; it simply points out in hard, cold, business English that most large fortunes have begun in hard times. The foundations of many present-day fortunes were laid by courageous ancestors, who, with stanch faith in the progress of the world stepped forward and bought when other people were hoarding. One good instance, of course, is the Rothschild fortune, the foundation of which was laid when the entire world expected to be gobbled up by Napoleon and it was believed that England had been defeated on the field of Waerloo.

A little historical research would reveal many similar instances. Right in our own times men and institutions are wisely investing their surplus funds at a return that probably will not be seen again in years. When the recovery comes, as these men know it must, their reward will be enormous.

The reason why a few men are rich and the majority poor has always been a matter of vision. The majority live only in the moment, seeing only what is within range of their eyes. Those destined to be rich are able to see the far horizon beyond the mountain peaks.

Behind this fog of pessimism the world is progressing rapidly. Inventors and scientists go their way almost ignorant that there is a depression. The genius of man is bearing fruit in a hundred new directions, perfecting plans for bringing the world closer together and opening new markets.

Builders go on with their skyscrapers with never a fear that they will lack tenants.

As one banker predicted, the day will come, and not so far off, when men will look back on 1930, speculating on the profits they could have made if they had bought securities at prevailing low prices.

[Copyrighted, 1931.]

Wants a Definite Statement on Single Tax.

Los Angeles, Calif., Jan. 2—In your valued paper of Dec. 3 you print an article by our mutual friend, G. J. Johnson, and you have entitled the writing "Spiritual Awakening."

It is certainly a pleasure to know that there are men (shall we call them moral philosophers?) who dare to think, who dare to have views somewhat contrary to custom and who dare to put their observations into writing and to such utterances, sign their own names.

Further it is refreshing and beneficial to mankind generally that there are publishers and editors generous enough like yourself, Mr. Stowe, who dare to print the random thoughts of iconoclastic ramblers who wander into the actions and doings of everyday life—with their eyes and ears open—and their mental machinery capable of constructive criticism.

I would not like to discuss Mr. Johnson's remarks relative to the sayings of Jesus, Christianity and the followers of Buddha and his comparative comment as to the integrity of the average white, yellow or black man, notwithstanding the fact that my belief is that the man who has the least fear in his heart is the most honest, as well as the most daring. His moral nature is governed entirely, or mostly by circumstances over which for some reason or other, he could not or did not control.

However, the many references in Mr. Johnson's Spiritual Awakening article relative to "single tax" make it quite evident that he is an ardent single tax crank. If so, he ought to know there are many thousands seriously interested in that subject and yours truly is one of the many. Therefore, may I suggest that you ask Mr. Johnson to describe his theory of the single tax idea, submitting to you for publication, a brief, simple and understandable contribution, setting forth just what is meant by single tax.

In closing, may I congratulate you, Mr. Stowe (in reality your subscribers are to be congratulated), for your constant unflinching courage in publishing the Michigan Tradesman for forty-seven years to the good and uplift of the millions of its readers. Your merciless "count your pickles" campaign, and your tireless fight for proper express and freight deliveries, are only two of many outstanding incidents relative to your loyal and fearless service to your subscribers and the public.

Berand Schrouder.

There never has been less poverty in any land at any time than in this land to-day. Never before have so many people lived as well as we live. And this is because with all our getting we have been getting understanding. We have found that good wages make good business—make the wheels of commerce go 'round; that funds well spent for public improvements return to us with added benefits; that the Golden Rule works in business disguised as Square Deal economics. As the years come and go the world grows better. One by one it is breaking the shackles of great evils which have bound it for ages. The next one to go will be war.

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Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Dec. 23.—On this day was held the first meeting of creditors in the matter of George Elmer Downs, Bankrupt No. 4327. The bankrupt was present in person and represented by attorney W. F. Umphrey. No creditors were present or represented. No claims were proved and allowed, no trustee was appointed, owing to the fact that all of the assets of the estate were either exempt to the bankrupt, under Michigan statutes, or covered to full value by liens. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Harry W. Hill, Bankrupt No. 4176. The sale of assets has been called for Jan. 9, at the premises formerly occupied by the bankrupt at Coloma. All the stock of hardware, consisting of sleds, oil, glass, tools, tinware, curtain rods, lawn mowers, screens, etc., a complete hardware stock, appraised at \$1,880.32, together with attendant fixtures and equipment, appraised at \$647.50 will be sold. All interested in such stock should be present at the date and time above stated.

In the matter of Barney B. Mann, Bankrupt No. 4297. The sale of assets has been called for Jan. 9, at the premises formerly occupied by the bankrupt at New Buffalo. All the stock which is a complete grocery stock will be sold, and is appraised at \$435.34, together with attendant fixtures appraised at \$1,259. All interested in such sale should be present at the date and time above stated.

In the matter of Ralph C. Shumway, Bankrupt No. 4305. The sale of assets has been called for Jan. 9, at the premises formerly occupied by the bankrupt at Glenn, all the stock in trade, consisting of groceries, hardware, implements, notions and novelties, appraised at \$367.58, together with one Essex automobile, 1928, appraised at \$125 and one 1925 Ford roadster, appraised at \$25. All interested in such sale should be present at the time and date stated above.

Dec. 23. On this day was held the first meeting of creditors in the matter of Albert H. Scholten, Bankrupt No. 4322. The bankrupt was present in person and represented by attorneys Jackson, Fitzgerald & Dalm. One creditor was present in person. No claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. M. N. Kennedy, of Kalamazoo, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

Dec. 29. We have to-day received the schedules, reference and adjudication in the matter of Hubert H. Woltjer, Bankrupt No. 4346. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedule shows assets of none with liabilities of \$5,111.75. 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.

Dec. 29. We have to-day received the schedules, reference and adjudication in the matter of Gust Caris, Bankrupt No. 4347. The bankrupt is a resident of Muskegon Heights. The schedule shows assets of \$500 of which the full amount is claimed as exempt, with liabilities of \$3,282.56. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Dec. 23. On this day was held the first meeting of creditors in the matter of Abe Katz and Barney Katz, individually and as copartners doing business as Barney's Hat Shop, Bankrupt No. 4321. The bankrupts were both present in person and represented by attorneys Benjamin T. Smith. Creditors were represented by attorneys Charles H. Lillie; Hilding & Hilding; Cleland & Snyder and Dunham, Cholette & Allaben, and by Grand Rapids Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. Shirley C. De Groot, of Grand Rapids, was named trustee, and his bond placed at \$100. The first meeting and examination of the bankrupts was adjourned to Dec. 29.

Dec. 30. We have to-day received the schedules, reference and adjudication in the matter of Clarence D. Luther, Bankrupt No. 4348. The bankrupt is a resident of Grand Rapids. The schedule shows assets of \$600 of which \$350 is claimed as exempt, with liabilities of \$1,283.42. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Dec. 23. On this day was held the first meeting of creditors in the matter of Fred Gilmer, individually and trading as Sportsman's Den, Bankrupt No. 4318. The bankrupt was present in person and represented by attorneys Dille & Dille. Creditors were represented by Grand Rapids Credit Men's Association. 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 creditors in the matter of Kathryn Barnett, Bankrupt No. 4320. The bankrupt was present in person and represented by attorneys Travis, Merrick, Johnson & McCobb. Creditors were present and represented by attorneys Smith & Searl. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the estate has been closed and returned to the district court, as a case without assets.

Dec. 24. On this day was held the first meeting of creditors in the matter of Foster Fetterhoff, also known as Fred Fetterhoff, Bankrupt No. 4324. The bankrupt was present in person and by attorneys Turner, Engle & Cochran. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Orville Bean, Bankrupt No. 4309. The bankrupt was present in person and represented by attorney Irving H. Smith. Certain creditors were present in person. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Dec. 30. On this day was held the first meeting of creditors in the matter of Paul N. Casault, Bankrupt No. 4338. The bankrupt was present in person and represented by attorneys Dunham, Cholette & Allaben. Creditors were represented by attorneys Travis, Merrick, Johnson & McCobb. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

In the matter of Otto F. Stoefler, Bankrupt No. 4061, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Nov. 10. The trustee was present. The bankrupt was not present in person, but represented by attorneys Hilding & Hilding. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and for the payment of all preferred claims in full and a supplemental first dividend of 5 per cent, and a final dividend of 10.9 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 Harry F. Wells, doing business as Wells Motor Co., Bankrupt No. 4199, the trustee has filed his first report and account, and an order for the payment of expenses of administration to date, has been made.

In the matter of Vanderstelt Bros., etc., Bankrupt No. 3999, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Nov. 10. The bankrupts were not present or represented. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration, preferred and secured claims in full and the payment of a first and final dividend to creditors in general or 2 per cent. No objections were made to the discharge of the bankrupts. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Dec. 30. We have to-day received the schedules, reference and adjudication in the matter of George Bates, Bankrupt No. 4349. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of none with liabilities of \$332.62. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Dec. 31. In the matter of Mable Barnum, Bankrupt No. 4276, the trustee has filed his first report and account, and an order for the payment of current expenses of administration has been made.

Dec. 31. In the matter of Lucy Otis, doing business as Club Cigar Store, Bankrupt No. 4287, the trustee has filed his first report and account, and an order for the payment of expenses of administration to date, has been made.

Jan. 2. In the matter of George Anteker, individually and doing business as People's Quality Market, Bankrupt No. 4260, the trustee has filed his return showing no assets, over and above exemptions, and the case has been closed and returned to the district court, as a case without assets.

Jan. 2. In the matter of Samuel Meretsky, individually and as Meretsky Bottling Works, Bankrupt No. 4054, the trustee has filed his return showing no assets over and above exemptions, liens and mortgages. The matter has been closed and returned to the district court, as a case without assets.

On this day also, the matter of Ida Miller, doing business as Miller & Co., Bankrupt No. 4103, was closed as a case without assets over and above liens, mortgages and exemptions. The trustee has filed his report and account to such effect.

Jan. 3. We have to-day received the schedules, reference and adjudication in the matter of J. Clyde Tracy, Bankrupt No. 4350. The bankrupt is a resident of Constantine, and his occupation is that of a farmer. The schedule shows assets

(Continued on page 31)

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No one who has ever read that delightful old book, "The Arabian Nights," will easily forget the story of the genie in the bottle. You remember that as long as the bottle was kept tightly fastened he was harmless and invisible, but that the instant he was allowed to escape he became a terrible giant, able to do a vast amount of harm.

The subject of this lesson—gasoline—is very much like the genie. So long as it is deprived of liberty and kept under proper control, gasoline will drive motor trucks, automobiles and boats, and will work on farms or in factories. But let it once have an opportunity to escape and it will take human life, burn down houses, cause terrible explosions and behave generally like a very wicked giant, indeed.

Gasoline, like kerosene, is derived from crude petroleum, but is far more volatile. What does "volatile" mean? Well, you know that water in an open dish will dry up after a while, because it slowly changes into an invisible gas and disappears. Gasoline does the same thing, but it vaporizes much faster than water, and that is what we mean when we say it is very volatile. Gasoline vapor is extremely dangerous; it is not disseminated in the atmosphere but sinks slowly to the ground. Sometimes it will settle to the floor of a room and flow along like the water of a stream, filling every hole and cranny that it can find and remaining there perhaps for days. In changing into vapor gasoline expands so enormously that one gallon will produce eight thousand cubic feet of gas, which means that a tank twenty feet square would be required to hold it. When this gas is mixed with air, it becomes an explosive much more powerful than dynamite and more easily exploded. Perhaps you have seen men engaged in blasting and have noticed how the small yellow sticks will tear solid rocks to pieces. Who would be foolish enough to have dynamite lying around? Yet it would take eighty-three pounds to do as much damage as the vapor from one gallon of gasoline, and people often handle gasoline as carelessly as though it could do no harm. That is why there are so many terrible accidents from its use.

Take, for example, the matter of cleaning. It may seem a great convenience that we can so easily clean our gloves and clothes with gasoline, but it is an extremely dangerous practice and one which has caused great loss of life and property. The fumes of the gasoline spread in all directions, and if they come in contact with a lighted cigar, a burning gas jet, a glowing coal in the fireplace, or even the merest spark, an explosion instantly takes place with a resulting flash of flame which sets fire to whatever inflammable matter it touches. When we realize that a nail in one's shoes striking against a metallic object may produce a spark, and that sparks may even be caused by the friction of rubbing gloves together while cleaning them, the countless opportunities for gasoline vapor to ignite and explode

become apparent. Then when we remember that ten cents' worth of gasoline is sufficient to blow up an ordinary house, we can understand the necessity of keeping the gasoline genie tightly corked in his bottle.

The inflammability of gasoline fumes is amazing. In one case these fumes were carried outside a building to a lighted lamp thirty feet away, where they took fire and flashed back to the building, which was entirely destroyed. In another the mere opening of a door between the room where gasoline was being used to clean gloves and a room in which there was a lighted lamp caused a destructive explosion. A chauffeur was cleaning his automobile one evening using an electric flashlight for illumination in order to be perfectly safe. A part of the lamp which was not insulated struck the metal rim and foot-board, producing a spark. In the fire that resulted his little daughter was burned to death and the garage was destroyed.

Gasoline must never be allowed to remain in an open vessel or in any can or bottle that is not tightly corked. It should never be poured down a sink, because the fumes may pass through the sewer and come up in some other house. Do not use gasoline at all in a room which has a light; in fact, all cleaning by gasoline—dangerous in any circumstance—should be done by daylight and out of doors. It is still better to use some cleaning fluid which will not take fire. Such safe preparations, such as carbon tetrachloride, can be bought at any drug store.

Never keep gasoline or benzine in a glass bottle; for, if the bottle be dropped it is liable to break and let the liquid escape. In many states the law provides that any receptacle containing gasoline for the retail trade must be bright red in color, with the word "Gasoline" in a different color.

There is one precaution against gasoline fires which always should be taken. When an automobile stops at a garage and takes on several gallons of "gas," as it is often called, there is always a faint smell of gasoline in the air; this means that despite every care there has been a slight leakage somewhere. It is very necessary therefore, that no one should smoke in an automobile which is receiving gasoline. The larger gasoline cans must always be kept away from the house. The safest place for gasoline in quantity is in underground tanks.

Should one be so unfortunate as to have a gasoline or a kerosene fire occur in a garage or house, it is foolish to pour water upon it; water will spread the flames. Earth or sand may be thrown upon the fire to smother it, although the use of a chemical extinguisher is even better. Sometimes a woolen rug or a coat thrown over the fire will put it out instantly, but there should be a chemical extinguisher in every garage.

After all, the best and safest thing we can do is to keep our gasoline genie where he can do us no harm.

Safety Rules For Gasoline.

1. Always remember that you must take no chances with gasoline; it is one of the most dangerous substances in common use.
2. It must always be kept in tightly

fastened cans; never in glass bottles.

3. It should never be uncovered within the house, nor at any point where its fumes can travel to an open flame, a live coal, or a spark.

4. Do not use it for cleaning; get a safe cleaning preparation.

5. Gasoline in quantity should be kept in underground tanks.

6. No one should be allowed to smoke in a garage.

7. No one should be allowed to smoke in an automobile while its gasoline tank is being filled.

8. Do not use water upon a gasoline or kerosene fire; use a chemical extinguisher, or else throw earth or sand upon it—try to smother it.

Oppose, if you will, when the matter is being discussed; but once the decision is reached, use all your power to make it a success.

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RANDOM NOTES FROM ROME.

Made For Tradesman Readers By Our European Traveler.

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Every traveler who goes to Italy for the first time, and everyone who returns after prolonged absence or who goes into new regions, should first get in touch with what is familiarly called the C I T. This was the Compagnie Italiana Turistiche, more recently Ente Nazionale Italiana Turismo, now gradually being initialed E N I T.

This organization either is a child of the Italian government or is otherwise related to the administration, for it is endorsed, sponsored and otherwise backed up on every hand by the authorities, and it is one of the most helpful organizations anyone could wish for. There is an office in New York. Address can be obtained from any of the travel bureaus or from the famous "Mr. Foster," but also the address simply of New York will reach it promptly.

The E N I T is designed, planned and maintained for the sole and single purpose to serve the true interests of the traveler in Italy. Its object is to see to it that he gets a square deal, that he pays just rates and no more, that he finds the character of accommodation he wants and that he be able to learn with accurate reliability in advance exactly what to expect for a given rate or charge. He is also able to know what extras he will be called upon to pay—a wonderful item in itself, as may be seen below.

For some years this organization has issued a guide book to Italian hotels. The 1930 issue contains 405 pages of the most concentrated yet exhaustive information. It is printed in Italian, French, English and German. The prefatory remarks include this:

"This annual, whilst maintaining the improvements made to previous editions, contains a much larger number—1200 places and 4500 hotels in all. New tariffs for 1930 have not been submitted by all hotels mentioned. Some have either definitely or tacitly confirmed 1929 rates. Nevertheless, all hotels are under obligation to keep to prices quoted in this annual, and both E N I T and Federazione Nazionale Fascista Alberghi e Turismo mean to see that these are adhered to."

That certainly is a pleasing assurance to the traveler, especially the first-time traveler to a strange land. With the choice of 1200 cities and towns thus listed one can "do" Italy rather well without danger of being "done" very much by any innkeeper. Every bit of information is cross indexed, all major sections are illustrated with sketch maps showing railroads, boat lines and highways.

By means of a most catchy assortment of little symbols one can see at a glance (a) The public services to any town, railway, tramway, mountain railway, steamer or motor bus; (b) Hotel services, whether reached by bus, gondola or motorboat; whether provided with auto-garage, central heating, cold running water in bedrooms, hot and cold ditto, telephone in hotel, telephone in bedrooms, lift, postoffice, telegraph

office, golf, tennis, alpine shelters with restaurants and number of beds.

Also at a glance you can learn during what months the off-season rates prevail in any hotel; prices for single or double rooms and en pension, which means full board, without wine or other drinks; prices for rooms with breakfast and for meals separately, and prices are given for minimum and maximum rates on all these.

Nothing can possibly be more comforting than the definite charges for service, details of which are thus given: "The percentage for service is fixed for all hotels as follows: 15 per cent. on bills not exceeding 200 lire and 10 per cent. on bills exceeding 200 lire. For pensions where there are more than eight persons in attendance, for restaurants and bars, the charge shall be indistinctly 10 per cent. on all bills." "Indistinctly" here means without distinction as to amount.

This percentage disposes of that ever vexed question of tips. True, Americans have been inclined to over-

step all limits, to disregard all proper bounds in tipping. Many have done this through mistaken notions of liberality and others have been misled by the apparently trifling values of European currencies, forgetting that a lire is still 19 cents from the Italians' normal point of view. Present business conditions in America tend to cure this real abuse.

It is true, also, that no servitor of any kind is likely to be above the acceptance of a tip, rules or no rules. One meets this kind of thing at every turn. Early in one's experience it is embarrassing to have what seems like the entire hotel force come to the cab door to see one off. That is reminiscent of the days when the departing guest was expected to dole out a properly calculated and duly graduated "pour-boire" to everybody, from maitre d'hotel down to bootblack. But the moderately well seasoned traveler now disregards all such demonstrations. He has paid his full percentage in his bill—I'll say he has—and he gets to

be just hardboiled enough not to "see" what all those folks are clustered round to get.

The definite inclusion of the service charge in restaurant bills is one of the finest features imaginable. This disposes of the cost with perfect mutual understanding. The guest is well served by a waiter who lives up to his colloquial Italian name—Cameriere, comrade. He does, in fact, become a comrade, ready, willing, anxious that you enjoy your meal. If, as often is the case, he has a few words of "In-glaysy," he tries hard to give you a correct idea of this or that dish. Often it turns out to be something entirely different, but that only adds to the general gaiety and affords unlooked for experience.

Then as you become familiar with a few Italian words and spring those on him, he is pleased anew, while if you manage to utter an entire sentence the meaning of which he can divine by a sort of second sight, he is plainly tickled and compliments you on your

TELEPHONE SERVICE

MAKES A NEIGHBORHOOD OF MICHIGAN

The Michigan Bell Telephone Company is constantly improving the scope, speed and accuracy of its service, that it may continue to furnish "the most telephone service, and the best, at the least cost to the public."

THROUGH slim wires, etched against the sky . . . through cables carrying thousands of lines . . . hundreds of thousands of Michigan people keep in touch with each other . . . talking from house to house . . . city to city . . . peninsula to peninsula . . . distances that require much time for ordinary travel, but over which your voice is carried to its destination in a fraction of a second.

Over his telephone, a retailer in one city keeps in touch with wholesalers in another. A housewife calls friends who live nearby. A son at school in Ann Arbor enjoys weekly telephone visits with his parents. A state legislator in Lansing transacts business by telephone with an associate in the upper peninsula. No matter what the distance, Michigan's great telephone system will carry your voice to almost anyone, anywhere, at any time you may choose.

Today, most Long Distance telephone calls are completed *while you hold the line!* Today, your telephone will connect you instantly with more than 800,000 other telephones *in Michigan alone!* Yet, telephone service is available to anyone at *remarkably low cost.*

The Michigan Bell Telephone Company is constantly improving the scope, speed and accuracy of its service. Its work of contributing to the welfare and prosperity of the commonwealth goes on with increasing purpose and pace



MICHIGAN BELL TELEPHONE CO.

progress. I am satisfied that the system under which the eternally vexed question of what you are to give a waiter is settled in advance is the greatest possible promoter of mutual comfort between guests and servitor. I pray the day may be hastened when the system is established in America.

"The sojourn tax is either applied as percentage on the price of lodging," continues to E N I T, "or as a daily charge or a charge covering the entire sojourn." But information of this is also definitely included in the listing of the hotels.

You are advised that rate for full board generally includes heat, but not always, and that heat charge varies from 2 to 4 lire per day; that some hotels charge for soap—and so on for six full columns further of exceedingly useful, practical information on rail rates, commutations, baggage, routings, etc. In fact, there is not a word in this guide that is superfluous.

This guide tells where you may find winter sports, using seventeen closely printed lines for the information; it gives six lines to golf links; there is a full page of Alpine, health and sea gathing resorts and three solidly printed pages on spas.

The book is sent to anybody for 50 cents, and I do not know anywhere else that one can get value so generous for his money. Nevertheless, one finds that one needs it all—and then some—plus a liberal fund of tolerance and the will to understanding sympathy to achieve what the French call rapport with some of the ways in this land so far from our own, not only in miles but in methods, habits and points of view. Herein, again, the guide is of great value because indirectly it promotes and accelerates said rapport.

For example, at the Grand Hotel in Naples, the apartment—meaning our double room—cost 80 lire: virtually \$4.20. The room we had was a beautiful one. Reputed regular rate during this, the off season, was \$6 for two persons, and from an American standpoint, that would not be excessive; but because we were specially sponsored, also no manner of doubt because business this year is pretty dead in all lines in Europe and particularly dead among the hotels of Italy, we were accorded a rate said to be \$4.

But because we elected to change after one night, our bill was less than 200 lire and we ran up against the service charge of 15 per cent., which was new to us—and we had not sufficiently noted this point. So we paid 80 lire, plus 10 lire sojourn tax, plus 15 per cent., 14 lire for service, plus the mere trifle, but yet unfamiliar, stamp tax of .50—fifty centesimi. Our "\$4" then became \$5.48%. I felt it not unseemly to make a suggestion to the management. Every member thereof had been extremely courteous, polite, willing and helpful. There was no possibility of taking exception to a single feature of the service or attention. And when I asked if they would object to a suggestion, they said with smiling frankness, certainly not—that they always welcomed those. So I said:

"Italy is not America. If it were, we should not care to come here. We would not wish you to change most

things. But I do believe you would promote understanding and good will among American visitors, and probably among all others as well, if you would amend your system of billing for service. That room that we had, for example, is well worth \$5.50 per day for two persons. I could make no objection whatever to such a price. I am sure not a single American accustomed to stop in a hotel of this grade would think of objecting. But why not say it is \$5.50 and do all this internal figuring, computing, taxing, yourselves, instead of saying \$4 and then actually charging \$5.50?"

He took the suggestion in excellent part, said that often they did that under special contract with travel bureaus and admitted that it might be an improvement. But now we have become accustomed to all this. Now its humors strike us more than its inconveniences. For instance, bill for two dinners at Hotel Continental. Price quoted was 27 lire each, 54 for two; but by the time all the extras got into the "conto" our charge was 68 lire—even though, in this case, the hotel "stood for" the stamp.

The first real board bill one gets is apt to stagger anyone unfamiliar with Italian money under present exchange. See this of the Continental, where we stayed, with perfect satisfaction, on two occasions. It begins, you see with a total which looks suspiciously like \$528.50 and is swelled eventually to \$605.90. This would admittedly be rather high living for four days for two modest people; yet the Continental, while it is a wonderfully comfortable, thoroughly acceptable hotel, with exceptional cooking, centrally located, with rooms and beds good enough for anybody, is not a de lux albergo.

But when we get down to the brass tacks of actualities, this figures out to slightly less than \$32 or \$7.95 per day for two people, \$3.97½ each for lodging, three meals, wines, laundry, breakfast extras and some "diversion" which I do not remember. This bill includes certain departure costs—bus to station and baggage transfer, amounting to 16 lire—say 83 cents.

But it is the restaurant bills which are most intriguing. This because, first, of the multitude of motions and separate figurings and computations for results so apparently inadequate, and, second, because of the peculiar character of scribbling. The figure 7 is crossed like a capital F and for the rest—well, see examples which you may try to translate unless you find I have done that for you.

On the run from Naples to Rome we whiled away an hour in the diner. The meal was the usual continental table d'hote served on continental diners, which means a stupendous eatfest which nobody but a gourmand could get outside of, plus wine, which is an extra, plus cordials for those who wanted them, also extras. We did not take cordials, although we were sorry we had not done so because, while we did not begin to eat through the menu as those around us did, yet we were both heavily overloaded.

(Continued on page 31)

MODERN HOUSEWIVES PREFER This BAKING POWDER



A tremendous advertising campaign is creating new interest in Royal Baking Powder. By means of microscopic photographs, it shows the action that takes place in cake while baking. These photographs, in each advertisement demonstrate the even, dependable action of Royal Baking Powder as compared with the uneven action of inferior baking powders. Something that has never before been done! The campaign demonstrates to the housewife why Royal is best.

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- 1—Prompt service and frequent deliveries.
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- 3—Quick turnover and quick profits.
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That is why sales are steadily reaching new heights. And that is why you will profit by recommending

ROYAL BAKING POWDER

Now distributed by your local jobber

Assured goodness

—is the result of our unique process milling. Purity Oats produce, always, a sweet flaky dish of oats entirely free from the usual mush taste. Purity Oats and Chest-O-Silver remain fresh and sweet on your shelf—they will not sour, deteriorate or become weevily.

Our rigid sales policy protects you—the Independent Grocer. We distribute only through legitimate retail channels. No chain stores—no desk jobbers. Our solid guarantee backing every package is your protection.



PURITY OATS COMPANY KEOKUK, IOWA

DRY GOODS

Michigan Retail Dry Goods Association.
 President—J. B. Mills, Detroit.
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Grandmother and Granddaughter Are Rivals in Silhouette.

The dowager has come into her own in this year's fashions. No longer does she hesitate to ask for size 40 or 42, expecting to be shown almost anything in the way of a gown or wrap. Time was when the grande dame was a leader of style, in costumes weighted with passementerie, rare laces and needlework; and juniors wore the jeune fille type of dress—the more girlish the better in the judgment of mammas. But the growing sophistication and spheric figure of the modern girl threatened the fashion prestige of her seniors until in these days grandmother and granddaughter are not easily distinguished as to costume. It is now quite safe to ask for a gown or a coat of large size and youthful style and to find something in the mode of the moment suited to the mature woman.

Styles that are simple may also be subtle, taking into account the silhouette that is attained without the use of steel whalebone. Not for the large woman are peplums or trimming of any sort that may accent the hip line. Skirts for every type of dress are fitted snugly at the top this season, with fullness developing gradually toward the hem line. In some mid-winter models the skirt is held close almost to the knees and released in a circular flare to ripple about the feet.

Augusta Bernard, one of those most appreciative of the opportunity in designing clothes for larger women, places a panel in the front of a skirt and carries it, divided, over the hips to cross at the back, making long diagonal lines down to the hem and forming a slight train. The circular skirt breadth is inset at each side. Side drapery is avoided, but some of the French modists make clever use of cascades in front or at the back in an evenly balanced treatment.

Maggy Rouff does a handsome evening gown of satin in which the skirt is built in three sections, diagonally seamed, the lines dipping toward the front, where the ends are freed to form a cascade down the center, joining the ripple at the bottom. The bodice of this model has the oblique neck line and is softly draped to conceal the normal waist line. A large flower is tucked under at the belt. A single blossom placed in this fashion at the belt, or to fasten the drapery of an evening gown, is the extent to which this sort of decoration is used. The floral garniture at the back is best left to those of the young and slim figure.

In another gown, also in satin, Rouff flatters her client with a skirt of two circular flounces which are placed high in front and closely fitted, rippling downward toward the back. Flounces if properly cut and placed are possible for the larger figure and are a welcome variation of the one-piece skirt. Chanel makes a gown that will answer for formal afternoon

or informal evening wear, by combining lace and chiffon, inserting beige-tinted Alencon to form the front of the bodice and the skirt. It shapes into a deep tuniclike flounce—open in front and flaring at the sides. The lower skirt flares to give the effect of a second flounce.

Because of the supple quality of lace the flounced frock is very successful. But the trick is to use the lace on a scant bias, to avoid any suggestion of fullness. An interesting model presents a succession of flounces, two forming the skirt and the third a cape collar that completely covers the bodice—a velvet girdle fastened by a jeweled buckle shows faintly through the mesh.

Jackets are the saving grace of afternoon and evening dress for larger women, and both the bolero and longer coat are universally worn. The normal waist line decreed for this season is not becoming to all figures, the high belt being impossible to one that is large. The tendency to thickness is decidedly minimized by a jacket bolero, and is completely camouflaged by one that drops below.

These little garments are usually of lace or net embroidered in sequins, but they may be made of velvet, lame, or of the same material as the gown. Ardane has made an engaging costume of black chiffon and lace combined, the bodice decollete and sleeveless, with a jacket of the lace cut finger-tip length and longer at the back. There is no collar, and the sleeves are long and bell-shaped. This model is being so successful that reproductions are made in white and pastel laces for wear at the Southern resorts. Nothing adds as much to a gown of plain material as one of the pailletted jackets featured so conspicuously three years ago by Cheruit. Hers were gay in polished gilt and silver and in vivid colors.

The bolero makes an especially flattering bodice for an evening gown with either sleeves that are but a frill or strap or no sleeves at all. A white crepe evening gown just shown by one of the large shops has a bolero of the crepe embroidered in eyelet, scalloped about the edge and forming a point in front which gives the appearance of a lengthened waist line. The bolero on another model is cut in reverse shape, being shorter in front, with rounded corners, over a bodice that has a soft belt drawn low. Nothing is found to make the waist appear more slim by contrast than one of the short boleros made to hang full and evenly all around, the decollete used is usually round, although the square line is also managed with the bolero bodice.

Many women who dislike to show arms that are not slender prefer one of the new scarfs to a jacket with sleeves. These are lovely examples in straight lengths of medium size in lace, embroidered net and filmy metal fabrics. Some are squares to be folded, and quaint bits are shown in triangles like little old "grandma" shoulder capes.

The finish of the neck in an evening dress in the larger sizes is of utmost importance, and only a modiste of ex-

(Continued on page 31)

FORTY YEARS IS THE AVERAGE AGE OF THE COMPANIES REPRESENTED BY US

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Hekman Biscuit Co.
Grand Rapids, Mich.

SHOE MARKET

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

New Styles in Shoes.

An old adage which says that a woman may wear as simple a gown as she chooses, and will appear well dressed provided her shoes and gloves are right, is equally good to-day. There are among the mid-Winter collections many styles of shoes that make for chic and comfort as well. These are Oxfords, opera pumps and semi-formal shapes in suede, kid, reptile and patent leather for daytime; and for evening there is also suede, crepe, satin, moire and the metal brocades which are again having a tremendous vogue. Suede ties and pumps are untrimmed or have a small ornament on the toe. The fine reptiles are usually trimmed with narrow bands of kid. For evening shoes of lame brocade the material alone is usually sufficiently ornate. Some of the models are piped with silver or gilt and have one or two ankle straps fastened with a small strass buckle, or have a jeweled clip fastened at one side.

Women's Shoe Orders Fair.

What is described as a fair early Spring business has been placed in women's shoes, the volume running about 75 per cent. of last year at this time, it was said here yesterday. The trend is toward black shoes, with dark blues following, together with emphasis on trimmed types. The favored leathers comprise glazed kidskin and lightweight calfskins. While pumps lead at the moment, the Grecian influence is expected to assume a great deal of importance in shoe styles for March-April. This was said to involve a decided tendency to open vamp or slashed types for daytime, sports and evening wear.

Banks Help Sell Children's Shoes.

Recently we heard of a clever scheme for selling children's shoes, used by an Iowa store. Whenever this store sells a pair of children's shoes the child is presented with a toy bank. The bank can only be unlocked by a key retained by the store.

When the bank is presented the merchant drops in a dime telling the youngster that's a start toward his next pair of shoes. Here's an idea that appeals to parents, especially.

Variety of Foods Recommended By Diet Specialists.

A list of nutritious foods which may be purchased at reasonable prices has been prepared by a subcommittee on nutrition working under the direction of the National Drought Relief Committee, according to a recent statement by the Department of Agriculture. The statement follows in full text:

When neither the food supply nor the purse limits the selection of food, it is possible to afford so large a variety that the homemaker may choose somewhat at random within each of the food groups and be reasonably sure of meeting the food requirements of the family. When, as in the drought-

affected regions, variety must be greatly curtailed because of food shortage and lack of ready cash, it is necessary to weigh with the utmost care the contributions made by each food material to the dietary.

The subcommittee on nutrition, working under the direction of the National Drought Relief Committee, which includes representatives of the Co-operative Extension Service and the Bureau of Home Economics of the United States Department of Agriculture, has prepared a list of foods that for the money invested in them offer good or excellent returns, in terms of vitamins, protein and minerals. This list is part of the material assembled to aid professional nutrition workers who are called on to advise families in the sections where one-sided diets are common.

The food groups mentioned by the committee are: Cereals; milk and cheese; eggs, lean meat, and fish; fruits and vegetables; sugars; fats. Among the inexpensive protective foods listed, with a rough indication of what each furnishes to the diet, are included: Milk; eggs; lean muscle meat, liver, kidney; fish; shellfish; vegetables, including tomatoes, thin green leafy vegetables, potatoes, and certain root vegetables, dried peas and beans; fruits; whole-wheat products; wheat germ; rice polish; molasses, not highly refined; butter; cod liver oil; pure dried brewers' yeast.

These foods, many of which can be grown on the farm, are recommended in addition to the cereals, fats, and sweet foods on which too many families depend entirely.

Congress Investigating Price of Bread.

An investigation to determine why the price of bread has not followed the downward movement of wheat quotations to be made by the Senate Committee on Interstate Commerce, is being sought in the Senate by Senator Robert F. Wagner (Dem.) New York. The proposal was referred to the Agricultural Committee for consideration. In a resolution presented during the week, Senator Wagner pointed out that the price of wheat has undergone a precipitate decline the past year, that the price of flour likewise has declined, but the retail price of bread has not reflected these changes. He asked that the committee, or a sub-committee thereof, be "authorized and directed to investigate and report to the Senate the reasons for the failure of the price of bread to reflect the decline in the price of wheat and flour and particularly whether such failure is a result of a combination in restraint of trade."

Denim Prices Cut One Cent.

New denim prices, based on 1½ cents for 28 inch 2.20 yard constructions, a reduction of one cent from the current prices, were announced last week by Joshua L. Baily & Co., selling agents for the Erwin Cotton Mills. The new prices cover January, February and March deliveries and are the lowest since 1915, the company stated. The purpose of the reduction, the company said, is to assist in stabilizing the trade, as buyers have shown interest in the prices for first-quarter

delivery. Marked improvement in the market has resulted from the elimination of the so-called sub-count denim and the decision to manufacture only 28 inch sizes, according to the selling agents.

Expect 10 Per Cent. Sweater Cut.

Reductions of 10 to 15 per cent. are looked for in the prices of Fall sweaters when the new lines are opened at the end of this week or the beginning of next. In some instances, where a mill's quotations were out of line last season, the downward revision may be larger. There is still a lack of unanimity in the trade regarding the opening, but it is believed that a majority of the leading mills will show the new lines. Dissenting factors point out that Spring business is appearing slowly, but those in favor of opening declare that there will be a sufficient number of buyers interested to warrant naming prices.

Cheaper Leather Increases Use.

In at least one respect the decline of the hide and leather market has benefited the tanners. Despite curtailed shoe production, the firms engaged in supplying leather parts to the shoe trade find definite gains, which they ascribe to the easier leather market and a natural preference for leather over other materials. The gain has been particularly noticeable in inner soles, linings, counters and other shoe parts. The trend was held to be in line with the reasoning that the use of leather declines and that of substitutes increases only when leather prices advance beyond a certain point.

If the government of a state or nation can control your private business without arousing your resentment, the time will surely come when it will undertake a closer supervision of your individual affairs. Louis A. Coolidge.

Seventy.

Three score and ten!
What then?
Just aftermath
Of what a man already hath,
With lesser yields
From winnowed fields
Or markings furrowed on the soil
Indicative of waning toil;
Days when one taketh not the sun
The plantings past
The harvest done!
Nor mindful even of the rain
Which robes the earth
With green again?

Three score and ten!
What then? What then?
Malted milk, buttered toast,
Orange juice,
Molars gone, incisors loose.

No red beef-steak—almost
Nothing else to do
Save to cut your own menu;
Sleep
And lie
To sleep again
Always bedtime, after when
Once you reach three score and ten?

Three score and ten!
What then? What then? What then?
Only rest?
Nor manifest
New purposes; nor hope?
No visions with a wider scope
Than ever seen
Or projected on the screen
Our lips call life?
Life is long
Life is rife
With real beauty, all the way
Transcendent
No yesterday
Ever dreamed so fair a dream
As to-night.
What new delight
These moments have, for they seem
Harbingers of new days when
Well understood
The days we call three score and ten
Will be our babyhood.

Charles A. Heath.

Announcing

The Torson Arch Shoe for Boys

one of forty-two
styles in
Men's,
Young Men's and
Boys'
Shoes for Spring.

Four, Five and Six Dollar
Retailers carried
In Stock.



Herold Bertsch Shoe Co.

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

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Organized
in 1912

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooping, Grand Rapids.

First Vice-President—William Schultz, Ann Arbor.

Second Vice-President—Paul Schmidt, Lansing.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

Directors — Ole Peterson, Muskegon; Frank Marxer, Saginaw; Leigh Thomas, Ann Arbor; M. C. Goossen, Lansing; R. J. LaBarge, Pontiac.

Time and Labor Not Valued in Italy.

In Spain it is manana—pronounced mahn-yah-nah—to-morrow. That goes for every kind of procrastination, delay, dilatoriness or anything else that signifies never do to-day what can be put off until to-morrow or many to-morrows. In Italy the idea is ahl mah-tee-nah—spelled al mattina—which means to-morrow morning; and when to-morrow morning comes, it is stasera—stah-ser-ra, meaning this evening. In either land but emphatically in Italy, any protest or enquiry for something more definite is met with such a shrugging of the shoulders, such a complete hunching of the back and arms as can be successfully emulated nowhere else.

Thus a table, being made to order for our kitchen, was to come Saturday; then Tuesday; then Thursday; then the next Tuesday, always in the morning before 10 o'clock. It got here the Wednesday after the second Tuesday at 4:45 p. m.

And where in any land with Anglo-Saxon traditions would a table be made to order, by hand, these days—or any days during the past seventy-five years—except at a cost many times that of a factory made article? No one thing could more pointedly bring out the contrast between Southern Europe and America than this last fact. For in America material, even the costliest, counts for just nothing at all against time. "Our labor charge is our heavy item," says any American contractor or manufacturer. More on this later.

In my last I told of price of \$1.58 per pound for American vacuum packed coffee in the Anglo-American stores. I said I withheld final judgment pending full information on tariff. To-day I got that information, thus:

A chilo (kilo—kee-lo) is divided into 1000 grams. An etto is one-tenth of a chilo, 100 grams, roughly equals ¼ pound. I amend my former statement as to pound equivalent of chilo; it is 2.02, not 2.05 pounds. That is it is so near 2.02 that it may be called 2.02 plus.

Duty on raw coffee is 150 gold lire per quintal. A quintal is 100 chilos, or, approximately, 220 pounds. But a gold Lira is 3.66 times a paper or nickel lira.

This then figures out to as near 15c per pound of raw coffee duty as it can easily be figured.

On roasted coffee duty depends on whether there is a reciprocal commercial treaty between the country of export and Italy. The "most favored nation" plan results in duty of 207 gold lire per quintal; and in this case, America having a reciprocal treaty with Italy, that rate prevails.

This rate figures out to virtually 22¾c per pound, plus a trifling frac-

tional additional for the tin package. So now we are ready to figure out how this Anglo-American company gets its sale price on tin vacuum American coffee.

When I left San Francisco those coffees were selling at from 39c to 45c retail per pound. Let us be liberal and figure that this company pays 40c per pound in New York for Sunbeam and Beechnut. Add 22¾c for duty and we have 62¾c cost plus ocean freight. Freight cannot amount to much, and handling charges here are negligible, as I know from personal experience.

It should seem, therefore, that a price of \$1 to \$1.10 per pound would provide for every expense and admit of about 30 per cent. or even 35 per cent. margin. So I cannot escape the conviction that this concern is charging all the traffic will bear—charging more than any traffic would bear if there were any counterchecking competition.

My justification for this last remark is this: That this company carries many lines of goods. Pricing other merchandise, such as, for example, woolen blankets, reveals prices entirely in line with such as prevail other places in Rome.

Another basis for this judgment is twofold. First, I have the statement of an American in prominent position who has lived in Rome for several years. He said that anything the Anglo-American people had on which they met no competition could be had only by "paying through the nose," and that long since he had entirely avoided that company. Second, is a most unfortunate factor that stands out prominently.

This is the cool arrogance with which any protest is met. Every man on the floor evinces utter indifference to what impression one may have and express of the company, its ways and its prices. The attitude is altogether one of "take-it-or-leave-it" without the least discussion. It is quite evident that they do not care what one thinks of them.

This is a point I emphasize not merely to get back at this company. My thought is altogether different from that. What it does to the American exile is unfortunate and I should like to help said exiles, of course; but my object in directing attention to this here is to draw a useful lesson from it. For herein we learn how far reaching is any impression we make on customers or prospects.

Any concern which achieves a reputation for arrogance tears down its good will so fast that nothing can save it except advantages which are not usual and seldom lasting. For one must enjoy a monopoly on goods or supremely fortunate location to hold one's own against such handicaps. This is to be thought of by every merchant who seeks success.

Let us think what would happen if the attitude were different. Then the manager of this concern would have at his fingers' ends exact facts to justify his charges. He would say to me that the cost per pound for duty on that coffee was so much; that freight was so much; that it cost in actuality just so much per tin laid in; and that because of slow stock turn, limited out-

(Continued on page 31)

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

GRAND RAPIDS, MICHIGAN

In More Homes Everyday

HOLSUM

America's Finest Bread

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NEWS

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Leading Grocers always have a supply of

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as they are in Demand in all Seasons

Fresh Daily

POSTMA BISCUIT CO.

GRAND RAPIDS, MICHIGAN

MR. GROCERY MAN! ARE YOU SELLING BRAAK'S HOMELIKE COOKIES

For a quick turnover let us supply you from our 25 varieties.

Established 1904

Call Phones 939

Spring Lake, Michigan

We deliver within a radius of 100 miles.

"Delicate Eating"
DEMANDS
KVP
DELICATESSEN
PAPER

"Delicatessen Wax Paper" -- the name, itself, speaks of cleanliness, health and goodness in the foods you sell!

To carry out this appetizing appeal you should use the snowy clean white sheet, KVP Delicatessen Paper. An all-around useful paper -- proof against air and moisture, odorless and grease-resistant.

Comes in handy rolls, wall cartons or boxes as preferred. Write your paper merchant today and receive a liberal supply of samples.

KALAMAZOO
VEGETABLE PARCHMENT CO.

KALAMAZOO -- MICHIGAN

MANUFACTURING WORLD-FAHUS FOOD-PROTECTION PAPERS

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.

An Independent Who Likes Chain Competition.

Connie Woehr, who has opened his third large cash market near the corner of Washington street and Lake avenue, Pasadena, has no fear of chain store competition, he declares, and he sees no reason why he should have. His third store is within one block of ten food stores, six of which are units in the most powerful chains on the coast and have completely equipped meat markets.

Coming to Pasadena from Philadelphia about twenty years ago Connie went to work driving a baker's wagon at eighteen dollars a month.

After five years of that he began to think of going into the meat business, a line in which he had grown up. A man named Geohagen had an old-fashioned department store on West Colorado street, and wanted a butcher to take space in the basement. The basement was a sort of glorified hole-in-the-ground, and no one wanted the space, a little area ten by thirty feet. Connie posted his wife in the basement and asked her to count the people in the basement at different hours of the day and keep a record for him. She did so. There were 25 people there at noon and 85 at four in the afternoon. Connie needed no further information. He began asking about the lease.

"Forty dollars a month," said the boss, "and if you cannot make that I do not want you." Rent free until October." Connie's investment was about \$175 when he made his start. He used a cigar box for a cash register and bought a second-hand ice box. The remainder of his equipment he patched up from odds and ends. His wife went with him and business began on Thursday.

Thirty-six dollars worth of meat was sold the first day and forty on Friday. Then came Saturday. That Saturday proved to Connie that a man in a cellar could make a fortune, for he took in two hundred and eighty-four dollars.

Connie stayed in the cellar for seven years, and when he sold out he had one hundred thousand dollars to the good. In the meantime he had at intervals started branch stores, but had sold them out as opportunity afforded. He averaged as much as \$33,000 per month gross volume in that cellar. Cash, all cash, and nothing but cash was the motto.

Connie retired for a few years, but found that idleness was not his forte, so he went into Mr. Geohagen's improved market at 1742 East Colorado street. The owner of the building furnished the equipment, as is customary in the open markets of Southern California. Rent is paid on a gross percentage basis. In a few weeks time Connie was selling twenty-five hundred dollars worth of meat per week, and when a second store was opened by Geohagen he leased the market area there, and in three months had a volume there well above two

thousand dollars per week. The third market is by far the finest in appointments of the three, and there is every promise that the volume will soon equal that of either of the others.

Connie's first business principle has already been indicated. It is spot cash. "What happens if a good customer or a good friend comes in without his pocketbook?" this writer asked. "Just this: I hand him the meat that he needs and tell him to forget it. I just simply will not have an account on my books—and that is that! It is much more economical for me to give a friend a piece of meat than it would be to maintain a book-keeping establishment large enough to care for a credit situation. My overhead was at the minimum when I lived in the cellar, and it stays that way now that I am out in the light of day!"

"The second principle that has put me over is the treatment of my help. I never fire a man. Not one has been fired since I opened the shop in the cellar. A man who has been fired is a knocker after he is gone. I exercise judgment in employing men, but if I find I have a man I do not want (this happens seldom) I transfer him or make him realize that he does not fit. Then he takes it kindly and finds employment elsewhere, but he goes away as my friend, not as my enemy.

"My employes are treated as my equals. I do not pay large wages—many pay more—but I try to create an atmosphere that the average wholesouled fellow likes to work in. If there is a slack day, and the men are not needed, what is the sense in forcing them to stick around? No sense at all except the desire that a man may have to be the big boss. 'Go on home and enjoy yourself,' I say. 'What the heck are you sticking around here for when there is nothing to do? Come back in the morning,' or 'Take your wife and go down to the beach for the afternoon. You can't do any good standing around here, and it is a cinch you are not an ornament.' I give you these details merely to show you my method of handling men, and believe me the method works. They all feel they are human beings—not slaves, not under-dogs who must knuckle under the boss. They know they are employes and all that, but they are able to hold up their chins, and men fight for opportunities to work in my places of business. Will employes never learn that a man is a man, not a bit of merchandise?"

"We have our leaders here as others do, but when we have a leader it always is a Nationally advertised article. If lard is offered for the leader on Saturday, the lard is a lard that every person knows about, it is not a product that may or may not be first class. Our leader to-day is bacon, but it is the best bacon that money can buy and it is Nationally advertised. I cannot over-emphasize this as a business policy. Using unknown merchandise as bargains is ridiculous and a violation of common horse-sense psychology.

"The method of staging an opening is also important. I have noted that most merchants staging an opening offer good bargains for one day, and

(Continued on page 31)

GRIDDLES — BUN STEAMERS — URNS
 Everything in Restaurant Equipment
 Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE. Phone 67143 N. FREEMAN, Mgr.

ANNOUNCING

A new installed wash room of our own, enabling us to furnish you daily with fresh Carrots, Beets, Parsnips, Turnips, Celery, Etc. Give us a trial.

VAN EERDEN COMPANY

201-203 Ellsworth, S. W. Grand Rapids, Mich.



Manufacturers of Sausage and Meat Products.

Wholesale only.

HERRUD & COMPANY

542 Grandville Ave., Grand Rapids, Mich.

VINKEMULDER COMPANY

Grand Rapids, Michigan
 BRANCH AT PETOSKEY, MICH.

Distributors Fresh Fruits and Vegetables
 Cranberries, Grapefruit, "Yellow Kid" Bananas, Oranges,
 Onions, Fresh Green Vegetables, etc.



ORDER THIS QUICK SELLING LINE FROM YOUR WAGON DISTRIBUTOR.

In times when families are trying to economize, Noodles do not stay long on the grocers' shelves.

Mrs. Grass has worked out numerous ways of making delicious dishes from her Noodles and the recipe folders are packed in each package.

Because every package of Mrs. Grass' Genuine Egg Noodles makes steady customers for your store, we urge you to write to us to get the name of your nearest Wagon Distributor.

I. J. GRASS NOODLE CO., INC.
 Dept. M.
 6021-7 Wentworth Ave., Chicago, Ill.

EGGS - EGGS - EGGS

Low prices increased demand. On request we will be pleased to quote finest quality Canded Aprils and Mays.

We are always in the market for Strictly Fresh Eggs, at full Market prices.

We can supply Egg Cases and Egg Case Material of all kinds.

KENT STORAGE COMPANY - GRAND RAPIDS

OPPORTUNITIES NEVER BEFORE OFFERED TO FURNITURE PURCHASERS

An entire building devoted to the sales of Furniture made exclusively by Grand Rapids Manufacturers.

WHOLESALE and RETAIL.

The Furniture Galleries of Grand Rapids, Inc.
 25-27 Commerce Ave., S. W., Grand Rapids, Michigan.

HARDWARE

Michigan Retail Hardware Association.
President—Louis F. Wolf, Mt. Clemens.
Vice-Pres.—Waldo Bruske, Saginaw.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Picking Up Trade in the Winter Months.

Following the busy Christmas season, the hardware dealer will find the winter months rather quiet. There is a natural tendency on the part of buyers to economize in reaction from the over-spending of the Christmas period. There is a natural reluctance, too, to go shopping in the cold weather when walking is bad and the car doesn't start very well. Hence, the hardware dealer will find time hanging on his hands, and if he wants to do even a passable amount of trade will find it necessary to exert himself. He must pick up trade wherever he can find it.

In two respects the quiet January days serve a useful purpose. The dealer finds time for that important function, his annual stocktaking. That will take up considerable time in January, though it should not be allowed to drag. Then the dealer will find it worth while to spend some time planning for the coming year's business. This is one sure method of turning the quiet mid-winter period to advantage.

It is a good time to overhaul your selling methods. Get your salespeople together and discuss possible improvements in your selling methods. Invite their ideas. Some of their suggestions may sound foolish; yet inviting suggestions is one sure method of inducing your salespeople to think about this important matter of efficient selling. Study your store arrangements and see if they can be improved. And make preliminary arrangements for your spring campaign in connection with certain specialized lines, such as paints.

Now is a good time to overhaul your prospect lists. Eliminate the "dead" names. Talk over individual prospects with your salespeople. It cannot be too strongly emphasized that the best results are secured by those merchants and salespeople who treat their prospects as individuals, who really know their individual prospects, and who adapt their approach to individual prejudices.

Your mid-winter sale will do something to stimulate trade. But apart from this, now is the season to nurse along whatever odds and ends of business there are to be got.

As an instance of the overlooked possibilities in connection with regular lines of trade, take the stove business. Actual stove sales in the winter months may be comparatively few and far between, though they can be made.

Some business can, however, be developed in stove repairs and accessories. It will pay to nurse this business. If there is anything wrong with the heater, it will show up now; if the range is defective, the fact will make itself evident in winter, when a great deal of cooking is done. And it is worth remembering that your future stove sales depend to a large extent upon the sort of attention you give to repair work and the service you render your customers.

A great many dealers are rather lax

in their methods of attending to orders for stove repairs; and it often happens that a customer is kept waiting for repairs much longer than is necessary on account of the dealer neglecting to order the goods promptly. When ordering stove parts or repairs, a customer usually wishes to secure them with the least possible delay.

A lady not long ago found something wrong with her stove. Naturally she telephoned the dealer. He promised to send up a man. The man never appeared. The lady called at the store when she was down town. The dealer was very sorry. This time he looked at the stove, decided a new part would be necessary. "I'll order it at once," he said. The part failed to come. After repeated telephone calls, the dealer remembered that he'd forgotten to order it. Then he got busy, and ordered the part, and put it in.

All told, however, there was a delay of several weeks. It was largely due to the dealer's own careless methods of looking after repair work—to his failure to send up a man to investigate the trouble at the outset and to his inefficient method or his entire lack of method in ordering repair parts.

A customer whose stove is defective is the best prospect in the world for a new stove. But such a customer is apt to go elsewhere if she finds that the dealer fails to give service. The assurance of prompt service in getting repairs is a very important factor in making stove sales. Customers are much more favorably impressed if they know that there will be no trouble or delay in getting parts or repairs. The dealer who is right on the job in such matters commands the confidence of customers and prospects.

Even with the best dealers there are, of course, unavoidable delays now and then. And even the unavoidable delay is bad business. Some dealers make it a practice to keep carbon copies of orders and letters in reference to repair parts; so that, if any delay arises, they are in a position to prove that the blame is not theirs, and that they have done their best. This, however, does the manufacturer and his line of stoves no good. The dealer is well advised not merely to look after his customers and give them good service, but to link up with makers who will cooperate promptly and efficiently.

Hardware dealers find that a considerable sale can be developed for stove and furnace cement or clay. Some customers who are handy in such matters like to make minor repairs themselves. One small town dealer who advertised stove clay and cement during the winter months along with other goods disposed of about two gross packages in a season.

Unless the line is brought directly to the attention of customers, they are apt to overlook it. This is true of all manner of stove accessories. Yet a little attention paid to the display of stove polishes, brushes, daubers, enamels, etc., in the stove department will result in a fair addition to the regular business.

In connection with enamels and polishes, it is difficult to improve on the old "contrast" display as a means of attracting attention to the goods. An old stove, half polished; a length or

two of rusty pipe with one-half of it freshly enameled; a rusty radiator one-half done with aluminum paint—these items in your window display emphasize the improvement wrought at a cost of a few cents. And the average housewife is intensely interested in brightening up her home surroundings in this way. But you must emphasize in your display and your newspaper advertising three facts—that you have the stuff to do the work, that the materials are inexpensive and that the work is not at all difficult.

Displays at this season of the year will sell flue stoppers, pipe collars, dampers, shovels, pokers, mica, furnace scoops, enamelware and many other lines that can be classified as stove accessories. Yet these lines are usually overlooked by customers, who are content to worry along with inefficient equipment.

I know one chap who burns wood and canal coal in his fireplace. He had done that for something like sixteen years. Through all that period he had carried the fuel from the basement to the living room in a discarded fruit basket or a wooden box. He had no tongs or shovel to handle the coal; tossed it in by hand. Until a piece of

hemlock spattered sparks over a new living room rug he got along even without a screen on the fireplace. And that is the sole item of fireplace equipment he has bought in sixteen years. Isn't that an opportunity for some hardware dealer to sell several dollars' worth of equipment?

In every community the majority of homes are operating on the same basis. The fireplace is half equipped, there is a cracked lid on the kitchen range, the old gas range, transferred to the laundry room, lacks a key; the furnace room needs a new coal shovel and an ash sifter. And the home lacks this much of the comfort it might very cheaply secure, if the hardware dealer would do a little to educate his customer to the idea of efficient equipment.

Right now a circular letter to a select prospect list might very aptly deal with this idea—of making the heating and cooking equipment convenient and efficient by providing needful accessories and taking advantage of the dealer's overhauling and repair service. That is one method of developing a little additional trade in these quiet winter months.

In connection with the stove repair

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

Manufacturers and Distributors of
SHEET METAL ROOFING AND FURNACE SUPPLIES,
TONCAN IRON SHEETS, EAVETROUGH,
CONDUCTOR PIPE AND FITTINGS.

Wholesale Only. We Protect our Dealers.

THE BEHLER-YOUNG CO.

342 Market St., S. W.

Grand Rapids, Mich.

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting

Goods and

FISHING TACKLE

department, one small city hardware firm keeps a record of all stoves sold. In an indexed book are entered the names and addresses of purchasers, with the name and number of every stove purchased. When a customer asks for stove repairs the record can be looked up in a few minutes. There is no confusion regarding the number and style of stove for which repairs are required.

As a means of stimulating trade in the winter months, demonstrations are good. Immediate sales as a result of these demonstrations may be relatively few, yet they bring people into the store, and have an advertising value that beneficially affects business later in the year.

One firm doing business in a city of 20,000 people holds an annual demonstration toward the middle of March, as a sort of curtain-raiser to the spring trade. The demonstration is held on a Saturday and is advertised for a week in advance. In addition to the general advertising, invitations are sent out to a carefully selected list of "key" prospects.

A typical demonstration day featured five simultaneous demonstrations. One demonstrator handled the firm's regular line of paint and paint specialties. Two other sales people demonstrated a variety of lacquer used on oil cloths, linoleums, furniture and floors. Roofing, with a model house, was demonstrated in another part of the store. A line of fencing was demonstrated by showing a group of people seated on a length of fencing stretched between two telegraph poles. A line of ranges was featured in the fifth demonstration. Samples of cooking were served, and carnations were handed out to the ladies as souvenirs. Upwards of 2,000 people visited the store in the course of the one day. Incidentally, a large number of direct sales were made, and the salespeople secured the names of a host of good prospects, to be followed up later in the season. Victor Lauriston.

Goodbye, Little Sparrow.

Grandville, Jan. 6—"This is fine weather for feeding the birds," remarked one citizen to another as they met on the street.

"Birds. What birds?" from his neighbor.

"Why, the sparrows of course; there are no others inhabiting this region in winter."

"You surprise me, sir. I seldom see even a single sparrow these days when once there were a hundred, thanks to the benevolent assimilation of bird life by our Michigan legislature of a past age. What a political grafter can't find to do in the line of fool legislation is not worth looking after."

"Oh, I see, you still hold a grudge against Lansing statesmen because of that English sparrow business. Well, I never exactly approved of the bird extermination act, yet you must admit that the English sparrows had become a great pest at the time of the enactment of the law calling for their extermination."

"On the contrary I consider the enactment of the sparrow act as one highly necessary and which has been productive of much good. The nasty little sparrow no longer chitters under our eaves and makes litter while at the same time he gets the nests of other birds and destroys their young."

The two citizens did not agree as to the effect of the bird destruction law

even though each had the same opportunity to learn for himself the exact facts. Our cold and snowy winters seldom echo to the twitter of a bird where once scores were about making cheery music to the property owner.

Why this hatred of the sparrow passes understanding. Many of the stories told about him are made from whole cloth. Having been versed with bird habits I solemnly aver that the sparrow has been lied about more than any other feathered creature unless perhaps the crow.

Strange as it may appear this latter fowl has not been quite exterminated even as the sparrow. Now and then one is heard if not seen sending his caw out over the frozen landscape. Why the birds anyhow? We may well ask this question since man seems to hate the feathered beauties of the air as they flutter across his vision.

Perhaps this writer has said too much about our feathered friends since it seems the human intent to abolish him from the face of the earth. Although self defense has been denominated the first law of nature man goes the contrary way in destroying those that minister to his well being.

The sparrow as once we knew him no longer exists, and the wastes of winter seem for more dismal than ever. Among those birds which prey upon others none is more savage than the kingbird, very few, of which now hold forth in the land. I hold to the belief that no species of bird was created in vain. There is room in this broad world of ours for every one of them from the tiny humming bird to the blackest crow.

When I remember the days when wife and I fed the sparrow every day throughout the long winter, even when the law declared him an outlaw, and the friendly nature of those birds, it grieves me to sit alone and watch the dreary landscape unmarred by the flutter of a single bird.

Birds are as much a creation of the Creator as is man, and any attempt to kill off the birds is a direct insult to man's maker. When the sins of the world are all reckoned up and when man comes to the judgment bar there will certainly be an accounting for this miserable business of bird slaughter.

Man was created a little lower than the angels, we are told. If this be true the next in the line of creation duly loved by the Supreme Ruler of the universe is the great bird family man seems so anxious to destroy.

"Hope sees a star and listening love hears the rustle of a wing," said the great Robert G. Ingersoll when delivering a funeral oration. Even the great agnostic never denied the existence of a supreme being. Why should we who profess a belief in God, dash water in the face of our professions by going out of our way to commit bird murder?

Sometime, somewhere every man who has advocated the killing of sparrows will be reminded of his remissness to his God and made to suffer punishment for his misdoing.

Why the great Christian church is not interested in the preservation of bird life is a mystery unfathomed by finite minds. We as honest men and women owe it to ourselves to be kind to the birds.

Our earth in winter days seems desolate indeed without the sight of fluttering birds and the pretty songs they know how to sing. With the invention of the automobile and the radio other things have gone astray. Plainly the radio is accomplishing what no other power was able to do, change the climate of the world. Whether this is to be of benefit remains, of course, to be seen.

Farmers are as much to blame for sparrow killing as are the city people, and they are the ones now suffering for it, and who will continue to suffer more intensely as time rolls along.

None are so blind as those who will

not see. Why a tiller of the soil can see any virtue in the creation of a birdless desert is past ordinary understanding. Nevertheless we shall see what we shall see after the last bird has been swept off the earth.

Old Timer.

The ideal life is in our blood and never will be lost. Sad will be the day for any man when he becomes contented with the thoughts he is thinking and the deeds he is doing—where there is not forever beating at the doors of his soul some great desire to do something larger which he knows that he was meant and made to do.—Phillips Brooks.

These Be Our Leaders



Sold only by
The Blodgett-Beckley Co.
Members India Tea Bureau
Main Office Toledo
Detroit Office and Warehouse
517 East Larned Street

Jennings' Pure Extracts
Vanilla, Lemon, Almond, Orange,
Raspberry, Wintergreen.
Jennings Flavoring Extract Co.
Grand Rapids, Mich.

Corduroy Tires

Our success is founded on the sale of up to date, quality merchandise where the saving in selling cost is passed on to our customers who order by mail or wire, at our expense, direct.



Made in
Grand Rapids
Sold Through
Dealers Only.

CORDUROY TIRE CO.
Grand Rapids, Mich.

The Brand You Know by HART



Look for the Red Heart on the Can

LEE & CADY Distributor

I. Van Westenbrugge
Grand Rapids Muskegon
(SERVICE DISTRIBUTOR)

Nucoa

KRAFT 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



SARLES

Detective Agency
Licensed and Bonded
Michigan Trust Bldg.
Grand Rapids, Mich.

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.

HOTEL DEPARTMENT

Graphic Description of Rose Carnival at Pasadena.

Los Angeles, Jan. 3—The hotel men of the country are certainly doing their level best to dissipate pessimism, and I give them a great deal of credit for their efforts in that direction, more especially as no other business or profession has suffered more than their particular line as a result of financial depression. The facts are that the hotel field was entered by Old Man Trouble long before the Wall Street debacle of 1929. Mr. Statler sensed trouble as far back as six years ago, when he told the world that the hotel field was being over-developed, that there were already too many hotels and the tendency was toward over-production. Then, too, the hotel men were in nowise responsible for this condition. It was forced upon them by promoters who had worn out their influence in the sale of mining, oil and other stocks, and it was necessary to cast a new bait toward the wary investor. Hotel rates had been increased on account of war demands, but the cost of operation had increased at even a greater ratio, business was falling off, house counts were lowering at an alarming rate. The layman thought he had discovered that hoteliers were profiteering and he proved an easy mark for the promoter. But while the hotel man opposed the move for good and substantial reasons, the investor went ahead and erected the hotels, made it an object for operators of established reputations to take charge of same and the era of trouble began. It has kept up ever since. I think I am safe in stating that nowhere in the entire Nation has there been a single proposition, long-established or otherwise, which has paid an adequate return on the investment, and it will easily be a decade before a lot of the enterprises get outside of the red in their book-keeping activities. It is for this reason that I get frequent thrills when I realize that the hotel men of the country are going farther than in any other line of industry to promote optimism, by advertising, orally and by their actions, and there has been no Government bureau to subsidize them. They have honorably won the best wishes of the public at large and great should be their reward.

In line with the efforts of hotel men to restore public confidence are additional evidences of their good intentions. In many communities bread lines have been established, they and the restaurateurs have organized efficiently for feeding the hungry. Dining rooms have been thrown open periodically where good substantial food has been dispensed to the hungry without money or without price. In some of the larger cities like Detroit, local caterers have organized effectively for this work and have systematically disposed of their surplus stocks of food by charitable offerings. God bless them all. I am proud to have been of them, and while I may have offered a little honest criticism from time to time, I am ready to maintain the statement, that the rank and file are far-seeing, charitable to the core and they have wonderful faculty of overlooking the meal check at such times as these.

Hotels in Wisconsin will not hereafter be allowed to make an added charge to hotel patrons for telephone service. The railroad commission forbade it, but one of the larger Milwaukee hotels appealed the case to the state supreme court which handed down a decision to the effect that "a hotel telephone is merely an extension of the company system and a charge in excess of the legal rate is discriminatory." Naturally they were bound

to do this in keeping with frequent prior decisions relative to regulation of public utilities. The hotel man advertises room telephone service as one of his attractions. If he is wise he will readjust his rates so that they at least cover the net cost of this service, so that while the charge may be in the hotel bill, it is not so indicated.

Howard V. Heldenbrand, manager of Hotel Heldenbrand, Pontiac, and the author of several books on technical hotel operation, was one of the speaking guests at the recent convention of the Indiana Hotel Association, held at Indianapolis. His subject was "Hospitality," a most appropriate one for he certainly knows how to dispense it.

Friend Louis Mellette, proprietor of Hotel Ossawinamakee, Manistique, who wrote me some time ago that he was contemplating a trip to California, much to my satisfaction, now advises me from Hot Springs, Arkansas, that he is laid up at the sanitarium with intestinal trouble and may not be able to carry out his original program. I am hoping that he is unnecessarily perturbed over his condition, and that I will see him in Los Angeles before the winter passes for I have promised myself much enjoyment in associating with him out here.

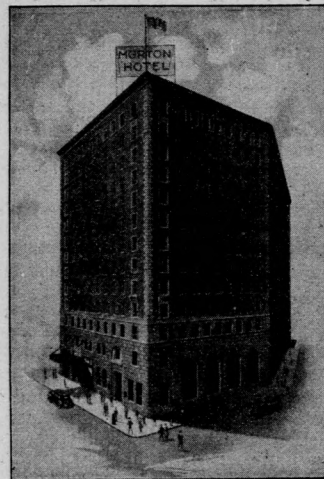
It was my good fortune to be a guest at the wonderful home of Mr. and Mrs. Milie Wilkinson, at Glendale, on New Year's day, at the conclusion of the rose carnival at Pasadena. It was the occasion of a sort of home coming for Muskegon folks, who are located here. Mr. Wilkinson was for many years chief engineer at Hotel Sherman, Chicago, but was formerly a resident of Michigan, and intimately connected in the hotel field.

Now that Professor Einstein has located in Pasadena for a few weeks, the problem suggested by Will Rogers as to whether drug store lunches or an excess of "sympathetic" gin is responsible for tired tummys of active business men and not less active blonde stenographers, may be threshed out. Also the learned scientist may be able to explain why hot water bottles, oodles of them, sold on the last day of the year by the energetic drug man, should be found in parking fields adjacent to Hollywood night clubs, the next morning, with hundreds of enforcement officers watching for evidence of law violation.

One of the speakers at a recent hotel convention emphasized the importance to the hotel man of spending some time in the inspection of other hostelrys, in order to keep in touch with what is being done and understand just the sort of competition he is compelled to meet. Possibly you will condemn in the other hotel something that, on your return home, you will find in your own establishment.

Edward R. Swett, manager of Hotel Occidental, Muskegon, is again at work making some changes in his establishment to meet the requirements of the next two years. It is understood that at the end of that time the entire Western avenue frontage will be razed and replaced with modern equipment, and when completed it will be the last word in the complete rebuilding of one of the State's major hotels without the loss of a single day's occupancy. Important changes were made last year and a large number of rooms were added.

Miss Leona Paxton, who has been secretary to Harold A. Sage during his regime as manager of Hotel Tuller, Detroit, and who enjoys an extensive acquaintance among the hotel fraternity, has resigned her position in order to embark in a commercial enterprise.



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

400 Rooms—400 Baths

Menus in English

MORTON HOTEL
ARTHUR A. FROST
Manager



The
Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

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

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

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
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HOTEL OLDS

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300 Rooms Absolutely Fireproof 300 Baths
Moderate Rates
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Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigan

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KALAMAZOO

Good Place To Tie To

HOTEL CHIPPEWA

HENRY M. NELSON, Manager
European Plan
MANISTEE, MICH.
Up-to-date Hotel with all Modern Conveniences—Elevator, Etc.
150 Outside Rooms
Dining Room Service
Hot and Cold Running Water and Telephone in every Room.
\$1.50 and up
60 Rooms with Bath \$2.50 and \$3

"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.

Republican Hotel

MILWAUKEE, WIS.
Rates \$1.50 up—with bath \$2 up
Cafeteria, Cafe, Sandwich Shop in connection

Park Place Hotel

Traverse City
Rates Reasonable—Service Superb
—Location Admirable.
R. D. McFADDEN, Mgr.

John Gillespie, Detroit politician and a former police commissioner, has been named receiver for the Tuller interests in that city, which includes Hotel Tuller, but Harold Sage continues as general manager of the property. That young man has certainly accomplished wonders in the rejuvenation of the Tuller notwithstanding the handicaps of law decrees and receiverships.

Thomas B. Winters, who originally conducted the Winter Inn, at Greenville, forty years ago, passed away in that city recently.

Thomas Daly, said to have been the first man to sign an application for Detroit's Greeter Charter, passed on at the age of 80 last week. Mr. Daly was at one time a clerk in the old Russell House, and continued in active service in hotel work until he finally retired in 1927.

J. William Porter, who will be remembered as one of the earlier secretaries of Detroit Greeters, filling various positions in Detroit hotels, is now auditor of Hotel Seneca, Chicago.

R. A. Murphy, former resident manager of Hotel Grant, Detroit, is now in Los Angeles. He expects to make arrangements with a local hotel here, which will mean his permanent residence in California.

Chas. M. Luce, proprietor of the New Mertens, Grand Rapids, entertained the Western Michigan Charter of Greeters at his hotel last week. A dinner and business meeting at 7 was followed by dancing. Several new members were added to the roster.

Otto Gressens, of Chicago, who is secretary of the executors of the estate of the late R. Floyd Clinch, president of the Park Place Hotel Company, Traverse City, has been elected to the presidency of that institution.

The hotel man who is not a member, at least, of his own state hotel organization, is playing the game at a big disadvantage. And he misses a lot of the best plays because he is without knowledge of all the rudiments of the game. Association minded hotel operators are usually the ones who have sense enough to take pointers from the fellow who is a winner, and profit by them, and it is more or less of a satisfaction to feel that you belong to an organization which is accomplishing something, even if your role in the game is an unimportant one.

According to word received from D. J. Gerow, his new hotel, the Elliott, at Sturgis, will open on Wednesday, the 7th. I say will open, but to be more specific it is the new addition which will be opened on that day. I wish I could be there to help realize the culmination of a hope that Mr. and Mrs. Gerow have cherished for years, that of owning and operating one of the best and most up-to-date small city hotels in Michigan. If the plans which I saw last summer fully developed, they now have it, and I offer my sincerest congratulations on this occasion.

Every year I go over to the New Year's day rose tournament at Pasadena, subsequent to announcing that there is "nothing new under the sun," but do you know they unfailingly disappoint me by having an entire change of program each year, and this year was no exception. I cannot but help wondering at the brain work which is responsible for the ideas and the organization which carries them to fruition. In the whole world there is only one rose tournament worthy of the name, and that is the one which brings to Pasadena each year a million people to witness the marvelous creation. Serene among the hills, Pasadena, in

all her splendor, was ready for the multitude. They came in red trolley cars, steam trains, busses, passenger cars of every type, and trucks. Our seats were reserved for the parade at 10:30 and we left Los Angeles by trolley at 7:45. Not that we were afraid of losing our seats, but rather because we were afraid we could not find them. It looked like rain and did so toward evening, but the parade was in no wise interfered with. From the chuckle-headed boy with face of tan, roosting in the palm and eucalyptus trees to the millionaires in white flannel effects, planted on the de luxe sections of the pine planks, everybody was there. If you had a front yard of your own you forgot about it unless you saw it first, and parking space, well, if it wasn't occupied in tiers, it was somewhere up in the Sierre Madre mountains. But they were all good natured, and glad to be there. One good feature about the Pasadena tournament is that they hold it in the morning so that you have all day to get back home. Of course, the ones who enjoyed it the most were those who were having their first view of this wonderful pageant; whose eyes had not become accustomed to the prodigality of roses in January, but in a sense even this was not a particular advantage because those accustomed to the scene were less likely to overlook something of interest and importance. For nearly two hours there flowed before those visitors color tessellated with color. Magic of gaiety, of festival, of youth, beauty and song filling the air. A hundred bands blared forth music. The roses brought in competition from the valleys and the uplands, and fashioned into marvelous designs, passed in constant procession. City leaders in high hats, important business and civic heads, men trained in the arts of war and now taking the van in the tributes of peace, all paraded in dignity. Then there were the fraternal organizations, the hosts of school children in mid-summer costumes. From far overhead came the almost continuous whir of the airplanes circling the city; a tonic quality touched the air; there was the thrill of expectation, of massed thousands of spectators; those who were witnessing the display for the first time reached for superlatives to express themselves adequately, but almost lost hope of doing so on account of being overwhelmed with surprises. Lovely Pasadena and her sister municipalities having in the past caused writers and visitors to wear out dictionaries in quest of adjectives to describe the Tournament of Roses, and this particular occasion was no exception, even if the sky was overcast and for one day in a thousand the kindly rays of the sun were absent from the scene. In the brief space at my command it would be useless to attempt to describe, even in a general way, the various features of the pageant. I have no statistical information concerning the number of floats in the parade, but I should say there were 250 and I would not be prepared to successfully dispute the claim of an over enthusiast who placed the figure at twice that number. Every city and county in Southern California, and every civic organization, besides the schools and universities were represented. Then there was the army and navy, religious organizations, industrial establishments, and even the hotels. Two wonderful floats in the parade were equipped by Pasadena hotels, these supported by guests, recently from the East, who entered into the spirit of the occasion as if it was a Fourth of July celebration in their own home town. Glendale, in fact a part of Los Angeles, but for political purposes, a city on its own hook, carried off the sweepstakes, for the best float in the parade. Its entry, nearly a block long, contained easily 100,000 blooms, the whole representing the Olympian games of Ancient Greece.

Trumpeteers and costumed athletes formed the advance guards. There were two chariots drawn by four white horses, and four by horses of ebony hue. If any doubt prevailed as to which entry would take the major prize it was dispelled by the tumultuous applause that greeted it as it passed through the streets. Each year a "theme" is chosen for the Tournament of Roses. This year it was "Dreams," an appropriate selection in many ways for thousands of honest citizens of the Southland are still slumbering while the throng from the East is surging in and stealing all the thunder which they might utilize were they not still unaware of the attractions of their own Golden State. Beautiful Orange Grove avenue, that municipally owned horticultural area which produces citrus dividends to the tune of the street sprinkler and white wings, always the wonder of the ages to me was the headquarters of the fakery who, for one day in the year, ply their vocation and everybody seems to be willing to let them ply, which on this particular occasion seemed the papier mache snakes or mosquitoes, or something like that—at least something unheard of in Southern California. Of course there were countless thousands who took camp stools and soap boxes along with them, on which they were firmly established, but there was no apparent rivalry, for the reserved seats and parking spaces were by no means frozen assets. Featured, was Prof. Albert Einstein, whom somebody has indicated as one of the eight wonders of the world along with the inventor of chop suey and the originator of the in-a-door bed. He looked, if you please, well satisfied with the informal reception gotten up in his behalf, and it would be at least a truthful assertion to say that he seemed almost human. He enjoyed his pipe and seemed to be willing to allow the rest of the world to go by. Frank S. Verbeck.

The Metropolitan Trust Company, Detroit, has been appointed as receiver for the Lee Plaza Hotel, Detroit, on petition of Ralph B. Keidan, of the Wayne Circuit Court. Lee told the court that some time ago he sold the hotel to the Detroit Investment Co. for \$1,750,000, with \$50,000 as a down payment and the remainder at the rate of \$14,500 a month. The investment company has failed to make the payment due Dec. 15, Lee said.

In this country the white man's burden is a bottle on the hip and a gun under the arm pit.



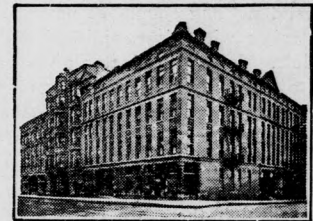
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Holland, Mich.**

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

GEO. W. DAUCHY, Mgr.



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Decorating and Management
FAMOUS Oyster Bar.
Facing Grand Circus Park.
800 Rooms - 800 Baths
Rates from \$2.50.
HOTEL TULLER
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CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

In
Kalamazoo
It's
PARK-AMERICAN

George F. Chism, Manager

CHARLES RENNER HOTELS
Four Flags Hotel, Niles, Mich., in the picturesque St. Joseph Valley.
Rumely Hotel and Annex, La-Porte, Ind.
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All of these hotels are conducted on the high standard established and always maintained by Mr. Renner.

Hotel and Restaurant Equipment
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HOTEL OJIBWAY
The Gem of Hiawatha Land
ARTHUR L. ROBERTS
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Enjoy the delightful Government Park, the locks, the climate and drive.
Sault Ste. Marie Michigan

DRUGS

Michigan Board of Pharmacy.

President—Orville Hoxie, Grand Rapids.
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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—John J. Watters, Saginaw.
First Vice-President—Alexander Reid, Detroit.
Second Vice-President — F. H. Taft, Lansing.
Secretary—R. A. Turrell, Crosswell.
Treasurer—P. W. Harding, Yale.

Preserving the Beauty of the Baby.

When you look at a baby's skin don't you wish it could always remain soft and pink and white. "What can I do to keep it so?" is the thought that comes to every mother as she bends over the wriggling little mite in his crib. Generally speaking, the baby's skin requires even greater care than yours or mine does. It is one of the most important organs of his body, and serves as the first line of defense against many forms of disease.

Cleanliness is of paramount importance in the proper care of the baby's skin as well as for his general health and well being. His bath is as essential as his food and his hours of rest, and nothing should be permitted to interfere with his established daily schedule. Unless the doctor gives orders to the contrary, every baby more than two weeks old should be bathed every day.

Always make complete preparations before you begin to bathe the baby. See to it that there are no draughts in the room and that the temperature is between 70 and 72 degrees Fahrenheit. Collect everything you will need to use and place it within easy reach—towels, wash cloths, soap, oil, absorbent cotton and a complete change of clean clothing. Fill the bath tub with water last of all, adjusting the temperature to between 98 and 100 degrees. As the baby grows older the temperature should be modified. Your doctor will advise you when that is necessary.

When everything is ready bathe the baby quickly and without interruption if possible. Cleanse his nostrils, his ears and his eyes, and wash and dry his face before you undress him. Then soap his body quickly all over and place him gently in the tub. Two or three minutes is long enough to keep him there. When he is thoroughly rinsed lift him out and dry him by patting rather than rubbing, with soft warm towels. Dry the folds of his skin with special care and finish by applying a small amount of oil. Dress him, and feed him if necessary, and he is ready for a refreshing nap. After the bath, the best place for baby is his crib.

Don't forget that there is a close connection between the health of baby's body and the health and beauty of his skin. To have a beautiful complexion and to keep it beautiful the child must have plenty of sleep, fresh

air, and sunshine, the proper food and clothing and a clean body. Everything that he touches or that touches him should be kept scrupulously clean, from the rubber nipple on his bottle to the rubber doll he likes to chew.

His clothing should be changed at least once a day and more often if necessary. And while we're on the subject of clothes, don't keep the baby swathed in sweaters and blankets in a warm room, no matter how cold it is outside.

Always have plenty of fresh air in the baby's room. You needn't worry about his physical exercise. Every baby gets his quota of "setting up" exercises. If most of us tried as hard to reach our toes as baby does we wouldn't need horseback riding and handball to keep our waistlines within reasonable limits when we reach middle age.

After you have given the baby a fair start as far as skin hygiene is concerned, keep his skin in good condition by observing the doctor's orders strictly and by intelligent care. As he grows older you must watch him closely or he's likely to get into all sorts of harmful mischief. If you have pets around the house don't let him fondle them, as the ringworm of dogs and cats may be readily transferred to children.

If other children in the family or any of his playmates have ringworm of the scalp, or if they are infected with parasites, keep them away from each other. By all means warn them not to put on each other's hats. Common bathing suits and towels sometimes cause the spread of parasites and parasitic diseases. Supply them with bathing suits of their own and as many clean towels as they need when they go for a swim.

Be careful of the boarding schools or dancing schools to which you send your children, as one diseased child in the class may infect the remainder of the pupils. Children are more susceptible to infection of the skin than adults whose skins have been toughened by exposure.

This brings up the matter of contagious diseases. Occasionally we hear of mothers who needlessly expose their young children to infectious diseases on the principle that if they must get them some time it might as well be now. Children need not get contagious diseases nor is it true that a mild case of contagious disease will necessarily be followed by other mild cases.

If your child shows symptoms of a skin or scalp trouble or any kind of infection have him examined by a doctor. Don't put your faith in cures you heard about in the meat market or grocery store. Because some remedy helped the baby next door when he had a rash it doesn't mean that it is good for your baby. Because the druggist looks in a knowing way at the baby's skin it doesn't necessarily follow that he can prescribe something that will work well. For mothers who feel they cannot afford a doctor, there are hospitals, baby health stations and milk stations in the city and suburbs which will give expert advice free of charge.

Herman Goodman.

TO THE LAND OF FLOWERS.

Interesting Incidents of Auto Trip From Michigan.

Sebring, Florida, Jan. 3—Chattanooga, Tennessee, is strategically located at one of the natural gateways to the South, nestling in the foothills of the Cumberlands in the valley of the Tennessee river. It has a historic past, a prosperous present and a promising future. Only a few miles from the center of the city is Lookout Mountain where the Federal forces under General Joe Hooker gained military glory—even though short of a great victory—in the "battle above the clouds" in 1863. Some thirty odd years ago the writer visited the city and the mountain and scaled to its peak, as had those other Yankees about an equal time before—though my climb was by means of an incline railway. In my youth I had heard the story from those who were there in person, some of whom are still living, though fast passing. Upon that occasion I was favored with good weather and took a number of excellent views, among them one of Moccasin Bend, that peculiar formation, very like that of a human foot, in the course of the river.

But on the morning of December 19, 1930, it snowed in Chattanooga. Great fleecy flakes such as fall in the snow belt of Michigan so frequently at about that date were covering the mountains and the valleys and the trees and the houses and highways of South Tennessee. We ascended to the sun parlor and observatory on the ninth floor of the Hotel Patten, where we had lodged, and which we can recommend, but old Lookout was obscured from vision, not only by the clouds which so frequently envelop it, but also by the obscuring "beautiful" which was enveloping us. So we did not make the trip up the historic height, now reached by excellent auto roads to the very peak and about Umbrella Rock, upon which I had stood something more than a third of a century ago.

Leaving this gate of the Cumberlands we drove on through the Chickamauga battlefield, the monuments upon which two of the intimate friends of the writer's youth, Major George W. Woodward and Captain C. E. Belknap, had assisted in locating. Both were officers of the same Michigan regiments, recruited in Kent and Ottawa counties. They differed somewhat upon where certain operations of the great struggle occurred. But as I first visited it and later drove through I wondered how either could be very sure about any particular location upon a field of such large operations, when their eyes and their arms—not to mention legs, upon occasion—were rather too much occupied with the events of the hour to make any very definite notations of place. But now these comrade patriots of that day are met again and as I passed I wondered if they were not quite agreed that it made little difference just where the Wilder monument—or any other—had been placed. In every instance it but signified that brave men had there met in a struggle over ideas and ideals.

Chattanooga is about equally distant from Nashville on the Northwest—from which direction we approached—Knoxville on the Northeast and Atlanta, Georgia, a little to the East of South. The latter city is the capital of the state and metropolis of the whole Southeastern section of the country. It exerts a very large influence through the whole South because of its industrial, commercial and political leadership. Its business interests are varied and mingled with the traditional conservatism of the Old South, there is much of Northern capital and enthusiasm. Georgia did not enter into that psychopathic outburst known as the boom period of the early '20s. It was judged a bit backward by its

progressive (?) neighbors, but is not now, nor has it been, suffering from the debacle following those skyrocketing days. We proceeded on to and through Atlanta to Griffin, Ga., our fifth day from home. Griffin is a cotton mill town, being near the center of the Georgia cotton belt. We attempted to visit one of the mills there, but were unsuccessful on account of the manager being late in arrival. "H. K."—son of this writer—had been fortified with an introduction from a mutual friend, and we were all disappointed. But, after a few miles ride, we did chase down a cotton gin and saw its operation. And it well illustrated the accommodating spirit of the people. Cotton ginning is about over for this season and on this Friday morning they were not expecting to make another run until Monday, when there would probably be a larger supply of the staple. But readily recognizing our party—as had the habitues of a tobacco warehouse at Bowling Green, Kentucky, a few days before—as uninitiated to the industries of the South, the manager very kindly offered to start up this latest development of the invention of Eli Whitney. Calling together his force, which was scattered about the cotton yard, he had the gin started and cotton to the amount of a bale desecded—and that is what "ginning" is, removing the seed from the fiber or cotton bolls. Accommodating as we like to consider ourselves in the North I can scarcely imagine anyone starting up a canning plant or a lumber mill, to illustrate the process to a party of strangers.

Being fairly familiar with this initial industry of cotton marketing, through experience in Texas, this writer did not accompany the party through the gin, but visited with the manager's father and several other persons in the office and was presented with a sack of paper shell pecans, which are grown abundantly in that section. For a considerable distance along the highway we found pecans on display and for sale at filling stations and offered by persons standing by the roadside. They are put up in one, two and three pound paper and cloth sacks and sell at two bits a pound. We saw many pecan groves or orchards and the territory of distribution extends much further, both North and South, than the producing section.

Just as the tobacco planters in Kentucky and Tennessee were complaining of the low price of the weed, and expressed intention of getting into something else, here the cotton growers were considering the taking up of tobacco, or "something more profitable." From enquiry we concluded that in neither case was a change practicable—except that to plant tobacco on cotton land and cotton on tobacco land would so greatly reduce the supply of both as to eliminate a surplus, but at a discouraging and useless expenditure of labor.

From cotton and pecans we passed on to the territory of pine and turpentine. And the latter they call "flowing gold." Pitch pine trees, the long leaf pine, indigenous to Georgia and much of the South, are tapped from the size of nine inches in diameter breast high. They are not tapped as we tap a sugar maple for its sap, with a small spile inserted through the bark, on which we hang a bucket and into which the sweet fluid drops, but by a scarifying tool cutting half an inch deep, in rows a quarter of an inch apart, cutting two ways to a point inclining downward, where a tin cup is inserted and into which flows the juice from which turpentine is distilled and rosin and numerous other things obtained. Georgia is a large state, but one, East of the Mississippi river. I wonder if any student of geography, who may be reading this column, can tell which one, or two, nearest approach it. And I am

not altogether satisfied that the statement is true, having read a disputing claim. Last winter we spent three nights in Georgia—the first while lost in the mountains of its North section. This year we spent but two, at Griffin and at Tifton. While we left the snow line at Macon, about the geographical center of the state, it was not yet summertime in Dixie—nor have we, even yet, reached a summer clime.

In the betwixt and between section—where it is usually warm enough for comfort without much provision for heating—we found our greatest difficulty in getting adequate accommodations. It was not easy to locate a hotel with steam heat—and this was our particular problem in Florida towns, although we found them, both in the fine little city of Ocala and at Sebring, where we arrived after eight days of easy traveling and where our speedometer registered 1553 miles, which included some extra mileage in scouting about for sights and adventures.

For more than half our journey the weather man had been quite inconsiderate of our wishes and desires, and particularly was he unkind to bring on a "rain and colder" condition upon our arrival at the place where we had enjoyed so many days of sunshine last winter. But the rain did not dampen, nor the cold chill, the hospitality of the friends whom we had made during our previous visit. The senior members of the party were immediately taken into the home, where they had before spent many happy days, and the younger members located themselves comfortably at the Pennsylvania Hotel. It is a practice along Southern tourist lines and in the towns much frequented by tourists to name hotels, or camps, or even lunches for some state which furnishes many tourists; thus we followed for miles directions to a "Michigan lunch"—at which we did not stop; likewise to a "Chicago" hotel. And just a week from the night when the younger members of our party registered at the Pennsylvania we all partook of a Masonic and Eastern Star banquet at the "Ohio." This banquet, by the way, was a very pleasant affair. It preceded a joint installation of Masons and Stars, which seems to be a general practice in this section—apparently replacing St.

John's night on the 27th, if the latter date is not "convenient."

During the intervening week our juniors had driven to the West coast, called at St. Petersburg and Sarasota and visited Messrs. McCool and Amiotte—formerly of the Grand Traverse Packing Co.—at Brooksville and the Del Monte Canning plant at Tampa. While en route we had visited several other citrus fruit canning and juice plants. The latter institutions, seemingly, have some deep, dark secrets to which the profane are not admitted, which is more or less amusing to the initiated. In the Michigan fruit belt every cannery gladly throws open its doors to visitors, as the best possible advertisement of its product and the assurance of its wholesomeness. However, citrus fruit processing is in a stage of experimentation in the South, such as was fruit canning in the North fifteen or twenty years ago. It will not require so long to solve its problems, as the services of the National Cannery Association investigating laboratory and those of the various can and machinery concerns are at the command of members and customers, and their investigations have gone a long way in the past decade.

And, here again, we find duplicated the condition of the cotton and tobacco growers in over production or under consumption. There is somewhat of a glut of citrus fruit owing to the bountiful yield—and a bad practice of shipping inferior fruit. Distribution and disposition is a bigger problem than production of this product, just as it is with many another. The other day we visited one of the largest packing plants in the citrus section, operated by one of the marketing leaders which was marking on oranges and found that only the firsts and seconds were being packed and that the thirds were being dumped. These designations refer to size, without respect to quality of flavor. The smaller fruit would produce just as good juice, but this was not being conserved and a small glass of orange juice was selling at ten cents at fountains and restaurants within five miles. This is more or less a universal problem in all lines and the above reference to the matter of distribution goes for all lines and all climes. Harry M. Royal.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.)	10 @ 20	Boric (Xtal)	10 @ 20	Carbolic	38 @ 44	Cutric	50 @ 65	Muriatic	3 1/2 @ 8	Nitric	9 @ 15	Oxalic	15 @ 25	Sulphuric	3 1/2 @ 8	Tartaric	43 @ 55																																																																																																																																																										
Ammonia	Water, 26 deg.	07 @ 18	Water, 18 deg.	06 @ 15	Water, 14 deg.	5 1/2 @ 13	Carbonate	20 @ 25	Chloride (Gran.)	08 @ 18	Balsams	Copaiba	1 00 @ 1 25	Fir (Canada)	2 75 @ 3 00	Fir (Oregon)	65 @ 1 00	Peru	3 25 @ 3 50	Tolu	2 00 @ 2 25																																																																																																																																																							
Barks	Cassia (ordinary)	25 @ 30	Cassia (Saigon)	40 @ 60	Sassafras (pw. 50c)	50 @ 50	Soap Cut (powd.)	20 @ 30	Berries	Cubeb	90 @ 90	Fish	25 @ 25	Juniper	10 @ 20	Prickly Ash	75 @ 75	Extracts	Licorice	60 @ 75	Licorice, powd.	60 @ 70																																																																																																																																																						
Flowers	Arnica	75 @ 80	Chamomile Ged.	30 @ 40	Chamomile Rom.	1 @ 25	Gums	Acacia, 1st	60 @ 60	Acacia, 2nd	50 @ 50	Acacia, Sorts	35 @ 40	Acacia, Powdered	40 @ 50	Aloes (Barb Pow)	35 @ 45	Aloes (Cape Pow.)	25 @ 35	Aloes (Soc. Pow.)	75 @ 80	Asafoetida	50 @ 60	Pow.	90 @ 1 00	Camphor	87 @ 95	Guaiaac	60 @ 60	Guaiaac, pow'd	70 @ 70	Kino	1 @ 25	Kino, powdered	1 @ 20	Myrrh	1 @ 15	Myrrh, powdered	1 @ 25	Opium, powd.	21 00 @ 21 50	Opium, gran.	21 00 @ 21 50	Shellac, Orange	50 @ 65	Shellac, White	55 @ 70	Tragacanth, pow.	1 @ 75	Tragacanth	2 00 @ 2 35	Turpentine	30 @ 30																																																																																																																							
Insecticides	Arsenic	08 @ 20	Blue Vitriol, bbl.	07 @ 07	Blue Vitriol, less	08 @ 15	Bordea, Mix Dry	12 1/2 @ 23	Hellebore, White	15 @ 25	powd.	47 1/2 @ 60	Insect Powder	47 1/2 @ 60	Lead Arsenate, Po.	13 1/2 @ 27	Lime and Sulphur	09 @ 23	Dry	09 @ 23	Paris Green	26 1/2 @ 46 1/2	Leaves	Buchu	60 @ 60	Buchu, powdered	75 @ 75	Sage, Bulk	25 @ 30	Sage, 1/2 loose	40 @ 40	Sage, powdered	35 @ 35	Senna, Alex.	50 @ 75	Senna, Tinn. pow.	30 @ 35	Uva Ursi	20 @ 25	Oils	Almonds, Bitter, true	7 50 @ 7 75	Almonds, Bitter, artificial	3 00 @ 3 25	Almonds, Sweet, true	1 50 @ 1 30	Almonds, Sweet, imitation	1 00 @ 1 25	Amber, crude	75 @ 1 00	Amber, rectified	1 50 @ 1 75	Anise	2 00 @ 2 25	Bergamont	6 50 @ 7 00	Cajeput	2 00 @ 2 25	Cassia	3 00 @ 3 25	Castor	1 55 @ 1 80	Cedar Leaf	2 00 @ 2 25	Citronella	1 00 @ 1 20	Cloves	3 50 @ 3 75	Cocunut	27 1/2 @ 35	Cod Liver	1 40 @ 2 00	Croton	8 00 @ 8 25																																																																																																		
Seeds	Anise	35 @ 35	Anise, powdered	35 @ 40	Bird, 1s	13 @ 17	Canary	12 @ 18	Caraway, Po.	30 @ 30	Cardamon	2 50 @ 2 75	Corlander pow.	40 @ 25	Dill	15 @ 20	Fennel	35 @ 50	Flax	8 @ 15	Flax, ground	8 @ 15	Foenugreek, pvd.	15 @ 25	Hemp	8 @ 15	Lobelia, powd.	1 @ 10	Mustard, yellow	17 @ 25	Mustard, black	20 @ 25	Poppy	15 @ 30	Quince	2 25 @ 2 50	Sabadilla	45 @ 50	Sunflower	12 @ 18	Worm, American	30 @ 40	Worm, Lavant	6 50 @ 7 00																																																																																																																																
Seeds	Cotton Seed	1 35 @ 1 50	Cubebs	5 00 @ 5 25	Egiron	4 00 @ 4 25	Eucalyptus	1 25 @ 1 50	Hemlock, pure	2 00 @ 2 25	Juniper Berries	4 50 @ 4 75	Juniper Wood	1 50 @ 1 75	Lard, extra	1 55 @ 1 65	Lard, No. 1	1 25 @ 1 40	Lavender Flow	6 00 @ 6 25	Lavender Gar'n.	1 25 @ 1 50	Lemon	4 00 @ 4 25	Linseed, boiled, bbl.	7 @ 75	Linseed, raw, bbl.	7 @ 75	Linseed, bld, less	85 @ 98	Linseed, raw, less	82 @ 95	Mustard, artifil. oz.	1 @ 30	Neatsfoot	1 25 @ 1 35	Olive, pure	3 00 @ 5 00	Olive, Malaga, yellow	2 50 @ 3 00	Olive, Malaga, green	2 85 @ 3 25	Orange, Sweet	6 00 @ 6 25	Origanum, pure	2 @ 50	Origanum, com'l	1 00 @ 1 20	Pennyroyal	3 25 @ 3 50	Peppermint	4 50 @ 4 75	Rose, pure	13 50 @ 14 00	Rosemary Flows	1 25 @ 1 50	Sandelwood, E.	12 50 @ 12 75	Sassafras, true	2 00 @ 2 25	Sassafras, art'l	75 @ 1 00	Spearmint	6 00 @ 6 25	Sperm	1 50 @ 1 75	Tany	7 00 @ 7 25	Tar USP	65 @ 75	Turpentine, bbl.	52 @ 52	Turpentine, less	59 @ 72	Wintergreen, leaf	6 00 @ 6 25	Wintergreen, sweet birch	3 00 @ 3 25	Wintergreen, art	75 @ 1 00	Worm Seed	6 00 @ 6 25	Wormwood, oz.	1 00 @ 1 00																																																																																								
Potassium	Bicarbonate	35 @ 40	Bichromate	15 @ 25	Bromide	69 @ 85	Bromide	54 @ 71	Chlorate, gran'd.	21 @ 23	Chlorate, powd.	16 @ 23	or Xtal	17 @ 24	Cyanide	22 @ 30	Iodide	4 34 @ 5 55	Permanganate	22 1/2 @ 35	Prussiate, yellow	35 @ 45	Prussiate, red	70 @ 75	Sulphate	35 @ 40	Roots	Alkanet	30 @ 40	Blood, powdered	40 @ 45	Calamus	25 @ 65	Elecampane, pvd.	20 @ 30	Gentian, powd.	20 @ 30	Ginger, African, powdered	30 @ 35	Ginger, Jamaica	40 @ 50	Ginger, Jamaica, powdered	45 @ 60	Goldenseal, pow.	5 00 @ 5 50	Ipecac, powd.	5 50 @ 6 00	Licorice	35 @ 40	Licorice, powd.	20 @ 30	Orris, powdered	45 @ 50	Poke, Powdered	25 @ 40	Rhubarb, powd.	1 @ 10	Rosinwood, powd.	1 @ 50	Sarsaparilla, Hond. ground	1 @ 10	Sarsaparilla, Mexic.	1 @ 60	Squills	35 @ 40	Squills, powdered	70 @ 80	Tumeric, powd.	20 @ 25	Valerian, powd.	1 @ 60																																																																																																					
Benzoins	Benzoins Comp'd.	2 @ 40	Buchu	2 @ 16	Cantharides	2 @ 52	Capsicum	2 @ 28	Catechu	2 @ 44	Cinchona	2 @ 16	Colchicum	2 @ 80	Cubebs	2 @ 75	Digitalis	2 @ 94	Gentian	2 @ 35	Guaiaac	2 @ 28	Guaiaac, Ammon.	2 @ 24	Iodine	1 @ 25	Iodine, Colorless	1 @ 50	Iron, Clo.	1 @ 56	Kino	1 @ 44	Myrrh	2 @ 52	Nux Vomica	1 @ 80	Opium	5 @ 40	Opium, Camp.	1 @ 44	Opium, Deodor'd	5 @ 40	Rhubarb	1 @ 92																																																																																																																																
Paints	Lead, red dry	13 1/4 @ 13 1/4	Lead, white dry	13 1/4 @ 13 1/4	Lead, white oil	13 1/4 @ 13 1/4	Ochre, yellow bbl.	2 @ 2 1/2	Ochre, yellow less	2 @ 2 1/2	Red Venet'n Am.	3 1/2 @ 7	Red Venet'n Eng.	4 @ 8	Putty	5 @ 8	Whiting, bbl.	4 @ 4 1/2	Whiting	5 1/2 @ 10	Rogers Prep.	2 65 @ 2 85	Miscellaneous	Acetanald	57 @ 75	Alum	06 @ 12	Alum, powd. and ground	09 @ 15	Bismuth, Subnitrate	2 00 @ 2 40	Borax xtal or powdered	06 @ 13	Cantharides, po.	1 25 @ 1 50	Calomel	2 72 @ 2 82	Capsicum, pow'd	62 @ 75	Carmine	8 00 @ 9 00	Cassia Buds	30 @ 40	Cloves	40 @ 50	Chalk Prepared	14 @ 16	Shloroform	47 @ 64	Choral Hydrate	1 20 @ 1 50	Cocaine	12 85 @ 13 50	Cocoa Butter	60 @ 96	Corks, list, less 30710 to	40 @ 10	Copperas	40 @ 70	Copperas, Powd.	4 @ 10	Corrosive Subm	2 25 @ 2 30	Cream Tartar	35 @ 45	Cuttle bone	40 @ 50	Dextrine	6 1/2 @ 15	Dover's Powder	4 00 @ 4 50	Emery, All Nos.	10 @ 15	Emery, Powdered	1 @ 15	Epsom Salts, bbls.	03 1/2 @ 10	Epsom Salts, less 3 1/2	1 @ 10	Ergot, powdered	2 @ 4 00	Flake, White	15 @ 20	Formaldehyde, lb.	12 @ 35	Gelatine	80 @ 90	Glassware, less 55%	60 %	Glauber Salts, bbl.	02 1/2 @ 10	Glauber Salts less 0 1/2	1 @ 10	Glue, Brown	20 @ 30	Glue, Brown Grd	16 @ 22	Glue, White	27 1/2 @ 35	Glue, white grd.	25 @ 40	Glycerine	17 1/2 @ 49	Hops	75 @ 95	Iodine	6 45 @ 7 00	Iodoform	8 04 @ 8 30	Lead Acetate	2 @ 30	Mace	1 @ 50	Mace powdered	1 @ 60	Menthol	7 00 @ 8 00	Morphine	13 58 @ 14 32	Nux Vomica	1 @ 30	Nux Vomica, pow.	15 @ 25	Pepper, black, pw.	45 @ 55	Pepper, White, p.	75 @ 85	Pitch, Burgundy	20 @ 25	Quassia	12 @ 15	Quinine, 5 oz. cans	7 @ 60	Rochelle Salts	23 @ 35	Saccharine	2 60 @ 3 75	Salt Peter	11 @ 32	Seidlitz Mixture	11 @ 25	Soap, green	30 @ 40	Soap, mott cast	15 @ 30	Soap, white Castile, case	15 @ 15 00	Soap, white Castile less, per bar	1 @ 60	Soda Ash	3 @ 10	Soda Bicarbonate	3 1/2 @ 10	Soda, Sal	03 1/2 @ 08	Spirits Camphor	1 @ 20	Sulphur, roll	4 @ 11	Sulphur, Subl.	4 1/2 @ 10	Tamarinds	20 @ 25	Tartar Emetic	70 @ 75	Turpentine, Ven.	50 @ 75	Vanilla Ex. pure	1 50 @ 2 00	Vanilla Ex. pure 2 25 @ 3 50	Zinc Sulphate	06 @ 11
Tinctures	Aconite	1 @ 80	Aloes	1 @ 56	Asafoetida	2 @ 28	Arnica	1 @ 50	Belladonna	1 @ 44	Benzoin	2 @ 28	Webster Cigar Co. Brands	33 50	Websterettes	33 50	Cinco	33 50	Webster Cadillacs	75 00	Golden Wedding	75 00	Fanattelas	75 00	Commodore	95 00																																																																																																																																																		

LEDGERS — JOURNALS — RECORDS

DAY BOOKS — CASH BOOKS

MEMORANDUM BOOKS, Retail 5c and up
 LETTER FILES—LETTER CAP—CARD
 INDEX—ORDER BOOKS—PETTY DAY
 BOOKS—TALLY BOOKS—AUTO AND
 WAGON DELIVERY BOOKS—INCOME
 TAX RECORDS

Complete Assortment. Ask Our Salesmen,
 or See Samples in Our Sample Room.

Hazeltine & Perkins Drug Co.
 Grand Rapids Michigan Manistee

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and merchants will have their orders filled at market prices at date of purchase. For price changes compare with previous issues

ADVANCED

DECLINED

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



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

APPLE BUTTER	
Quaker, 24-21 oz., doz.	2 10
Quaker, 12-38 oz., doz.	2 35

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

K. C. Brand	
10c size, 4 doz.	3 70
15c size, 4 doz.	5 50
20c size, 4 doz.	7 20
25c size, 4 doz.	9 30
50c size, 2 doz.	8 80
80c size, 1 doz.	6 85
10 lb. size, 1/2 doz.	6 75

BLEACHER CLEANSER	
Clorox, 16 oz., 24s	3 85
Lizzie, 16 oz., 12s	2 15

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

PERFUMED BLUING	
Lizette, 4 oz., 12s	80
Lizette, 4 oz., 24s	1 50
Lizette, 10 oz., 12s	1 30
Lizette, 10 oz., 24s	2 50

BEANS and PEAS	
Brown Swedish Beans	9 00
Pinto Beans	9 25
Red Kidney Beans	9 75
White H'd P. Beans	5 50
Col. Lima Beans	9 75
Black Eye Beans	5 60
Split Peas, Yellow	6 50
Split Peas, Green	6 50
Scotch Peas	4 95

BURNERS	
Queen Ann, No. 1 and 2, doz.	1 35
White Flame, No. 1 and 2, doz.	2 35

BOTTLE CAPS	
Obi. Lacquer, 1 gross pkg., per gross	16

BREAKFAST FOODS	
Kellogg's Brands.	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Pep, No. 224	2 70
Pep, No. 202	2 00
Krumbles, No. 424	2 70
— Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

Kaffe Hag, 12 1-lb. cans	6 15
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 oz.	2 00

ROLLED OATS	
Purity Brand	
Instant Flake, sm., 48s	3 70
Instant Flake, lge., 18s	3 50
Regular Flake, sm., 48s	3 70
Regular Flake, lge., 18s	3 50
China Instant Flake, large, 12s	3 25
China Regular Flake, large, 12s	3 25
Chest-O-Silver Instant Flake, large, 12s	3 35
Chest-O-Silver Regular Flakes, large 12s	3 35

POST BRANDS.	
Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 2	5 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70

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

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

Stove	
Shaker	1 80
No. 60	2 00
Peerless	2 60

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

BUTTER COLOR	
Dandelion	2 85

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

CANNED FRUITS Hart Brand	
Apples	
No. 10	5 75
Blackberries	
No. 2	3 75
Pride of Michigan	3 25
Cherries	
Mich. red, No. 10	11 75
Red, No. 10	12 25
Red, No. 2	4 15
Pride of Mich. No. 2	3 65
Marcellus Red	3 10
Special Pie	2 60
Whole White	3 10

Gooseberries	
No. 10	8 00

Pears	
19 oz. glass	5 65
Pride of Mich. No. 2 1/2	4 20

Plums	
Grand Duke, No. 2 1/2	3 25
Yellow Eggs No. 2 1/2	3 25

Black Raspberries	
No. 2	3 75
Pride of Mich. No. 2	3 25
Pride of Mich. No. 1	2 35

Red Raspberries	
No. 2	3 35
No. 1	3 75
Marcellus, No. 2	3 75
Pride of Mich. No. 2	4 25

Strawberries	
No. 2	4 25
Marcellus, No. 2	3 00
Pride of Mich. No. 2	3 25

CANNED FISH	
Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minc'd, No. 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysers, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, k'less	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, Im., 1/4, ea.	10@22
Sardines, Im., 1/4, ea.	25
Tuna, 1/2, Curtis, doz.	2 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT	
Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 80
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua., all.	1 35
Beef, 3 1/2 oz. Qua. sli.	2 25
Beef, 5 oz., Am. Sliced	3 00
Beef, No. 1, B'nut, sli.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 35
Deviled Ham, 1/4s	1 60
Deviled Ham, 1/2s	2 85
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/2 Libby	90
Potted Meat, 1/4 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/2	1 35
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans	
Campbells	1 05
Quaker, 16 oz.	85
Frement, No. 2	1 25
Snider, No. 1	1 10
Snider, No. 2	1 25
Van Camp, small	90
Van Camp, med.	1 45

CANNED VEGETABLES Hart Brand	
Baked Beans	
Medium, Plain or Sau.	80
No. 10, Sauce	5 60
Lima Beans	
Little Dot, No. 2	3 10
Little Quaker, No. 10-14	00
Little Quaker, No. 1	1 95
Baby, No. 2	2 80
Baby, No. 1	1 95
Pride of Mich. No. 1	1 65
Marcellus, No. 10	8 75

Red Kidney Beans	
No. 10	6 50
No. 5	3 70
No. 2	1 30
No. 1	90

String Beans	
Little Dot, No. 2	3 30
Little Dot, No. 1	2 50
Little Quaker, No. 1	2 00
Little Quaker, No. 2	2 90
Choice Whole, No. 10-12	75
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 80
Cut, No. 10	10 50
Cut, No. 2	2 10
Cut, No. 1	1 60
Pride of Mich. No. 2	1 75
Marcellus, No. 2	1 50
Marcellus, No. 10	8 25

Wax Beans	
Little Dot, No. 2	2 75
Little Dot, No. 1	2 00
Little Quaker, No. 2	2 65
Little Quaker, No. 1	1 90
Choice Whole, No. 10-12	50
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 75

Cut, No. 10	10 50
Cut, No. 2	2 15
Cut, No. 1	1 45
Pride of Michigan	1 75
Marcellus Cut, No. 10	8 25
Beets	
Small, No. 2 1/2	3 00
Extra Small, No. 2	3 00
Fancy Small No. 2	2 50
Pride of Michigan	2 25
Marcellus Cut, No. 10	6 75
Marcel. Whole, No. 2 1/2	1 85
Carrots	
Diced, No. 2	1 40
Diced, No. 10	7 00

CORN	
Golden Ban., No. 3	3 60
Golden Ban., No. 2	2 00
Golden Ban., No. 10-10	75
Little Dot, No. 2	1 80
Little Quaker, No. 2	1 80
Little Quaker, No. 1	1 45
Country, Gen., No. 1	1 45
Country Gen., No. 2	2 05
Pride of Mich., No. 5	2 20
Pride of Mich., No. 2	1 70
Marcellus, No. 1	1 85
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 80
Fancy Crosby, No. 2	1 80
Fancy Crosby, No. 1	1 45

PEAS	
Little Dot, No. 2	2 60
Little Dot, No. 1	1 80
Little Quaker, No. 10	12 00
Little Quaker, No. 2	2 40
Little Quaker, No. 1	1 65
Sifted E. June, No. 10-10	00
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	1 90
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	1 90
Pride of Mich., No. 10	9 10
Pride of Mich., No. 2	1 75
Gilman E. June, No. 2	1 40
Marcel, E. June, No. 2	1 40
Marcel, E. June, No. 5	4 50
Marcel, E. Ju., No. 10	7 50
Templar E. J., No. 2	1 32 1/2
Templar E. J., No. 10	7 00

Pumpkin	
No. 10	5 50
No. 2 1/2	1 80
No. 2	1 45
Marcellus, No. 10	4 50
Marcellus, No. 2 1/2	1 40
Marcellus No. 2	1 15

Sauerkraut	
No. 10	5 00
No. 2 1/2	1 60
No. 2	1 25

Spinach	
No. 2 1/2	2 50
No. 2	1 90

Squash	
Boston, No. 3	1 80

Succotash	
Golden Bantam, No. 2	2 75
Little Dot, No. 2	2 55
Little Quaker	2 40
Pride of Michigan	2 15

Tomatoes	
No. 10	6 00
No. 2 1/2	2 25
No. 2	1 85
Pride of Mich., No. 2 1/2	2 25
Pride of Mich., No. 2	1 60

CATSUP.	
Beech-Nut, small	1 60
Beech-Nut, large	2 40
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 55
Sniders, 16 oz.	2 35
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 80
Quaker, Gallon Glass	12 00
Quaker, Gallon Tin	7 25

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

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

CHEESE	
Roquefort	62
Wisconsin Daisy	21
Wisconsin Flat	21
New York June	32
Sap Sago	40
Brick	22
Michigan Flats	21
Michigan Daisies	21
Wisconsin Longhorn	21
Imported Leyden	28
1 lb. Limburger	26
Imported Swiss	59
Kraft Pimento Loaf	27
Kraft American Loaf	27
Kraft Brick Loaf	27
Kraft Swiss Loaf	35
Kraft Old Emg. Loaf	44
Kraft Pimento, 1/2 lb.	1 90
Kraft American, 1/2 lb.	1 90
Kraft Brick, 1/2 lb.	1 90
Kraft Limburger, 1/2 lb.	1 90
Kraft Swiss, 1/2 lb.	2 00

CHEWING GUM	
Adams Black Jack	65
Adams Bloodberry	65
Adams Dentyne	65
Adams Calif. Fruit	65
Adams Sen. Sen	65
Beeman's Pepsin	65
Beechnut Wintergreen	65
Beechnut Peppermint	65
Beechnut Spearmint	65
Doublemint	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Juicy Fruit	65
Kringley's P-K	65
Zeno	65
Teaberry	65



Droste's Dutch, 1 lb.	8 50
Droste's Dutch, 1/2 lb.	4 50
Droste's Dutch, 1/4 lb.	2 35
Droste's Dutch, 5 lb.	60
Chocolate Apples	4 50
Pastelles, No. 1	12 60
Pastelles, 1/2 lb.	6 60

Table listing various food items like Pearl, Macaroni, Bulk Goods, and Pearl Barley with their respective prices.

Table listing NUTS-Whole items such as Almonds, Pecans, and Walnuts with prices.

Table listing Dill Pickles Bulk, PIPES, and PLAYING CARDS with prices.

Table listing HERRING, Mackeral, and White Fish with prices.

Table listing Gold Dust, Soap, and various cleaning products with prices.

Table listing TABLE SAUCES, TEA, and Gunpowder with prices.

Table listing Pearl Barley, Sage, and Tapioca with prices.

Table listing Salted Peanuts, Shelled Peanuts, and MINCE MEAT with prices.

Table listing POTASH, FRESH MEATS, and Veal with prices.

Table listing SHOE BLACKENING, STOVE POLISH, and SALT with prices.

Table listing SOAP, SPICES, and Pure Ground in Bulk with prices.

Table listing WICKING, WOODENWARE, and Traps with prices.

Table listing Jiffy Punch, FLOUR, and Lee & Cady Brands with prices.

Table listing OLIVES, PEANUT BUTTER, and PARIS GREEN with prices.

Table listing Lamb, Mutton, and Pork with prices.

Table listing SALT, Sausages, and Smoked Meats with prices.

Table listing Seasoning, STARCH, and BORAX with prices.

Table listing Traps, Tubs, and Washboards with prices.

Table listing F. O. B. Grand Rapids, Ideal Glass Top, and GELATINE with prices.

Table listing PEANUT BUTTER, PETROLEUM PRODUCTS, and ISO-VIS MOTOR OILS with prices.

Table listing Sausages, Smoked Meats, and RICE with prices.

Table listing STARCH, BORAX, and CLEANSERS with prices.

Table listing Traps, Tubs, and Washboards with prices.

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Table listing Bel Car-Mo Brand Peanut Butter products and prices.



Table listing Sureset Gelatin Dessert and JELLY AND PRESERVES with prices.



Table listing Iron Barrels, Light, Medium, and Heavy with prices.



Table listing Nucoa, Wilson & Co.'s Brands, and MATCHES with prices.



Table listing Sempdac, PICKLES, and Sweet Small with prices.

Table listing Diamond, Searchlight, and other MATCHES with prices.

Table listing Muller's Products, Safety Matches, and Dill Pickles with prices.

Table listing Lard, Provisions, and Dry Salt Meats with prices.



Table listing Morton's Iodized Salt products and prices.

Table listing Free Run's, Five case lots, and Iodized products with prices.

Table listing RICE, Fancy Blue Rose, and Fancy Head with prices.

Table listing RUSKS, Dutch Tea Rusk Co. Brand, and prices.

Table listing 36 rolls, 18 rolls, 12 rolls, and 12 cartons with prices.

Table listing SALERATUS, Arm and Hammer, and SAL SODA with prices.

Table listing Middles, Tablets, and Wood boxes with prices.

Table listing COD FISH, Whole Cod, and WASHING POWDERS with prices.

Table listing Pure Ground in Bulk, Allspice, Cloves, and other spices with prices.

Table listing Chili Powder, Celery Salt, Sage, and other Seasoning products with prices.

Table listing Kingsford, Argo, Cream, and Quaker products with prices.

Table listing Argo, Silver Gloss, Elastic, Tiger, and Quaker products with prices.

Table listing Argo, Red Karo, and Red Karo products with prices.

Table listing Imit. Maple Flavor, Orange, and Orange products with prices.

Table listing Maple and Cane, Kanuck, and Kanuck products with prices.

Table listing Michigan, Welchs, and Maple products with prices.

Table listing Blue Karo, Red Karo, and Red Karo products with prices.

Table listing Imit. Maple Flavor, Orange, and Orange products with prices.

Table listing WOODENWARE, Baskets, and Traps with prices.

Table listing Traps, Tubs, and Washboards with prices.

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IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Referring to the notorious swindler, L. G. Gale, who was recently apprehended in the Upper Peninsula and was fined \$400 by the Marquette Circuit Court, we are disposed to reprint the following letter, which was received from the Chief of Police of Battle Creek April 11, 1929:

L. G. Gale has run an alleged detective agency here for about four years. The system he uses is to go to the merchants and get a contract with them for \$35 a year. He guarantees he will protect their store at all times. He does not give them any protection at all and he owes everybody wherever he can get credit. He issues worthless checks wherever he goes. We picked him up for an outside town about four months ago for issuing bad checks. He borrowed the money at that time and put up his wife's diamond for security to settle with the people. He has been paying Jimmy Woodward in bad checks for his office rent in the Minty block and lately he has jumped out of town, and they have been hunting for him. We have finally located where he was stopping in Flint and they are trying to recover the car he is driving as it is not paid for. My idea of the man is that he is very dishonest and a man the police department in any city had better watch and be careful that he does not find out any inside information, as he is quite a hand to make friends with the police officers, claiming he was connected with the police department in the West for several years.

A department store announced a special sale of nationally advertised shoes in its bargain basement. Replying on the representations of the jobber who sold this special lot of shoes, the store described them as "every pair perfect" when, in fact, many pairs were factory rejects or otherwise imperfect. The Bureau purchased a number of pairs of these shoes. Then, with the manufacturer of the shoes co-operating, it discussed the matter fully with an officer of the store. The result was a constructive correction, and also an apology, published in the daily papers.

Comfortables were described as filled with "100 per cent. pure goose down" by a department store. A test by the State Department of Labor at the Bureau's request showed the filling to be duck down and feathers, of which the feathers made up about one fifth of the weight. The advertiser promptly published corrections in two newspapers and offered to refund the purchase price to those customers who were dissatisfied. This store, and also another which was offering mis-marked comfortables, immediately removed them from stock for relabelling by the manufacturers.

Another department store which had misdescribed lace dresses, as the result of information which came from the manufacturer, published in newspapers a correction of the misdescription as soon as its error was reported to it by the Bureau.

In the furniture field, co-operation between the dealers, the newspapers and the Bureau has led to notable im-

provement in newspaper advertising, despite present abnormal competitive conditions. "Standards of Practice for Furniture Advertising," drawn up and adopted by the Associated Furniture Dealers, are now being adhered to by nearly all furniture stores in the country, in co-operation with the Bureau. The Bureau examines furniture advertisements daily, receives complaints, makes investigations and discusses its findings with dealers who appear to be in error. On occasion the Bureau brings the facts to the attention of the newspapers publishing furniture advertisements containing inaccuracies or unfair statements. By these co-operative means, furniture advertising is achieving a high level of public respect and confidence.

Many home work schemes have been driven to cover by the Bureau's investigation of this method of gyping the jobless and by the action of the postal authorities in moving to bar such frauds from the mails. One concern recently solicited persons throughout the country to send in two dollars as a deposit for sewing on beach overalls at home, for which compensation was offered at the rate of three dollars per dozen. The Bureau investigated and the enterprise promptly closed its doors. A few days later another home work scheme, which had been operating for a period of nine months, also came to an end through action by the postoffice authorities, with whom the Bureau co-operated.

The Bureau scans, constantly, the classified columns of the daily newspapers to find the advertisements of dealers posing as private persons in order to sell furs, jewelry and other merchandise to the unwary public. Close watchfulness by the Bureau has helped to cut down this form of deceitful advertising substantially, thus safeguarding reader-confidence in the classified columns of newspapers and increasing the value of classified advertising to the legitimate user.

One Day's Experience in Store of Old Grocer.

P. Q. Pilfkings polished a prune on his rayon shirt sleeve, manicured a lemon, then turned to his big desk to sort out the soap powder and cleanser coupons. There were a couple of handfuls in the center drawer. Pilfkings snorted.

"Doggone it! I have to stock all kinds of new dope just to satisfy some Scotch minded woman who wants to get a nickel's worth for nothing. Cutting down on quantities and figuring the profit on the redemptions, does help out though, at that."

As Pilfkings sorted out the piles of Elbow-Nix, Spotz Knocker and Sizzly Suds coupons his eyes suddenly widened and he wiped his specs. Could it be? It was.

Someone, in some way, had turned in a ten dollar William as a coupon. P. Q. quite forgote his grumbling. This was a little bit of all right. Ten smackers covered a multitude of soap sales.

The back door was open, someone opened the front door. There came a sudden, swirling draft of cold air and

the coupons, plus the greenback, went whirling, spiraling out the rear door and over the adjoining fence of Mike Garaopolis' American restaurant.

Ten minutes of futile skirmishing and collecting resulted in but the retrieving of a few soiled coupons. The tenner was minus. Pilfkings returned to the desk red of face and sore of heart. A broad and beaming chap in a brown checkered suit grinned at him as he sat down.

"Been waiting for you. My name's Jenkins, of the Pulverized Soap Corporation. Now if you sign here we'll cover 10,000 of your best homes with coupons which will bring the women like a flock of pigeons to the pop corn stand."

Jimmy the clerk and Mrs. Billman were startled to hear a wild roar from the rear of the store and to observe a fat man, carrying a sample case, burst for the front door with all the speed he could inject into his waddling legs. As he reached the walk he gazed back, his eyes dilated with surprised pain, "Well, of all the hard boiled darn fool buyers that guy takes the biscuit."

By 3 p. m. Pilfkings had regained much of his mental equilibrium. The Ladies Aid had placed a generous order for the bazaar dinner, old man Golithly paid up that ninety day old balance of \$56.77 and Jimmy had not had to be called down more than four times.

"Hello, Drabsy, how's tricks?"

It was the mail man, and soon P. Q. had time to pick up the trade journal he had been subscribing for ever since 1891. He thumbed the pages as he ruminated. "Same old advertising stunts, same old accounting, delivery and right buying dope. Old man Hoskins ought to run a store himself. From the advice he hands out he should make it a whiz, but advice is the easiest thing in the world to give and the hardest to take, I guess.

"The old paper's helped me a lot, but look at this." His thoughts were broken by a scowl as he read a heavy type headline. It ran: "Why Grocers Fail."

"Now who in blazes wants to know how to fail? What I want to know is how to make my cash register keep from rusting, how to dodge the soap coupon peddlers, how to make my jobber give decent discounts.

"Huh, this is hot. Keep your store spic and span, have your windows the same way and ditto for your clerks' aprons. And this, buy in small lots to have foods always fresh with a quick turnover for more profits. Now if that bird would only say how to make the chain stores pay their just share of city taxes and how to cut cheese without loss and how to get a big profit on sugar, well it might be worth reading.

"Wonder if my own line of chatter would be published if I sent it in? There's a chance, maybe. I see Hoskins has a lot of articles labeled 'Old Subscriber' and that's me O. K.

"There's no use writing it down, as I can see. Any chump should know he can't make a success of the grocery business without darn hard work, close buying and keeping up to the times. I've put in steel shelves, elec-

tric refrigeration, added that spraying system to the green goods window. I've increased my window lights, sent out a personal solicitor to the houses. By George, there's one I never saw in the little old journal. Think I'll soot it in."

Pilfkings didn't write it then, but at home that night he did, with a bit of thrill at the thought that after all these years he might stand among the elect. He began to have a bit more of a sneaking idea that the old trade journal wasn't all applesauce after all.

"I have a man who is posted on groceries, their use and price. He has an auto with a body truck. He is affable and honest and folks seem to like him. He drives over to the far Eastern edge of town where there are no stores, a very high grade residential section and calls at each house. In his car are some of the staples like yeast, sugar, coffee, baking powder, vanilla, eggs, butter and bread. Not much of a load. That is it wasn't so much of a load when he started eight months ago, but he'll have to have a bigger truck soon, if he keeps on the way he is now. These items I call 'emergency rations,' folks run out frequently, stores are so distant and deliveries apt to be slow. Joe solicits orders and if there's something the woman is out of, why he has it right with him. I know they all appreciate this suburban service.

"Of course, some dealers may pooh, pooh the plan. They may say why in heck don't I have a girl call up the woman by phone. My answer to that is I do have two girls phoning for orders up to 11 a. m. every morning. But Joe covers a classy line of trade. He gets rid of the imported stuff, the fancy lines, things for parties and social blowouts. He sells a bunch who appreciate the personal contact, the playing up of their hobbies. It is a bunch who seldom get inside a grocery any more and they sure don't bother the chain outfits any."

In spite of P. Q.'s sudden flare up at soap coupons, he made shrewd use of every national campaign which was stirring. One of his windows was smaller than the other, the entrance being to the left. In the smaller window he has hung a fine display frame and in this he places one of the big national campaign advertisements from the local papers. He also makes a tasty display of the advertised product in that window and utilizes much of the producer's poster and display material. It is a hookup direct and timely.

As Pilfkings said, "These big food concerns educate the people. They go ahead and spend thousands of dollars where we can only spend pennies. All we have to do is to cash in on their efforts and money, to let folks know we have the goods and recommend them. It's the cheapest advertising a grocer can get." Hugh King Harris.

Wide horizons tend to enlarge the mind; limited horizons, on the contrary, circumscribe it. Stagnant water is not inclined to flow; the wind, instead of rousing it to life, simply irritates it. It is the hatred of narrow minds for liberal ideas that fetters the march of progress. Victor Hugo.

RANDOM NOTES FROM ROME.

(Continued from page 17)

Look at the bill. I bet you give it up. I did. But the translation as stated by the chief cash-taker resulted in payment of the equivalent of \$2.76 or \$2.77 for two such meals as—if any comparison were possible—would cost \$3.50 each, without the wines, in any American dining car.

But this must be said and said with emphasis: that there is no possible standard for comparison. Continental dining cars operate on table d'hotels exclusively—you take it or leave it, or take what you like out of it, leaving the rest but paying for all. Sittings are arranged simultaneously, so you go promptly on your hour or you miss a portion of the service. Hence, the cars are crowded to capacity. Such a thing as a table for two, kept privately without turnmoil as is the commonest feature with us, is unknown. One sits crushed up against any person who happens along, and they are often so unrefined in their manners as to be tolerated only on the basis that one is a transient, seeing strange things, and not compelled to endure such conditions permanently.

There is no genial "George" standing assiduously at smiling attention, rendering unhurried and immaculate service with long-practiced skill, at hand instantly at your beck to get anything you want as you want it. Not any of that, believe me. Instead there is a rushing turmoil—two hurried servitors to the car.

First there is the peddling of wines as wanted, which generally settles down to a bottle each of the vin ordinaire, vino di castello, at about 18 cents per each; then comes antipastoes, an endless assortment of tidbits, alleged appetizers, etc., then a soup—one soup, no choice; then the inevitable paste, which is some form of macaroni and which, in Italy, is invariably half cooked or less. The Italians are said to be people of "Vast cubical content", a description which certainly seems accurate. For, man or woman, they are able to ingest more food per individual than any others I know of. Up to this point in the meal the absorption has included more than enough for any American, yet the "piece de resistance" has yet to come—in fact, several such pieces.

So, after even a slip of a girl has eaten a heaped-up plate full of paste covered thick with grated Parmesan, there comes along the meat course with vegetables—and the dagoes get down to real business. After this comes the dolce—dol-chy—meaning swete or dessert, then assorted fruits and, finally—for there is after all a finally—cordials and liquers.

In contrast we have the skilfully balanced, logically selected, perfectly cooked, graciously and leisurely served American dining car meal. And, as I say, there is no basis for comparison. On the basis of what we get, we pay less by far—for our surroundings alone are worth much and these cannot be found anywhere in Italy. They simply are not there. We do better for \$1.50 to \$1.75 per person—and let me add that we are better for the absence of

the wines and cordials, too. Let's get the right slant on all this. Let's go to see what is to be seen. But let none of my descriptions lead you to think that I feel that "they do these things better in Europe." For wherein I feel they lead us, I shall say so with generous emphasis. Otherwise, I tell what I see as dispassionately as I know how.

The Ristorante Abbruzzi in Rome is a splendid place to eat and charges—well, judge for yourself; but the "contos" (bills) are fearfully and wonderfully made. Tacchini is turkey. Total is 17.05 lire, or 88 cents for two generous dinners with a big bottle of beer.

Again I rise to remark that one can cut quite a swath in Italy on very modest sums of real money.

Paul Findlay.

An Independent Who Likes Chain Competition.

(Continued from page 21)

they attract a large crowd in that way for one day. But can a customer get the habit of patronizing a store firmly established in one day? It cannot be done so quickly as that. When I open a new market the opening lasts for a month. I do not care whether I make money during the first month or not, for the purpose then is to get people into the habit of visiting the store. Habit is a wonderful thing, and a merchant should depend upon it more than the average does. This market was opened in that way, and there never yet has been a week that was not a better week than the week before it. People in great numbers acquired the habit of coming here during the first month. One day of bargains would have been certainly ineffective.

"The man who worries about competition from the chain stores or any other kind of stores is using up energy. I can give all that any chain store can give and give a whole lot of personal service and individual friendship besides. I know that the other fellow can buy and sell merchandise just as good as any that I buy and sell, but I can beat him at his game if I can inject more personality into the game either through contented employes or by my own individual effort. The greater the number of stores in any given district the greater the pull to that district. In our new location at Lake and Washington streets we are literally surrounded by competing stores, all the big chains having large stores there, but I am mighty glad of it, for that makes that district a fine shopping center with the magnet already at work. People already have the habit of going there. We have the benefit of their momentum. We shall spread into other strategic locations during the coming year and competition will not scare us out. It will rather be our encouragement for coming in."

J. Edw. Tufft.

Time and Labor Not Valued in Italy.

(Continued from page 20)

let and necessity to carry heavy supplies for trade at such a distance, a margin of so-an-so was justified.

If he came forward thus to explain his charges and did it with courtesy and a pleasant demeanor, I should be

inclined to judge him leniently; and I am certain that in this I am a typical customer. As it is, the repellent manners of the entire floor force prejudice me completely, and the fact that prominent people here speak out their disapproval of the concern with entire frankness vouches for the correctness of my impression.

Arrogant indifference is, in fact, a costly luxury for any merchant anywhere.

I am aware that such writing as this is not usually regarded as popular. It is not American fashion to knock anybody. We are strong for constructive criticism. But how is anyone to replace a tumbledown building with a new structure until he has wrecked the old and removed it? The first step toward reform is to clear out wrong impressions, habits and acts. And I am certain that I do a positive favor to this Roman institution by thus laying bare its present decided shortcomings.

I see clearly enough for my own satisfaction just why this concern has such a small assortment of groceries and why that assortment is evidently turned so very slowly.

The minute this story is published and gets back to me in printed form I shall put it in the way of the management of this company with the hope that thereby some worthy reforms will be instituted.

Paul Findlay.

Grandmother and Granddaughter Are Rivals in Silhouette.

(Continued from page 18)

perience knows that the bodice must be neither tightly fitted nor too full. The cowl neck now so fashionable is seldom satisfactory for these, but there are several other arrangements with which to add interest to severely plain lines. The bodice of a French model in plain satin has two straps of the goods that extend from the shoulders to the waist in front, with the satin gathered slightly to each side and drawn to a point at the back.

The surplice bodice is liked for both afternoon and evening dress. It is flattering to the figure, may be worn with different chemisettes, vests and collars and is always comfortable. In some late models a one-piece frock with surplice blouse is made to un-snap all the way down when it is removed.

Of practical value to the woman of full figure is the new fashion of wearing an overblouse or tunic with separate skirts. It is a revival of an old style that came in with the separate "basque," ancestress of the shirt-waist, though the basque was an altogether feminine item, while the tailored shirtwaist introduced the manish fashion that even now endures, particularly among young women of slender figure.

These separate garments are usually

worn with a skirt of satin, crepe or velvet, in black or harmonizing color, built on bias lines, with a closely fitted hip and bottom flare, especially becoming to a stout figure; the combination makes a suitable and chic costume for luncheon, afternoon tea and any number of informal occasions. The tunics are of infinite variety in materials and designs.—N. Y. Times.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 14)

of \$993 of which \$768 is claimed as exempt, with liabilities of \$2,300. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of John J. Seltenreich, individually and doing business as Surplus Machinery Co., Bankrupt No. 4050. The final meeting of creditors has been called for Jan. 20. The trustee's final report will be approved at such meeting. There will be no dividends for creditors.

In the matter of Elton Lahr, Bankrupt No. 4045. The final meeting of creditors has been called for Jan. 20. The trustee's final report and account will be approved at such meeting. There will be a final dividend for creditors.

In the matter of Karow-Haring Motor Sales, Inc., Bankrupt No. 4028. The final meeting of creditors has been called for Jan. 20. The trustee's final report will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of Gardner-Muskegon, Inc., Bankrupt No. 4007. The final meeting of creditors has been called for Jan. 19. The trustee's final report will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of Morris Brothers Hardware Co., a partnership, composed of John E. Morris and Harry E. Morris, Bankrupt No. 4008. The final meeting of creditors has been called for Jan. 19. The trustee's final report will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of Evert Fibre Co., Bankrupt No. 3820. The final meeting of creditors has been called for Jan. 19. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

Jan. 5. We have to-day received the schedules, reference and adjudication in the matter of William H. Cook, Bankrupt No. 4351. The bankrupt is a resident of Casnovia, and his occupation is that of a laborer. The schedule shows assets of \$500 of which the full amount is claimed as exempt, with liabilities of \$2,551.46. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of LaVern B. Blowers, individually and doing business as a co-partner in Sunny Club Flyer, Bankrupt No. 4339. The funds have been received and the first meeting of creditors has been called for Jan. 22.

In the matter of Archibald E. Ellis, Bankrupt No. 4345. The funds have been received and the first meeting of creditors has been called for Jan. 22.

Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

For Rent—1427 Robinson avenue, near Lake Drive, store building 30 x 60, with furnished office and modern dwelling above, five rooms and bath. 4 garages in rear. One of the best business locations in the East End. Greatly reduced rent for reliable tenants. Phone 22728. C. W. Hoyle, Grand Rapids. 363

For Sale or Exchange For Merchandise—A 100 acre farm. Good buildings. Plenty of fruit. Sixty acres improved. 5 1/2 miles from Tustin. On good road and trout stream. Address A. D. Hancock, Otsego, Mich. 366

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CASH FOR YOUR STOCK,
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ABE DEMBINSKY
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B.V.D.

Reg. U. S. Patent Office

MAKES AN IMPORTANT ANNOUNCEMENT TO THE RETAIL TRADE

Our new B .V. D . Sales Corporation
to serve retailers in Ohio, Michigan
and Eastern Indiana

Better Service - Closer Contact

THE B .V. D . SALES CORPORATION OF THE MIDWEST

314 East Jefferson Avenue

Detroit, Michigan

Service Stocks - - Stocks of seasonable lines of B .V. D . merchandise will be maintained at Detroit, Michigan. Prompt shipments out of stock will be made to retailers in the territory outlined above.

Mill Shipments - - Prompt shipments direct from the mills located at Piqua, Ohio; Richmond, Indiana and Baltimore, Md. will be made even on moderate quantities.

Inquiries - - Inquiries for information, prices, etc., as well as all merchandise orders should be addressed to The B .V. D . Sales Corporation of the Midwest at Detroit, B .V. D . 's direct and convenient point of contact for the retail trade in the territory indicated above. Spring lines of Woven Union Suits, Coat Shirts, Pull-over Shirts, Knee Drawers, Shorts, Knit Union Suits, Swimming Suits and Sweaters are open and our men are on the road.