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# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 14, 1931

Number 2469

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Wealth brings with it its own checks and balances. The basis of political economy is non-interference. The only safe rule is found in the self-adjusting meter of demand and supply. Do not legislate. Meddle and you snap the sinews with your sumptuary laws. Give no bounties; make equal laws; secure life and property and you need not give alms. Open the doors of opportunity to talent and virtue and they will do themselves justice and property will not be in bad hands. In a free and just commonwealth property rushes from the idle and imbecile to the industrious, brave and persevering.

Ralph Waldo Emerson



## MICHIGAN BELL TELEPHONE CO.



*She finds*  
**TELEPHONING**  
*Inexpensive*

**F**OR shopping, making social engagements and keeping in touch with out-of-town friends, she finds telephoning the quickest, most convenient, and least expensive way.

She uses the Yellow Pages of her telephone directory as a shopping guide, and buys by telephone.

Her bridge group or dinner guests are assembled quickly by telephone. (Telephoned invitations are nearly always socially correct.)

She talks with out-of-town relatives frequently by Long Distance, and when friends move away, she maintains her acquaintanceship with them by telephone.

The cost of telephone service is low.

*Shop by Telephone! Use the Classified Telephone Directory (Yellow Pages) as a guide*

# Old Master COFFEE

Universally Conceded To Be the Best  
Brand on the Market For the Money.

SOLD ONLY BY  
**The Blodgett-Beckley Co.**

Main Office Toledo  
Detroit Office and Warehouse  
517 East Larned Street

## The Modernized Store Succeeds

The successful merchant keeps abreast of the times. That's why he is successful.

Terrell's steel display shelving, tables, racks, counters and special fixtures will put YOU in the progressive profit-making class.

For modern, sanitary, lasting, flexible store equipment, use Terrell's.



— LET US HELP YOU MODERNIZE YOUR STORE —

**TERRELL'S EQUIPMENT  
COMPANY**

GRAND RAPIDS, MICHIGAN

## IMPORTANT TO REMEMBER

Quality — quantity — and the new popular price of Mueller Macaroni Products means increased business for grocers on this well known brand.

January to April is the best season for Macaroni Products. Lent this year is from February 18th to April 5th and the week of March 2nd will be known as "MACARONI WEEK" sponsored by the National Macaroni Manufacturers Association. Sales of Mueller Macaroni Products will increase during this period. Display them prominently to get your share.

Money invested in Mueller's is protected by their liberal policy of guarantee.

**C. F. MUELLER COMPANY**  
JERSEY CITY NEW JERSEY





# MICHIGAN TRADESMAN

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 14, 1931

Number 2469

## 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.

### THREE GREAT MESSAGES

#### To the Retail Shoe Dealers of America.

The annual convention of the National Shoe Retailers Association, which was held in Detroit last week, was a marvelous success in every respect.

A National gathering brings a harvest of news from many sources. Significant changes come to pass during National shoe week. New times, new products, new methods of distribution and new publicity. Conventions are ever in process of change. Future conventions will be benefited by learning the lesson of diversifying merchant interest and merchandise interest.

As something more than a gesture, the Governor of Michigan and the Mayor of Detroit were each presented with twelve pairs of shoes, and the first lady of the State was given a baker's dozen. The stunt might have been based on the urge for publicity, but it had a very salutary effect on stimulating many merchants into thinking of more types of shoes, salable in their community. If you would select twelve pairs of shoes for a customer, would you be able to make a similar classification out of your own stock?

The first day's session as an officially run convention opened with a team that will in the future work closer together. The first speaker at the convention was Rome C. Stephenson, president of the American Bankers Association. Inasmuch as he was scheduled for a radio hook-up, luncheon was speeded up to permit the swift break in the program so that the remainder of the world might get a banker's picture through a shoe store window. The head table was equally balanced — prominent bankers and prominent shoe men and no one could tell which was which. This statement as written packs somewhat of a wallop, as maybe many of the bankers present "find themselves in the shoe business." The first shot out of the N. S. R. A. battery of convention talent was by President A. H. Geuting. It combined

much of the shrewd capacity of a shoe merchant standing in the position of the schoolmaster to industry. In addition to his address, he spoke in no uncertain terms of the necessity of accord in industry, even to the extent of operating its shows and general meetings, with the shoe merchants playing at least the part of representative of the public and the contact through which production gets its distribution, to the ultimate consumer. It might have been interpreted as throwing down the gage of battle to any attempt to run a National show without counting the buying group in as a very important party.

The second day's session was an all industry affair with the tanners' message read by Louis Robertson, the manufacturer's message by John C. McKeon and the retailers' message by President Geuting again. The story of all the talks can be told in a line—respectful attention to the power of consumption—the way out of this repression is through direct approach, appeal and appreciation of the public for new shoes, perhaps more shoes, and even perhaps better shoes in 1931.

Each speaker emphasized the necessity for planning every shoe to fit a need and a purpose, every color a fashion and a function, and every price a courage and a conviction.

Hopes and expectations of this convention to show some general industrial progress that might be communicated to Washington as a sign and symbol of better times ahead, seem to be justified. Measurable progress was made in Detroit toward a better shoe year in 1931. The public will get more service, more value and more shoes for the money in 1931. Detroit itself communicated some of this spirit to the industry. On the Monday morning that the convention started, some 27,000 workers returned to automobile production. The shoe merchants of Detroit, knowing they had a convention in their midst withheld all clearance sales until the guests had gone home, and as the result, even the newspapers seemed to have the uplift that regular prices give. The weather itself communicated a sharp tang of winter and many a merchant got the impulse to buy, feeling that "spring cannot be far away." It was one of the most orderly conventions on record. Those who had an idea that the proximity to the Canadian border would carry with it the uncertain spirit of fellowship over business were somewhat surprised to note that beverages and business had little in common at this convention. Proximity immunizes.

Even the executives of the organizations were surprised at the attendance at the forum meetings. Because of the major importance of fashion information at this time we stress in this issue deliberations at the feminine

footwear forums, with a promise of fashion news of men's and children's footwear in the early issues to come. This is one season to quote Maurice Miller, "the merchant has no room for a fashion mistake," so we give in high lights the picture of fashion as checked and double-checked throughout the convention.

No convention spread itself more in news, pictures, radio and even talky pictures. The Paramount-Fox and Pathe sound and sight crews moved over from Chicago to picture the Spring of '31 in shoes, so that movies everywhere might later show the public new thrills and styles in footwear. It was a convention of conservative counsel and encouraging is the word best descriptive of its accomplishments.—Boot and Shoe Recorder.

#### Excessive Cooking Reduces Vitamin Value of Vegetables.

The best of fresh vegetables, even though attractively prepared and served, may be so injured in cooking that much of their nutritive value is lost, since the original vitamin and mineral content is reduced by heat, by using too much fluid, or peeling too deeply, it was stated orally Jan. 9 at the Bureau of Home Economics. The following information was also furnished:

All vitamins are affected by high temperatures and long cooking but there is much loss only in vitamin C at normal cooking temperatures. There is a conspicuous exception to this rule in the case of tomatoes which cooked or canned are nearly as good a source of this vitamin as when fresh. The loss of vitamin C is due to oxidation and to its solubility in water. The potency of vitamin A is gradually reduced by ordinary cooking processes. For this reason methods of cooking greens and other foods containing this vitamin have been revolutionized. Cabbage, which was cooked for hours, and spinach and other similar foods are now cooked but a few minutes, just enough to make them tender and not long enough to shrivel them. They should not be cooked with meat, for the time of cooking should be determined by the vegetable itself and not by the added material.

Vitamin B is very widely distributed and not much affected by heat and so is least likely to be absent from the diet.

Vitamins B, C and G are water soluble so that to retain them as much as possible the cooking water should not be discarded. The minerals are also drawn out by water. Vegetables should not be soaked before cooking, and the water thrown away, for this will also reduce the vitamin and mineral content.

Since loss of these elements is through the surface those vegetables with little surface exposed while cooking retain most of their nutritive value.

Leafy vegetables and vegetables cut up fine lose more of their value than potatoes cooked whole or beets cooked with their skins on.

Although baking is the best method of cooking to retain the vitamins and minerals, most vegetables dry out too much to be palatable when baked. Potatoes, sweet potatoes, and squash may be baked successfully. The nutritive part of potatoes is near the skin so that discarding the crusts of baked potatoes or peeling raw potatoes too deeply wastes most of the nutritive elements. It follows that vegetables should be cooked slowly and with as little water as possible. The right conditions are found in steaming and in waterless cooking, for which very thick and tightly closed utensils are used. In these only a moderate degree of heat and very little water are used.

A special method known as "panning" has been developed by the Bureau of Home Economics. It consists in cutting vegetables into small pieces and cooking them in a flat pan on top of the stove with a minimum of water to which a little fat has been added to prevent the vegetables from sticking to the pan. When so cooked there is a tendency for the water to evaporate and it is often unnecessary to pour any of it off. If carefully carried out, this process often makes it possible to add milk without making the cooked vegetables too moist. The finished product then contains all the minerals of the vegetables and also of the milk and is more valuable for vitamins than if the cooking had been longer continued. The perfecting of this general method as applied to particular vegetables calls for skill, but the results warrant the expenditure of thought and care on the part of those who value vegetables and wish to make the most of their health-giving properties.

#### Wiggins Plea.

There are perhaps two things to be said at once over the declaration of President Albert H. Wiggins, of the Chase National Bank, of New York, in favor of revision of the war debts.

The first is that some revision of debt or principal is coming more and more widely to be accepted by the brains of the largest business and finance in America.

The second is that these brains, as is shown by Mr. Wiggins' concurrent demand for tariff revision downward, are coming to have a point of view distinctly different from those of the smaller business men who still dominate the Republican party.

What Mr. Wiggins has to say should not have been left to a private citizen to say. Upon it the Republican party, were it its old self, would and should have worked out a policy many months ago.



## KEEP THE BURS OUT.

### Wholesome Advice From a Veteran Farmer.

"Keep the burs out."

That was the succinct reply of William H. Anderson, of Grand Rapids, to our question as to how to make a farm yield the best results. Mr. Anderson was born and raised on a farm in Kent county, a few miles North of this city. He was a successful farmer and has been successful in business since coming to town. Indeed he is one of the well-to-do men of the city to-day, and as president of one of the largest banks in the city, president of the West Michigan State Fair, and a director in many of the larger corporations here in years gone by, his advice has some weight.

We called on Mr. Anderson the other day and enjoyed a chat with him. Hanging over his mahogany desk was a striking picture of a heap of ripening yellow-dent corn. It was a straw pointing to the fact that if you scratched the skin of this banker you would find a farmer.

And there are other straws. During the summer season he spends one to two days every week on his farm of 640 acres, located three miles West of the village of Sparta, and enjoys taking hold of whatever work lies nearest at hand when out in the freedom of the country.

"I drive out to the farm usually," he said, "and you can't imagine how much good it does me to get away from the telephones and business engagements for a while. Taking along some congenial companion for the ride, we give ourselves up to a day of perfect freedom and enjoyment. From strawberry time until late in the fall there is some fruit to eat, and what can be greater pleasure than the privilege of stretching out at full length beneath one's orchard, after the plan that James Whitcomb Riley proposes in his 'Knee-deep in June'?"

Mr. Anderson's opening word of advice, to "keep the burs out," must be taken in a broad sense. He meant by this that the farm should be kept in shape—well groomed, as it were, and he said to us in explanation: "Now if I had a pair of horses to sell, I would clean and round them up, blanket them for a time, perhaps. So with a farm. Keep the buildings in repair and painted. Remove unsightly out buildings to the rear. Repair the fences. Cut out dead limbs and dead trees."

Continuing along this line of thought the banker-farmer said: "While riding on a railroad train recently from Albany to Boston, I was particularly impressed with farm country scenes during that day's travel. Dead trees and limbs were seldom seen. Buildings and driveways had been constructed so as to make almost perfect harmony, and the whole country seemed to me as though it had been planned by some divine architect. I believe as our country grows older, our people will give more thought to these matters and will plan better in making improvements, so that our neighborhood, township and state will seem more finished and more beautiful each year as time goes by."

We asked Mr. Anderson to give our

readers his view on how to make a farm yield the best money returns and he replied: "In general I would say do not farm too much, that is, do not attempt to cover too much territory, but insist that the work shall be done well. For example, there is a time to plant corn, and it should be planted within two or three days of that time, not two or three weeks later, as is often done."

"If the farm is adapted to fruit-growing as well as grain, plant and replant a variety of fruit trees. Keep them well pruned and cared for. On an eighty acre farm I would plant at least ten acres to various kinds of fruit."

"Is agriculture as remunerative as

by not doing work at the proper time.

"My advice to young men just starting on a farm would be to do your work well and show your neighbors and friends by your energy and ability that you are competent to manage your own affairs. Then you are quite apt to be called on to assist in the management of other business affairs. The banking houses throughout the state have many successful farmers on their boards of directors."

"Is it physical or mental work that counts most on a farm?" we asked in concluding the interview, and he replied: "Of course one with a good constitution, coupled with a good judgment, will be able to accomplish much, but I think the farmer who can



William H. Anderson.

other lines of pursuit?" was our next question, and Mr. Anderson replied:

"Yes, I certainly think so. We find many men in the city here who are holding good positions, yet they are looking forward to the time when they will be able to own a good little farm, where they can live and bring up their families."

"Mr. Anderson, what constitutes a good farmer?"

"One who as a rule keeps out of debt. Some men you know, are always a little behind. Of course farmers must incur debt sometimes in adding to their property, and that is all right. The good farmer sees that his buildings are painted and his fences and farm are kept in good order. He also keeps a little money laid up for a rainy day. Mistakes are often made

best plan his work and business affairs, we'll make more of a success, for himself, his family and a citizen, than one who can only boast of his strength, his muscle and his digestion."

Almond Griffin.

### New Road Between Mancelona and Kalkaska.

Mancelona, Jan. 12—A letter from G. C. Dillman states that the plans are completed for the new road from Mancelona to Kalkaska. We have worked hard for several years to get this road on the program. There are nine sharp turns and two railroad crossings on the present road. The new right of way eliminates them all. Mr. Dillman agrees with all Northern Michigan that this road should be concrete, but the Deputy Commissioner, Mr. Burton, believes that the road should be gravel. There will be an awful holler from this section of the State if the road is not concrete,

## EYE APPEAL AND DISPLAY.

### They Should Be Utilized By Live Merchants.

Have you ever stopped to consider why the grocery clerk polishes up the apples until they shine and why he stacks the luscious oranges and other fruit in the window behind spotless plate glass?

Have you ever stopped to consider why the baker's saleswoman (for it almost always is a woman) spreads out the plates and tins of jelly rolls, biscuits, pies and tarts in the window? And did you ever stop to consider that over 80 per cent. of all retail baked goods are sold from the bake shop windows of this country?

Do you know of any food commodity which is not sold on the basis of eye appeal and display, whether it be meats, fish, fowl, fruits, baked goods or dairy products?

Take the candy manufacturers, do they tell the dealer to pack away the candy bars in their boxes and cartons under the counter or down in the basement until folks call for them?

They do not.

And to-day we see the new packages of candies, the larger boxes with cellophane tops, another gesture toward tempting eye and taste appeal. So with all of this evidence at hand, can we afford to overlook the vital importance of visibility of merchandise or display?

There is nothing so very new in the idea of display. Back in the old days when the Serpent in the Garden of Eden desired to tempt Mother Eve, he didn't sneak up to her and whisper there was a fine bit of Forbidden Fruit hidden in the tall grass. He just took that apple, polished it up and held it before her eyes. He displayed it and the trick was turned, so display had a very early inception after all. But it is the method or application of display and visibility, which interests, or should interest, those who desire progress in the march of merchandising.

We can get a slant on this display proposition by sizing up the meat market. Customers will come in and invariably the majority of them size up the white trays of steaks, chops or what have you—and you'll hear the woman in the blue suit say, "I think I'll take a pound of that sliced cold boiled ham. It looks very appetizing."

Or we'll step into the candy department of the store. A man and a little boy come in. Right in front of that big slanting glass case, filled with bonbons and trays of fudge and caramels, the man is halted by a tug at his coat sleeve. "Say, daddy, buy me some of those chocolates, won't you please, daddy?" And daddy digs down, to tell the truth, tempted into taking a pound home himself.

And take that pop corn wagon on the corner, zip, pop—the white kernels fly, the aroma tantalizes our nostrils and we are munching the crisp buttered kernels before we are aware of it.

Now let's take an honest inventory of our stock. Is it hardware, drugs, groceries, dry goods, boots and shoes, or a general stock of merchandise?

How often we have discovered at regular inventory, a whole lot of odds and ends, hidden merchandise which



has been eating up surplus profit like a hungry bull at a hay stack. Hidden merchandise, the resting place of cash which should be busy, goods which represent a standstill charge against good merchandising.

Take a look at Woolworths or Kresges or the Metropolitan 5 and 10 cent stores. Not one item of stock in these big stores is out of sight, for the nickle and dime barons figure, "Out of sight, out of mind," and they are right. Folks may ask for salt or they may ask for soap or for a pair of rubbers or some cathartic—the things they have a real and immediate need for. But if we only sold the things demanded through needs, we might as well brush elbows with the sheriff and call it a day.

Some firms seem to reason that they cannot display everything in stock. With cramped quarters and limited floor and counter space perhaps this is true. But there are always some things which folks will ask for. Staples, old standbys, no need of giving these that valuable front counter space.

Of late there has come into the picture this idea of diversifying or varying our stock in trade. We know of the Pittsburg druggist who is selling meat. That meat case is right up in front of his store, too. Now we learn of the Paramount meat shop in Galesburg, Ill., which is selling ice cream. Sort of tit for tat or sauce for the goose as well as the gander.

Meats in a drug store—ice cream in a meat shop. Well, why not?

Here's the store, here's the rent, the overhead, and as for ice cream there's a commodity that has been sold sight unseen for a decade. If ever there were an "under the counter" product ice cream rings the bell. But there's a new application of display even in ice cream. The grocer and butcher have only to reach out their hands to grasp this big profit maker—and by applying the rule of visibility to the thing, cash in far ahead of the stores still dishing up scoopfuls from a buried can.

Ice cream can be sold like one pound butter packages. It can be handled in quart, pint, nickle and dime containers and bulk ice cream should not be bothered with. Frozen meats come in attractive packages, and here's how to market plenty of ice cream and frozen meats—get a cabinet of the low temperature type. Zero or below at all times—a glass top, easily raised. Place in the rows of ice cream cartons with the lids off, let that pink, white, yellow and brown lusciousness hit the woman looking for a change of menu in the eye, and see how quick she will pop a carton in her basket.

She'll take the quart family size maybe or those neat nickle individuals; you haven't, and your clerks haven't, bothered with that sale—it has made itself. Try getting up 365 meals, then multiply it by three a day and see if you wouldn't welcome some new food idea like ice cream?

These new style low temperature cabinets display sea food, meats and ice cream all at one time—they don't take much floor space and are always on the job, asking no salary, selling the year around.

This is just another slant on the practical application in cold cash (and

cold is used advisedly) of visibility and display.

There are shoe stores which sell slippers at holiday time, then slacken up the remainder of the year. Why?

When the holidays are over, back go the slippers off the display counters into the boxes and onto the shelves. The brakes are clamped on, slipper sales fall off.

Folks will buy slippers in twice the amounts they do buy them if they are out in plain sight. Here is another visibility cash maker.

We can go right down the line, taking any character of merchandise and apply the same practical rule. That dealer who gets busy on adding the new, the Nationally advertised and popular goods, whether they fit in his category or not, is the dealer who will be handling the largest bank roll.

Hardware stores, jewelry stores, drug stores, groceries, where does the dividing line come to-day? It is so fine that one could not thread an embroidery needle with it. We can argue and hedge and hem about this thing of our competitors being—well, anything we choose to call them. We know it hurts the butcher to see steaks and chops in the pill dispensers' front window, and it may grieve the druggist to behold ice cream in the sausage maker's shop, but as long as we watch our own wood cutting job, we are not apt to cut our fingers.

There's a time and tide if taken advantage of at the right moment, which will make the fortune of any man. That isn't the way the author wrote it, but it is close enough to the truth to fit the occasion. They say the reason we have to grab Old Father Time by the forelock is because he is bald behind—think it over—but don't think so long that Time finds you "taking the count."

Hugh King Harris.

#### Topaz Favored in Glassware.

Topaz, amber and crystal are the three colors expected to be featured by glassware manufacturers opening their new lines in Pittsburg this week. Topaz, which producers claim costs from 30 to 35 per cent. more to produce than other colors in glassware, is to be accorded most attention by the manufacturers. According to them, buyers are anxious to get a popular price glassware which can be kept out of the extreme low-end class and will be willing to stock the topaz for that reason. Black will continue to be produced in quantity, but it is expected to sell best in the Middle West and Pacific Coast.

#### Get Ready To Sell Reindeer Meat.

Reindeer meat from Alaska herds is finding a ready market in this country. Five hundred reindeer sold at 9 cents per pound in Seattle last week, while the hides, suitable for making gloves, were marketed at \$1.35 each. The reindeer were brought to the Washington city by the U. S. S. Boxer, which transports Government supplies to the Territory. A plan for co-operative marketing of the animals in order to establish a uniform price is suggested by Mr. Sawyer, who added that Alaska can furnish the American consumers with many thousands of reindeer annually.



## What Is Your Disposition?

Men of thoughtful disposition give serious thought to the disposition of their property. With their family's best interests in mind they frequently reach this conclusion:

Property left in the form of Trust Funds assures proper investment of principal and certain income for certain persons.

For the thoughtful man this greatly simplifies the "ways and means" of lifetime family protection.

We see a fast growing interest in this method of leaving property among Grand Rapids business men.

Anyone of the Officers in our Trust Department will be glad to tell you more about it.

**The MICHIGAN TRUST Co.**

Grand Rapids

THE FIRST TRUST COMPANY IN MICHIGAN



**MOVEMENTS OF MERCHANTS.**

Holland—Ann Franzburg succeeds M. Franzburg in the grocery business.

Jackson—The Parker Electric Co., 616 Oak street, has changed its name to the C. D. Electric Co.

Battle Creek—The Speaker Drug Co. has changed its name to the Speaker Prescription Shop.

Grand Rapids—The Kline Drug Co., 34 Monroe avenue, has decreased its capital stock from \$40,000 to \$4,000.

Detroit—Alex Reid Drugs, Inc., 16548 Woodward avenue, has decreased its capital stock from \$60,000 to \$47,500.

Detroit—The Gratiot Lumber & Coal Co., 10254 Gratiot avenue, has decreased its capital stock from \$500,000 to \$400,000.

Detroit—The Freight Stores, Inc., 5437 West Vernor Highway, has been incorporated with a capital stock of \$6,000, all subscribed and paid in.

Three Rivers—The Wolverine Motor Supply Co. has removed from the Godshalk block to the Smith block, thus securing three times as much floor space as before.

Detroit—The Miracle Garment Co., 1217 Griswold street, has been incorporated to deal in apparel for women with a capital stock of \$1,000, all subscribed and paid in.

Detroit—Mayfair Fudge, Inc., 1542 Woodward avenue, candies, restaurant, etc., has been incorporated with a capital stock of 120 shares at \$10 a share, \$1,200 being subscribed and paid in.

Pontiac—The Oakland Baking Co., 92-102 Branch street, has merged its business into a stock company under the same style with a capital stock of \$100,000, \$70,000 being subscribed and paid in.

Dearborn—The Schaefer Stores, Inc., Warren and Neckel avenues, has been incorporated to deal in men's and women's furnishings with a capital stock of \$8,000, all subscribed and paid in.

Detroit—Evans Products Co., 3300 Union Trust building, has been incorporated to conduct a lumber business in all branches with a capital stock of \$1,000, all subscribed and \$250 paid in in cash.

Detroit—The Harper Haberdashery, Inc., 7415 Harper avenue, has been incorporated to deal in men's and women's furnishings, shoes, etc., with a capital stock of \$4,500, all subscribed and paid in.

Owosso—The Guernsey Dairy Co., 401 State street, has been incorporated to deal in milk and dairy products with a capital stock of \$5,000, \$3,000 of which has been subscribed and paid in in cash.

Ravenna—Ben J. Harger, formerly engaged in the baking business in Muskegon, has purchased the bakery of P. J. Spaan & Son here. He will increase the machinery with a view to expanding the operations.

Kalamazoo—Harold T. Hoekstra has purchased the interest of his partner, Joseph Cooper, in the roofing business of the Cooper-Hoekstra Co., 511 East Michigan avenue and will continue the business under his own name.

Detroit—An involuntary petition in bankruptcy has been filed in U. S. Dis-

trict Court here against Rebie Friedgood by Irwin I. Cohn, attorney, representing Davidson Bros., \$730; Jacob Burrows, \$79; Sklare & Elias, \$47.

Cadillac—Geller Bros. have sold their Tire Shop, South Mitchell street, to Earl Chenoweth, who will continue the business at the same location. Geller Bros. will devote their entire attention to their fur and hide business.

Saginaw—Pointer Nash Motors, Inc., 400 Janes avenue, has been incorporated to deal in autos, parts and accessories with a capital stock of \$20,000 preferred and \$10,000 common, \$3,000 being subscribed and \$2,000 paid in.

Lowell—W. E. Hall has leased the Hawk building and will occupy it with his stock of agricultural implements. He will continue his egg, cream and feed business at the old location, the two stores being only four doors apart.

Detroit—Ben Berkovitz, dealer in butter, eggs, cheese, produce, etc., has merged the business into a stock company under the style of B. Berkovitz & Sons Corp., 2405 Russell street, with a capital stock of \$20,000, all subscribed and paid in in property.

Detroit—The Thompson Auto Co., 4446 Cass avenue, has been incorporated to deal in autos, trucks, airplanes and accessories with a capital stock of \$25,000 common, \$25,000 preferred and 10,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Ludington—Camille Gaudet, former manager of the J. J. Newberry store here, has purchased a one-third interest in the shoe and men's furnishings stock of Newberg Bros., 107 South James street and will take an active part in the conduct of the business.

Detroit—Frey Bros., plumbing, steam fitting, electrical work, etc., have merged the business into a stock company under the style of Frey Bros., of Michigan, Inc., 3850 Michigan avenue, with a capital stock of 1,000 shares at \$100 a share, \$1,000 being subscribed and paid in.

Mt. Pleasant—A proposed credit bureau to be established here under the supervision of the retail branch of the chamber of commerce, has drawn twenty prominent Mt. Pleasant merchants into its fold, C. J. O'Sullivan, bureau manager announces. He expects to secure twice the present number of memberships by the last of the month.

Pontiac—Involuntary bankruptcy proceedings have been filed in the U. S. District Court at Detroit against Jacob A. Meyer and Julius Herman, individually and as copartners doing business as Outlet Clothing Co., by Frederick B. Darden, attorney representing LaFrance Jewelry Co., \$358; Parker Pen Co., \$65; Detroit City Service Co., \$363.

Manistique—Merger of the Garden State Savings Bank and the First National Bank, of Manistique, under the style of the First National Bank in Manistique, is announced. The bank has capital, surplus and reserve of \$80,000, all subscribed and paid in. A branch will be maintained in Garden, under the management of H. G. Gauthier, former cashier of the Garden bank.

Charlotte—John Colizi, who has con-

ducted a wholesale candy house in this city since he sold his interest in a retail fruit store to his brother, has bought the business block recently vacated by Mate Furniture Co. and after some changes will occupy it with his business which has outgrown the present quarters. The building was owned by Wilson Geddes of this city, the consideration being \$11,000.

Pentwater—W. H. Gardner, for thirty years identified with the grocery business here, has sold his stock of groceries and store fixtures to George M. Weeks, former manager of the Cadillac Produce Co., at Traverse City. Mr. Gardner retains his ownership of the store building and will continue to make Pentwater his home. In taking over this stock, Mr. Weeks acquires a business which is a model both in service and stock.

Cheboygan—A charter for the new bank, the Citizens National Bank, has been approved, it is announced by William Childs, who is sponsoring the organization and has been untiring in his efforts since the closing of the First National Bank. The new bank will open within ten days in the building which formerly housed the First National Bank. The personnel is as follows: M. D. Fralick, president; William Childs, chairman of the board; John O. Doe, cashier and an unusually strong board of directors.

Pentwater—A deal was consummated last week whereby one the leading business places in Pentwater changes hands, W. H. Gardner having sold his stock of groceries to a newcomer, George M. Weeks, of Traverse City. Mr. Weeks, former manager of the Cadillac Produce Co., at Traverse City, took possession of the store Tuesday. He went to Traverse City to wind up business interests there and was expected to turn to Pentwater Friday to assume the management of his new enterprise. Pentwater loses a veteran business man, well known and highly regarded by villagers, summer resorters and farmers, in the retirement of Mr. Gardner. For thirty years he has been identified with the grocery business in Pentwater, for the past fifteen years conducting his own store. An enterprising business man, he has ever had the interest of the community at heart. Ten years ago, in partnership with J. H. Jensen, since deceased, he erected a fine modern business block and his store has been a model, both in keeping of stock and service to customers, which has received favorable comment near and far. Mr. Gardner retains his ownership of the building and will continue to reside with his family in their apartment on the second floor. The first floor of the building he has leased to his successor, Mr. Weeks.

**Manufacturing Matters.**

Owosso—The Michigan Rubber Co. has removed to 366 East South boulevard, Pontiac.

Detroit—Burr, Patterson & Co., 2301 16th street, manufacturer of jewelry, fraternity pins, etc., has changed its name to the Burr, Patterson & Auld Co.

Detroit—The Detroit Metal Pickling

Corporation, 2507 24th street, has been incorporated to recondition iron and steel, with a capital stock of \$15,000, all subscribed and paid in in cash.

Benton Harbor—The Leighway Fastener Co., 376 West Main street, has been incorporated with a capital stock of 10,000 shares at \$1 a share, \$4,000 being subscribed and paid in.

Kalamazoo—The K-B-C Flying Service, Inc., P. O. Box 986, has been incorporated to manufacture, sell and operate airplanes with a capital stock of \$3,000, \$2,000 being subscribed and paid in.

Detroit—The Wolverine Potato Chip Co., Inc., 8231 Harper avenue, has merged its business into a stock company under the same style with a capital stock of \$10,000, all subscribed and paid in.

Eaton Rapids—E. E. Horner, president of the Horner Brothers Woolen Mills, director of the Central Trust Co., Lansing, and trustee of Albion College, has been elected a director of the Equitable and Central Trust of Detroit.

Detroit—The Best Manufacturing Co., 1306 Holden avenue, manufacturer and dealer in brass goods, has merged the business into a stock company under the same style with a capital stock of \$25,000, \$5,000 being subscribed and paid in.

Three Rivers—L. D. Goof has acquired the interest of Sam and Normal Franklin in the George E. Johnson Co., manufacturer of tools, dies, etc. The Franklins will devote their entire attention to the Three Rivers Iron & Metal Co., which they own.

Fremont—The local Chamber of Commerce is a model institution in many respects. With eighty-four members on the role, there are no members in arrears for dues. Lunches are held twice each month, with an average attendance of 70. The organization has \$797.11 cash in the treasury. Can any other Michigan civic organization present a record as nearly ideal as this showing?

**Kroger Clerk Fined For Short Weights.**

Monroe, Jan. 13—Elroy Venzke, aged 20 years, manager of the Kroger Grocery and Baking Co. store at 24 West Front street, paid a fine of \$25 and costs of \$4.55 when he pleaded guilty this morning in municipal court before Judge John P. Faucher of selling commodities short weight. He was arrested by Patrolman Arthur Napiantek on a complaint made by Fred Cogswell of the State Department of Weights and Measures. The warrant, which was issued this morning, says that Venzke, on Dec. 31, sold one pound of coffee, five pounds of sugar and three pounds of rice each of them less in weight than represented.

Fred Cogswell, an inspector from the State Department of Weights and Measures, has been in Monroe for about a week. He has visited a large number of stores here, but a full report of his work here has not yet been made available.



**Essential Features of the Grocery Staples.**

**Sugar**—Jobbers hold cane granulated at 5.35 and beet granulated at 5.15c.

**Tea**—The year is still too young to effect any particular change in the tea market. However, the demand is showing some improvement and prices throughout are firmer.

**Coffee**—The market for Rio and Santos coffee, green and in a large way, continues to sag and decline, with the result that spot Rio and Santos, green and in a large way, is about 1/2c per pound under a week ago. This gets Rio 7's down to about 6 3/4c, a very low price. Milds show no special change for the week, but the likelihood is lower rather than higher prices. Jobbing market on roasted coffee is none too strong and will have to follow the green market.

**Canned Fruits**—An intense rivalry for recognition on the basis of low prices left grapefruit in a quite demoralized position. In an effort to save the situation, a meeting of canners', shippers' and growers' representatives was called in Winter Haven, Fla., and an agreement was reached stabilizing the price of fresh grapefruit at 50c per field box. However, it remains to sign the canners up yet, and what will happen in the meantime is anybody's guess. Attempts to get canners together have been made before, and to no purpose, except increasing distrust and rivalry. Whether this agreement, if and when signed, will be respected remains to be seen. Further price slashing would be ruinous, it is held in Florida, and the decision rests with the canners involved.

**Canned Vegetables**—Standard tomatoes are stronger generally, but the future course of quotations depends on how much buying support develops in the next few weeks. Corn is in a much improved position, as recent official statistics on the season's pack reveals less production than the normal consuming capacity of the Nation. Canners in the various producing sections are showing more confidence. Standard corn is statistically strong in the West, while an advancing market for shoe peg is seen in Maryland. The large movement of low grade peas into consumption during the fall has aided materially in restoring confidence to the trade and canners alike. The large surpluses in the record-breaking pack are still confined to standard 2 and 3 sieve Alaskas, and 3 and 4 sieve sweets in Wisconsin. New York canners continue to hold their fancies firmly, believing that these will find a market when the cheaper Wisconsin beans are pressed into consumption. String beans are strengthened by recent announcement of a reduction of over 200,000 cases in this season's pack.

**Dried Fruits**—Top grades of apricots, peaches and pears and large sized prunes are at very low levels. It is reported here that prunes larger than 40s will be out of the way here within a few weeks. Raisins are due for another price advance around Jan. 15, if the raisin pool keeps its announced intention. Dried fruits generally are in light supply here, and jobbers have had occasional difficulty in filling some requirements. Some interest still exists in figs, as was evidenced by sales

made here last week. California package figs, both white and black, had a good year and went into many new channels of consumption, owing to the shortage of Smyrna varieties. All bleached raisins are practically off the market, owing to the light production this year. Prices were so low and the differential between natural and bleached raisins so small that little bleaching was done. Unsold tonnages of peaches and pears are now down to comparatively low percentages of production, with the future of the market rather uncertain because available lots are mostly of lower grades which have not moved well this season.

**Canned Fish**—Salmon is doing a little better as to demand, but not quite so well as to prices. Pink Alaska salmon, for instance, is undoubtedly weaker. Holders, however, are expecting an advance in Alaska salmon, but there is certainly no sign of it yet. As to Maine sardines, some of the packers have announced an advance of 15c per case, taking effect Jan. 15. Shortage of supply is given as the reason. Other canned fish unchanged.

**Salt Fish**—Now that the holiday season is over, holders of mackerel and other salt fish are expecting improvement in demand. There is more reason for this this year than usual, because stocks are lower. It looks as if mackerel might advance if the demand improves.

**Beans and Peas**—The only sign of firmness during the week in dried beans has been red kidneys, which is showing a slight advance. Other varieties are very dull and quite weak. Dried peas are also dull and weak.

**Cheese**—Demand for cheese is slow and prices are inclined to be weak and shading downward.

**Nuts**—Offering of shelled walnuts from Manchuria, the Balkans and France continue light and prices firm, with the differential between shippers narrowed down to a few cents. Filberts are reported still firm in Turkey and other markets, and outlets are apparently being found in European countries. California almonds and walnuts in the shell and unshelled are moving well, with the growers' exchange and association well satisfied with the trend.

**Pickles**—There is little change in the pickle market. The shortage of large size genuine dills has affected trading, and varieties which are fairly plentiful do not appear to be in particular demand. Buying continues on a small lot basis, with no immediate prospect of a change.

**Rice**—Buyers are still covering their requirements rather sparingly on short grain rices, both Prolifics and Blue Rose, and there was no essential change either in the local or primary situations last week.

**Sauerkraut**—With the large influx of cheap kraut from Wisconsin out of the way, there is a better feeling for New York State merchandise. Canned kraut has shown increased firmness, although buying has not got to a point yet where prices have worked upward. The future is more favorable.

When Congress scats, confidence should return.

Will! Don't wilt.

**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, Commercial	1.50
Grimes Golden, A Grade	2.00
Grimes Golden, Commercial	1.00
Hubbardstons, A Grade	1.50
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 varieties	1.00

Bananas—5 1/2 @ 6c per lb.

Beets—85c per bu.

**Butter**—Started in steady with a fair demand, but later the demand fell off and prices went off with it about 2c per lb. The price is now the lowest it has been at this season of the year for twenty years. Jobbers hold 1 lb. plain wrapped prints at 27c and 65 lb. tubs at 26c for extras and 24c for firsts.

Cabbage—85c per bu.

Carrots—85c per bu.; 80c per doz. bunches.

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 1/4 bbl.

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

**Dried Beans**—Michigan jobbers are quoting as follows:

C. H. Pea Beans	4.50
Light Red Kidney	9.00
Dark Red Kidney	9.50

**Eggs**—Jobbers pay 22c for strictly fresh and 18c for pullet eggs. Storage operators offer their supplies this week on the following basis:

XX candled in cartons	21c
XX candled	19c
X candled	16c
Checks	15c

**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	3.10
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—\$2.75 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	3.50
Imperial Valley, 5s, per crate	3.50
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	3.50
150	3.50
176	3.50
200	3.50
216	3.50
252	3.25
288	3.25
324	3.25

Florida 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 1/2 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	13 1/2c
Good	10c
Medium	8c
Poor	8c



## IN THE REALM OF RASCALITY.

## Questionable Schemes Which Are Under Suspicion.

Bellevue, Jan. 12—A short time ago we received a letter from the Mt. Forest Rabbitries requesting us to exchange our rabbit units for their pooling stock. This company has not met the requirements of the contract we received when we purchased our rabbit units. What is your opinion of the company and the new plan?

As previously stated many times in these columns, the writer has never been able to see the wisdom of paying many prices for a rabbit for the purpose of sharing in the doubtful benefits of a "contract." There is no magic in the word "contract" as investors with the Mt. Forest Rabbitries, Fairview Fur Farms, Western Fur Farms and similar promotions have learned to their sorrow. As soon as a company is unable to meet the terms of a contract the investor is rudely awakened to the fact that he is simply another sucker who paid two to ten prices for his animals. The Mt. Forest Rabbitries originally sold "units" of rabbits to be kept in separate pens at the farms at Napoleon, one-half the profits to be returned to the purchaser. Today the company is asking contract holders to give them authority to "pool and commingle" all units. The reason, they say, is because "under present conditions it has been found impossible to ranch said rabbits or their increase in accordance with the said arrangement excepting at a cost in excess of the value of the product for pelt and meat purposes." It is interesting to compare that statement with promises held out by salesmen of this concern in 1928.

The Atlas Stores Corporation, which controls Davega, Inc., and the City Radio Stores (all chain store organizations) has published many advertisements in the past which have given rise to complaints to the Bureau. The firm's executives have been notified from time to time of the Bureau's finding of facts concerning the claims made. While particular examples called to their attention have been modified, other advertisements have appeared subsequently which have indicated that the company is either negligent in its advertising policy or deliberately inaccurate. Among the advertisements which the Bureau investigated in the past three months, the following are examples:

An advertisement appeared on Nov. 28, headed, "What a Sale! Below ½ Price . . . \$307,875 Worth of Brand New Radios to be Sold for only \$123,775." Three makes of radios were then pictured, Kennedy, Kolster and Zenith, which were included in the sale. The Kennedy radio was offered for \$59.50, Regularly \$159." In the Bureau's opinion, the phrase, "Regularly \$159," was inaccurate, because the store had sold this set previously for \$59.50.

The Zenith radio was priced in the sale at \$139 (after a trade-in allowance) whereas the list price quoted in the advertisement was \$195. This article was not being sold "Below ½ Price."

On Nov. 24 an advertisement appeared, offering the Fada radio for \$159, but stating that it was "Easily

Worth \$100 More." Yet \$159 was the list price of this model 42 Fada radio and it was being sold at that figure in other stores all over the country.

A great "Unemployment Sale" was heralded on Nov. 14. "Davega Sacrifices Prices to Help Mayor Walker's Unemployment Fund," the advertisement read. "50% off, 40% off, 65% off, 75% off." A three column list of sports goods followed, with two prices next to each item, the "original price" and the "special" price. When the Bureau investigated this sale, it was found that in most cases of identifiable articles, the merchandise listed had not sold at the so-called "original price" for at least three years, but had been listed in its catalogues for several years back at much smaller figures. The "50% off, 40% off, 65% off, 75% off" claim was based upon the difference between this "original price" and the "special" price and was therefore grossly misleading.

On Oct. 24, an advertisement claimed: "Wanted 25,000 Old Radios for Export . . . \$85 to \$100 for your old Radio." Two sets were then described to which the allowances applied. Bureau representatives who shopped two of the stores told the salesmen who waited on them that they did not have old radios which they could trade in toward the purchase of the new sets. In the one store the salesman said the allowance could be had anyway, as the store would lend an old radio for the purpose of trade in. In the other store, the salesman frankly declared that the store preferred customers not to have old radios to trade in, as it cost them \$2.50 to pick up and dispose of an old radio and they would give the allowance either way.

An advertisement appeared on Oct. 10, announcing the introduction of the "New 1931 Model Kennedy Radio." The set advertised, Model 220, the Bureau recognized as one which had been introduced at the 1929 Radio Show and which had been advertised over a year ago. A letter was therefore written to the executives of the Atlas Stores Corporation calling their attention to this fact.

The Atlas Stores Corporation asserted that the sets had been manufactured in 1930 and therefore could properly be termed "New 1931 Radios." It was claimed that the advertisement had been planned with the help of the manufacturers and reliance placed upon their statements. The advertisement did not appear in the same form again. It was stated that the Atlas Stores Corporation's stock of these Kennedy models was exhausted by the response to its first publication.

On Sept. 22 appeared a full-page advertisement reading "Victor Creates a Completely New Radio. See it . . . hear it Now . . ." Bureau representatives who shopped one of the stores found that the Victor Radio was not in stock there, so again the firm's executives were asked for an explanation. The explanation was that the wholesalers in New York had not yet made delivery to the store, although when the advertisement was prepared, several weeks previously, every assurance had been given that delivery would be made much sooner.

An advertisement appeared on Sept.

16 which read, ". . . \$70 for your old radio or phonograph regardless of its age or condition." In large letters further down appeared the announcement, "All Leading Makes of Radios," and a list of some of these makes. It was only in very small print, easily overlooked by the casual observer, that the advertisement read, "This amazing offer will go toward the purchase of a Nationally known screen grid radio with dynamic speaker . . . This radio is known the world over for its high quality. The manufacturer won't permit us to mention the name, but you'll know it immediately."

The Bureau notified the store that it had received a number of complaints against this advertisement because, according to the complainants, it was an example of unfair competition. Only a close perusal of the advertisement revealed that the \$70 trade-in allowance was not being offered on "All leading Makes of Radios." The store's advertising manager did not agree with the Bureau's views in this case, nevertheless the layout of the advertisement was somewhat modified when it reappeared several days later. It was not wholly clarified, however.

An organization like the Atlas Stores Corporation, which is one of the largest of its kind in America, inevitably serves as an example for many of its smaller and weaker competitors, in advertising as well as in other practices. If the Atlas Stores Corporation's advertising continues to include such inaccuracies, a pernicious and powerful example is set for other stores to disregard confidence-building in merchandising and advertising practice and to be satisfied with lower levels of advertising performance.—Accuracy.

## Careful Spending For Food Advised.

The food standards of the country must not be lowered because of the business depression, and the need is not for conservation but for wise spending for food, Dr. Lillian M. Gilbreth, of the President's Emergency Committee for Employment, stated Dec. 30 in a message to editors announcing a series of articles by the Bureau of Economics on wise and economical choice of foods by the housewife.

If food standards are lowered, Dr. Gilbreth said, adults will suffer and children are likely to be handicapped for life. She urged co-operation of publishing agencies to aid in spreading information on the choice of foods which will prevent malnutrition. Dr. Gilbreth's statement follows in full text:

In response to a request from President Hoover's Emergency Committee for Employment, the Bureau of Home Economics of the Department of Agriculture will prepare a weekly series of news releases designed to help the housewife in a wise food choice. This service keeps in mind the need for permanent stabilization of foodstuffs.

Each article will be prepared especially to fill the needs of families whose incomes are limited. Its aim will be to help them plan their food purchases so as to meet the needs for health, as well as to co-operate in local economic adjustment.

The first news release is to be pub-

lished Jan. 9. Wherever possible we would like the newspapers to co-operate with the President's Emergency Committee on Employment by establishing a food service column, supplementing this material by news from the local markets. As Col. Arthur Woods, chairman of the Committee, has said: "In the last analysis the local organizations will best understand the needs of their own community and find a way to draw upon the National resources."

Through the medium of the press, food news will reach the general public more quickly than in any other form. Through your paper we wish to appeal to the women of the country and the many organizations that worked with Mr. Hoover on food conservation during the war period, to assist in this present work.

It is naturally difficult to make the material sent to you from the Bureau of Home Economics, fit every section of the country. Each release, however, will be prepared for general use and can be used as it stands. But news from your local markets would add interest. A local person or committee can supply you weekly with prices of foodstuffs to fill "the market basket," or this section can be omitted. For those papers that do not have any food service, home economic workers from the state colleges will co-operate. County extension workers can be called upon to furnish market information, and they are willing to speak to groups or organize meetings.

Instead of conservation, the present need is to know how to "spend money for food wisely." We must see that the food standards of this country are not lowered. Adults will suffer if they are. They may still be able to carry on, but if malnutrition is allowed to affect the children, they are likely to be handicapped for life. That must not be!

Prompt reports on the use of this service and the methods by which it is made available to readers everywhere will help in the present situation and will be appreciated by the President's Emergency Committee for Employment. May we count upon your co-operation, especially in the interest of your community?

## Corporations Wound Up.

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

American Bond & Mortgage Co., Grand Rapids.  
Boldt Construction Co., Jackson.  
Michigan Gas Products Co., Detroit.  
Peninsular Chandelier Co., Detroit.  
Wills Detroit Realty Co., Detroit.  
C. H. Will Motors Corp., Detroit.  
Airmount Sign Service, Detroit.  
Everybody's Radio Shop, Detroit.  
National Conveyor Co., Lansing.  
Rabbit Sales Co., Pontiac.  
Ruth Creamery Co., Ruth.  
Alger Land Co., Detroit.  
Angell, Wilhelm and Shreve, Detroit.  
Yosemite Holding Corp., Detroit.  
Ozonide Corp., Detroit.  
Hulse Stratman Sales Co., Detroit.  
Ragh Equipment Co., Grand Rapids.  
Lifeware Aluminum Co., Detroit.  
Acme Smelting and Refining Co., Detroit.  
Hudson Essex Sales, Oxford.  
Knappes & Jenkins, Inc., Detroit.  
Renchard Shirt Co., Inc., Detroit.

Wish so hard that you'll work hard.



## IN THE LONG AGO.

## Graphic Description of Some Early Local Barbers.

Grover C. Good, Ralph H. Hornig, Harry C. White, and a young man named Nims, are owners of a garment factory in Bay City. Nims is the grandson of Colonel Andrew T. McReynolds, a hero of the Mexican and civil wars. Colonel McReynolds practiced law in Grand Rapids many years. He was the grandfather of Edw. M., Frank and the late Fred M. Deane. Hornig and White make frequent trips to Bay City for the purpose of keeping in touch with their business in that place, which is managed by Mr. Nims. They usually stop at St. Johns for dinner at the Steele Hotel. The lady who manages the hotel is not so deeply impressed by the transactions of a certain class of traveling salesmen of to-day as of those of the past, who were liberal spenders. "The men who are selling goods to the merchants to-day do not use the railroad so generally as formerly," she remarked. "Many auto or travel by motorcycle, and strive to meet the trade in four or five towns every day." "They arise early, grab a hot roll and swallow a cup of coffee for breakfast. At noon, a glass of malted milk and a wafer is all they require for luncheon. At night they sometimes spend as much as 50 cents for a meal. Their trade is of not much value to the small town keepers of hotels.

The writer of these not greatly important paragraphs, is reminded of a trip from Chicago to Grand Rapids when the train was twice derailed and twice delayed by heavy falls of snow. The train left Chicago at 5 p. m., and arrived in Grand Rapids at 3 p. m., the following day. Among the passengers was a traveling salesman employed by a manufacturer of handkerchiefs. He covered the entire territory between the Atlantic and Pacific coasts, the Canadian border and the Gulf of Mexico. Ten months' time was required to cover his route. A single handkerchief was the only sample he carried and sales were made in bale lots. Orders for less than that quantity the manufacturer would not entertain. The salesman was a "jolly good fellow," who contributed greatly in the efforts made to relieve the tedium of the journey by the relation of witty stories and songs. When the belated travelers in the parlor car arrived in Grand Rapids, they were led to the Morton House by the salesman and lined up before Boyd Pantlind's bar.

Another salesman whom the writer met while traveling in the State of Indiana, carried a sample of the goods he was selling in a pocket of his vest. It was a newly invented and patented collar button. It was such a superior article, that the salesman need only expose it to the view of merchants and ask, "How many do you want?" to consummate a sale.

Years ago, when Grand Rapids was trying to throw off its village togger and gain attention as a city of some importance, the barber shops were owned and operated mainly by negroes.

Dan Scott was the owner of a shop of four chairs, located in the Bronson House, corner of Monroe avenue and Crescent street. His workmen were musicians, often heard as a quartette with banjo and guitar accompaniment. Walter Craig owned a shop in the basement of the opposite corner. Craig had accumulated an independent fortune during the civil war; he had lived in Washington, D. C., and earned a livelihood by shining shoes. The Government had issued bonds bearing 10 per cent. interest, payable in forty years and Craig invested his savings in them. Later the Government issued bonds bearing 7 per cent. interest, due in thirty years. Craig continued to buy such securities. A negro friend of Craig's, employed in Grand Rapids by roofers, engaged in a dispute with a white man. It terminated when the negro struck his opponent with a knife. The negro was arrested, charged with assault with intent to kill, and arraigned in police court to plead to the charge. Craig appeared as bondsman for his friend, and in testifying as to his ability to protect a bond of \$1,000 the court imposed upon the defendant. Craig stated reluctantly that he owned real estate in the city, and a sum invested in securities. Asked by the court to state their nature, he replied, "Government bonds." "What are they worth?" the court continued. "About \$60,000," Craig replied. Court accepted the bonds.

A negro named Wilson was the proprietor of a shop in the National Hotel, on the site of the Morton House, and Jerry Bell, also a negro, was located on Greenwich street, now known as Ionia avenue. Bell was an expert in coaxing music from a guitar, and possessed an excellent voice with which he entertained patrons of his chair. His mother was a fortune teller, who studied the palms of many young ladies of quality in the city.

Another negro, J. Highwarden, was the proprietor of a shop in the Rathbun House. Highwarden concluded one morning to sell his shop and engage in the practice of medicine, for which he was not qualified by education. The State of Michigan did not require licenses from men who desired to treat others for their ailments. A number of old "Indian Doctors," spiritualistic mediums and fakers dispensed nostrums to whom ever would trust in their professions of skill. Highwarden moved to Muskegon, where he prospered for a time. Certain white people seemed to think that a black body should be considered of value in a practitioner of medicine. In the course of time, a charge of malpractice was laid against the doctor. A trial and conviction followed, and Highwarden disappeared from the ranks of the medical profession.

"G. Campanella, Tonsorial Artist," emblazoned the front window of an Italian's small shop. In a pen at the rear of his location, Campanella kept a cub bear. In the course of time the animal acquired the size and strength of his daddy and became ungovernable. Campanella, strong in his belief that he was able to conquer either man or

animal, armed himself with a club, entered the pen and proceeded to attack the bear. The fight between the man and animal that followed was exciting and it was impossible to tell which was the winner of the contest. When Campanella returned to his shop, his clothing was torn to shreds and blood flowed from his person in many places. It was not a bloodless contest for Campanella. A few days later the bear was seen hanging in front of a meat market on Monroe avenue.

In earlier days, barber shops were poorly furnished and dirty. Razors were not sterilized, while uncleaned combs and brushes spread dandruff from one affected head to those which were not. Barbers' itch was often noticed on the faces of patrons of shops. Small pimples, exuding pus, were produced by the use of dirty working tools by the operators. Lucky was the man who was able to shave himself and allow his wife to cut his hair.

Denis Morin, a Frenchman, was the proprietor of a shop in the Arcade. Morin studied anatomy, medicine and surgery under the tutorage of DeForest Hunt, M.D. When he had been prepared to enter a college, he moved to Chicago and enrolled at the Rush Medical. He then opened a barber shop to support himself and family. He worked late nights and all day Sundays, and as the shops in the city were generally closed at 8 o'clock at night, Morin established a large patronage. In due time he graduated from Rush and became one of the most prominent physicians in that city.

About 1876, W. S. Eden came from Chicago with a modern outfit for a barber shop. He leased quarters on Ottawa avenue near Monroe; set up a marble fountain in the center; the very latest in barber chairs, as well as comfortable furniture for patrons, also modern conveniences for sterilization of razors, brushes and combs. So complete was his establishment that he quickly attracted the patronage of many men of prominence in the trades and professions. The white barbers employed were from Chicago. Several months later he formed a partnership with George W. Chadwick. The firm leased a store on Monroe avenue and added several chairs. The firm soon acquired as much patronage as they could handle. Eden was a musician. Old residents remember the "Nightingale Minstrels," which he organized and played before local audiences, also in Muskegon, Ionia, St. Johns, Hastings and other towns in this section of the State. After several years spent in Grand Rapids, he returned to Chi-

cago, leased a room in the Palmer House, and opened the Silver Dollar barber shop. The floor was laid with marble tile, and on each corner a silver dollar was inserted as an advertisement. Eden later became owner, in company with a man named Hilton, of the Tremont House; later still, of the Northern Hotel.

Arthur Scott White.

## Cohodas Bros. in Merger.

Ishpeming, Jan. 12—Cohodas Bros., with headquarters in Ishpeming, have joined forces with the Iron River Fruit Co. and will thus enlarge the scope of its business in Iron county.

Mendel Rice, of the Iron River Co., will retain control of the company's retail store, while Harry Phillips, the other member of the Iron River firm, has become identified with Cohodas Bros. in charge of the wholesale business in the Iron River territory.

The wholesale business in this territory will be continued under the name of the Cohodas-Phillips Co., the present location of the firm at Genesee street being abandoned and the office of the firm being removed to the wholesale house of the Iron River Fruit Co.

Repairs and improvements are contemplated at the warehouse early next spring, providing a well equipped office on the main floor and a cooling room in the basement for perishable fruits and vegetables. The building that is used is 120 feet long and 30 feet wide, having a basement room under the entire building.

Mr. Phillips, who becomes a member of the new firm, has been in the wholesale and retail fruit and vegetable business in Iron River for twelve years. He was first identified with Sam Shaffer until six years ago when Mr. Rice bought out Mr. Shaffer's interest, Mr. Phillips and Mr. Rice continuing the business up until the present change.

The firm of Cohodas Bros. includes five brothers, the organization being as follows: S. M. Cohodas, president; H. R. Cohodas and H. W. Cohodas, both vice-presidents; Morris C. Cohodas, formerly of Stambaugh, treasurer, and Max Cohodas, secretary.

This corporation has its headquarters at Ishpeming and branch houses in Michigan at Calumet, Marquette, Iron Mountain, Ironwood, Houghton and Iron River, and in Wisconsin at established at Green Bay and Antigo.

## Glass Orders Show Slight Gain.

In window glass, orders placed with manufacturers during the past week showed a slight pick-up, although no real stimulus in buying trends was to be noted. While the taking of inventories has been completed at most of the jobbing houses, a number are reported still engaged in this work. Such business as is being placed is almost wholly for immediate needs. Movement of plate glass continues slow, with production on a decidedly curtailed basis. The demand for rough rolled and wire glass products held virtually without change.

STOKELY'S  
Honey Pod Peas

Distributed by

Western Michigan Grocery Company  
GRAND RAPIDS, MICHIGAN



**MIDDLE CLASS NEGLECTED?**

In explaining his failure, the owner of a well-known specialty store in New York recently set forth that there is no middle-class demand in that city. He declared that a store to be successful must cater either to the so-called exclusive or high price trade or to the popular or low price business. His statements brought out a good deal of interesting discussion and not a little opinion sided with him.

It is not necessary, however, to confine this tendency to the sale of apparel, because some similar evidence of this condition is to be found in the automobile, building and other industries. The two best divisions of the motor car demand are in the lowest and highest price levels. Apartment hunting in this area will disclose a similar situation, with plenty of housing at high and low rentals, but very little in between for those who might be grouped in the middle class.

Even if these conditions are not so aggravated as the specialty shop owner pointed out, or as surface indications point to, nevertheless there is food for thought to manufacturers and distributors. They might investigate a little to find if those of medium income are not being neglected somewhat and forced to purchase articles outside of their proper domain.

Looking into reasons for this situation brings, of course, a rather definite indication that American psychology and manufacturing and distributing methods are at fault. As a people, we recognize no middle ground. Things are either good or they are bad; citizens can either spend lavishly or purchase little. Goods can be produced in mass quantities or they can be manufactured only in small amounts. The economic era we are entering, however, may restore better balance in products, prices and service.

**RAYON PRICES REDUCED.**

The reduction up to 20 per cent. made on rayon towards the close of the last week did not come as any surprise to the consuming trades. It had been expected for several months and merely made the trading quotations official. Lower prices for raw silk and cotton and the great expansion in rayon production were the principal causes that brought about the lowering of quotations on the artificial fiber.

Raw silk consumption last year ran within 6 per cent. of the 1929 volume and from September onward the deliveries to the mills topped those of the corresponding months in 1929 by very sizable margins. The price of silk in twelve months has declined about 40 per cent. Pure dye fabrics are making unusual headway at this price. A campaign will shortly be launched by the silk interests to expand their markets.

Competition from this source and the added rivalry of cotton textiles under their present able leadership made it incumbent upon the rayon industry to take adequate defensive measures. The more pressing problem, however, was that of overproduction, and many of the smaller units

may find it difficult to continue operations at the new price levels.

While the price announcement came as no surprise, a disturbing feature to consumers of rayon yarn was immediately found in the demands which they expect to receive for lower prices on whatever products they are making. Many of them had already anticipated the rayon reduction in their prices, and fear that they will be called upon to make further concessions which they cannot give. Where reductions have been made, it would be unfair of buyers to exact another sacrifice.

**OPERATIONS RESUMED.**

Resumption of operations in the steel and automobile industries is a feature of the general business situation this week and creates a better sentiment. Increasing unemployment will probably be checked by this action, which takes the pessimistic edge off the dubious forecasts which were made at the year-end. Commodity prices have also turned more stable.

Reflection of the new upward movement in basic industries is not yet found in the weekly business index but should be indicated in the figures for last week. The upturn in steel, however, very nearly offset recessions in the other series. The gain of 303,960 tons in unfilled orders of the leading producer exceeded forecasts by a good margin.

Attendance at the New York automobile show last week did not set a new record, but it was much higher than producers foresaw. There was also enough actual buying activity, according to reports, to cheer the industry, which, by the way, pushed up operations last month in contrast to the usual slackening. This basic line, therefore, gives definite evidence of improvement. The same cannot yet be said of building, where contract awards last month ran 25 per cent. under those in December, 1929.

In commodity prices there was a fractional advance and for the last four weeks the Annalist index has fluctuated within a very small range. A computation by the New York Reserve Agent shows that finished goods are still lagging behind the decline in raw materials and indicates that further adjustments are to be expected. Nevertheless, the laudable effort to maintain employment and hold up wages has its influence in this connection.

**DRY GOODS CONDITIONS.**

Retail trade improved a little during the past week but was still below a satisfactory level. From all reports, sales of men's wear were about the best. There has been continued slackening in women's apparel activity. Doubts expressed concerning business recovery in the near future have undoubtedly influenced consumer demand, although the recent improvement in the stock market and the resumption of industrial operations will probably stimulate trade shortly.

The preliminary report of the Federal Reserve Board on department store sales in December makes a much better showing than was expected. For the country as a whole the value of

sales was 8 per cent. under the same month in 1929. The year's loss was also 8 per cent. In this district sales were 5 per cent. lower for the month and only 3 per cent. lower for the year. The department stores with their more flexible ability to merchandise at lower prices did better on the average than the large mail order companies, which suffered declines exceeding 20 per cent. A compilation for thirty-two chain systems put the December decline at about 9 per cent. with the average for the year  $3\frac{1}{4}$  per cent. lower.

There was one more business day in December and the daily decline would be higher, therefore, than these percentages. However, considering the reduction in prices, which was about 20 per cent. under a year ago, it becomes evident that the gain in transactions was marked during the holiday season.

**MODEL WILL.**

"The bequest to the institutions named in the preceding paragraphs do not capitalize, in many instances, the sums which I have been giving to them yearly for many years, and there are many other institutions to which I have been similarly contributing but to which I make no bequests. The reason is not because of any change in my interest in, or appreciation of, these institutions or the work that they are doing, but because my theory and practice of giving are inconsistent therewith. I have always felt that it was better to give regularly and generously from income rather than accumulate principal with the expectation of making large gifts at the end. I believe that money set to work immediately is better used than if accumulated with the intention of doing great things with it afterwards. These plans often are forgotten or fail to be carried out, and I firmly believe that there is much greater satisfaction in giving money away as you go along than in keeping it and watching it grow in your own hands. Money never catches up with time and good done with a little money now may be far greater than that done with a great deal more later on and is more sure to be done."

**THE CHRISTIAN HERALD.**

The Christian Herald announces that it is going to change itself from a weekly into a monthly magazine. It says editorially that it enters upon this change with a high degree of joy, because it hopes to make itself so excellent a publication that it will "put religion on the news stands." A very commendable ambition. We should like to see it realized. But to the lay world, at least, the Christian Herald has stood forth as an enlightening commentator upon and expositor of the dry cause. Its voice has not been that of the evangelical hierarchy which has put these churches into politics. It has represented to a large extent the "church people" rather than the grim and fanatical machine of Cannon, Cherrington, Wilson and their line. Furthermore, it has made its voice heard every week. We doubt that it

can have as much effect on prohibition though when it assumes a monthly form, because a monthly publication in this day and age of the world is a good deal of a joke. We know that we shall miss its weekly message, much as we have disagreed with it and harsh as it has been upon other publications seeking prohibition reform.

**QUACK TREE SURGEONS.**

Taking advantage of the popularity of tree "surgery" by which valuable trees can often be saved from destruction, even when they have been ravaged by insects or otherwise injured, quack tree "surgeons" have been victimizing people in Michigan for several years. The story is told of one woman who had nearly a score of red, black and white oaks and several beeches on her land that she employed a man who professed to have a patent inoculation for immunizing trees against all attacks by disease or insects. His method was to bore holes around the base of the tree, inject some sort of fluid and then block the hole with ordinary cork stop. He charged \$30 a tree. In less than a year half of the trees were dead and the other half were in a dying condition. The chemical he had used had worked its way around the cork stopper and killed the bark just above the ground. To discourage this and similar practices a bill should be introduced in the Legislature prohibiting any person from advertising, soliciting or contracting to treat trees without the proper credentials.

**NATHAN STRAUS.**

Faithful to his religion, he was no less faithful to his country. No citizen of America ever did for its people a finer or more imaginative service than did Nathan Straus in the establishment of his pasteurized milk stations for the children of the poor. Because of that intelligent and far-reaching effort there are alive to-day thousands of boys and girls who would not be here under the old rate of infant mortality. This campaign Mr. Strauss carried out over the world. Indeed, again and again was the compassion of his interest sought in the investigation of international cases of suffering and distress. His feeling for the Zionist movement was another powerful factor in his life. But in all the activities of this long and effective career he was as keenly an American as he was faithfully a Jew. There was an American as well as a Jewish drama at his funeral Monday in that almost divinely beautiful Temple Emanu-El, where Professor William Lyon Phelps, of Yale pronounced a eulogy over the plain pine coffin of Nathan Straus.

America is slowing down and sobering up. There are many signs that the high-hat, wise-cracking, step-on-the-gas age is passing. Hair and skirts are getting longer, booze parties less popular, jazz tamer, money harder to get and better spent by all who get it.

H. J. Pinney, dealer in groceries and dry goods at Belmont, renews his subscription to the Tradesman and says: "It is a paper that is most valuable to any merchant."



## OUT AROUND.

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

Out Around last week included three days in Chicago, during which I found only one man who was active in mercantile affairs forty-eight years ago. This man is William H. Hoops, who sold groceries in Western Michigan in those days for W. J. Quan & Co., of Chicago, who have now been out of business so long that they exist only in the memory of a few men who are now permitted by their Maker to live on borrowed time—borrowed from Eternity. Mr. Hoops subsequently engaged in the lumber business at Luther as successor to Wilson, Luther & Wilson under the style of Tucker, Hoops & Co. and later engaged in the wholesale grocery business at Grand Rapids under the style of Lemon, Hoops & Peters. Mr. Hoops has conducted an unique store on Wabash avenue, Chicago, for more than a quarter of a century under the style of Wm. H. Hoops. He owns the building he occupies and his stock is the most complete assortment of rare and valuable articles of utility and ornament of which I have any knowledge. I think he must be close to eighty years of age, but his ability to retain the appearance and actions of a man in middle age baffles description.

In the early days of the Tradesman I made it a rule for many years to spend every Thursday in Chicago. I had many good customers there in those days, every one of whom has Crossed the Threshold. My regular customers included S. O. Blair, of E. B. Miller & Co.; W. F. McLaughlin, the great coffee merchant; A. C. Bartlett, of Hibbard, Spencer, Bartlett & Co.; P. D. Armour, Sr.; Carson, Pirie, Scott & Co.; J. V. Farwell Co.; W. J. Quan & Co.; Earl Bros. and Barnett Bros. on South Water street; Reid, Murdock & Co.; Riverside Yeast Co.; Lyon Bros.; C. M. Henderson & Co. and others whose names I do not now recall. There were giants in those days—as there are at present—men who had much to do with the marvelous growth of Chicago in the two decades from 1880 to 1900.

I never met Marshall Field but once, when I was introduced to him by W. F. McLaughlin in the latter's office. I chatted with him but a few moments, but recall to this day the intimate knowledge he possessed of business conditions in Michigan. He was frequently referred to in those days as the man who had a story and a half head and when I noted the extent of his forehead above his eyes I never marvelled at his remarkable business capacity.

Mr. Field's call on Mr. McLaughlin was to enter a remonstrance over the amount of coffee Mr. McLaughlin had stored on the floors of a building owned by the former.

"How do you know the floors you refer to are overloaded?" enquired Mr. McLaughlin.

"Because the weight the building is capable of carrying is so much (I have forgotten the weight he stated) and you have 50 per cent. more weight of

coffee than that stored there," replied Mr. Field.

"How do you know the weight is excessive?" replied Mr. McLaughlin.

"I know how much a bag of green coffee weighs," was the reply, "and I have counted the bags."

Mr. McLaughlin assured his caller that the matter would receive immediate attention. One glance at that forehead and the wonderful eyes just below it was enough to satisfy anyone that Mr. Field was not a safe man to trifle with.

I think P. D. Armour was the most remarkable business man I ever had anything to do with. He was then located at 205 South LaSalle street and usually received me in a little office which would not hold over three people comfortably. There were no pictures on the walls, but over his desk these words were painted in large letters on the wall:

Say little of what you have done.

Say nothing of what you intend to do.

He was apparently interested in only three vital topics—crops, banking conditions and mercantile prospects. I learned early that when I had told him all I knew about these subjects it was time for me to go unless he pressed me to remain to listen to a good story. I have reproduced many of these stories in Out Around during the past few years.

When P. D., Jr., was killed—as a truthful historian I should say murdered—the light apparently went out of Mr. Armour's life. He had no confidence in the ability of his other son, J. Ogden, to manage the enormous business he had built up during his career in Chicago; and the manner in which J. Ogden "went through" three hundred million dollars within a few years showed that the father had the eye of a seer and the vision of a prophet.

One thing Mr. Armour once told me I think I have never repeated in print. As a string butcher in York State, before he removed to Chicago to become the greatest meat packer in the world, he learned to estimate the weight of live stock on the hoof. He told me repeatedly that the "knack," as he called it, never failed him—that he could still tell the weight of a steer within a pound of what the scales would disclose.

I recall a peculiar circumstance which happened about thirty years ago. For some reason I left Grand Rapids for Chicago on the noon train Wednesday. About ten miles out the train ran over two tramps who were sitting on the rails, killing them both. Although I never have been superstitious I could not help feeling that bad luck would face me the next day. The first call the following morning was on E. B. Miller & Co., who were then located on Michigan avenue. I was told that Mr. Blair, the manager, had stumbled over an obstruction in the store the Saturday before and broken a kneecap, causing lock-jaw, and that his life was in jeopardy. I next called on the McLaughlin coffee house on South Water and asked for the manager, Mr. Beatty. I was told that he had

died the Saturday before. I was so thoroughly convinced that nothing but bad luck would confront me if I continued my calls that I returned to the hotel, checked out and went home on the noon train.

A feature has grown up of late years in Chicago which places the stranger at a decided disadvantage in undertaking to call on his customers. I refer to the disposition many executives have acquired of keeping callers waiting, instead of seeing them promptly, as was formerly the custom. Because of this drawback I was able to see only five possible customers on Thursday and four on Friday. In the old days I could depend on seeing from twelve to fifteen customers every day and leaving for home on the 5 o'clock train. That time has evidently departed, never to return.

In calling on Reid, Murdock & Co., I was shown around the establishment by a man who had been thirty-one years in the employ of the house. I was introduced to an executive who started with the house forty-eight years ago as an elevator operator. The establishment is thoroughly up-to-date and I was told that its sales for 1930 were in excess of the sales for the preceding year, which is a record few wholesale houses can make. Nothing short of a very efficient organization can present such a record.

All classes of business men appear to look forward to the world's fair which will be held in 1933 with exalted ideas of the prosperity it will bring to Chicago in a material way. To the casual observer it looks as though there is considerable to be done during the next two years before the doors are thrown open to the public, but Chicago energy and ingenuity are fully equal to every emergency which has ever confronted the community except one—the cleaning up of the criminal element in gangland and labor union circles. Although public officials have made large promises and local newspapers have made florid predictions, actual accomplishment is not yet in evidence, nor is it likely to be until the present methods of administering justice in Chicago are superseded by methods ten times as drastic as those now in force.

The John G. Shedd aquarium, which opened for visitors last June, has since added two new sections and opens two more new sections this week. No other city in the world has an aquarium constructed exclusively of marble. This feature and the Field museum nearby will be valuable adjuncts to the world's fair year after next, when both institutions will be at their best.

We were guests for the first time at the Stevens Hotel, the largest hotel in the world. With 3,600 sleeping rooms and five public dining rooms, this hotel can easily handle 5,000 guests at a time without inconvenience to anyone. Rooms, meals and service are all that could be desired. I have never found a more restful place, outside my own home, anywhere in the United States. At the present

time the hotel situation in Chicago is developed away beyond needed requirements. Many hotels in the city have closed a portion of their floor space, to remain closed until business improves. There is no doubt of the ability and disposition of Chicago landlords to take care of the crowds they will face during the world's fair.

In going over the list of wholesale crockery and glassware houses which have pulled out of the field during the past quarter of a century, I am surprised to note how few of the old timers are still in existence. Among the houses which are now out of existence I recall the following:

Burley & Tyrell, Chicago.

Wheelock Co., South Bend.

Jenness & McCurdy, Detroit.

Daudt Glass & Crockery Co., Toledo.

Many good sized markets are no longer in possession of a wholesale house in this line. I do not know the fundamental reason which contributed to this result, but there must be a very good reason for the demise of so many promising mercantile undertakings.

The upward trend of the stock market suggests that a word regarding investments might not be out of place. I have never in my life recommended any investment to any man. When asked my opinion of any stock I cheerfully tell what I think about it, but that is as far as I ever go or ever have gone in assisting my friends to decide on whether or not to purchase. There are at the present time a number of common stocks which I think are outstanding investments, as follows:

Standard Oil of Indiana.

United States Steel Corporation.

American Light & Traction Co.

Electric Bond and Share Co.

Liggett & Byers Tobacco Co.

American Tel. & Tel.

General Electric.

General Motors.

Union Carbide.

Allied Chemical & Dye.

United Corporation.

Consolidated Gas.

Chesapeake & Ohio.

American Can Co.

National Dairy Products Co.

All of the above are standard securities which I consider leaders in their respective fields. They are all well managed and all earning profits in excess of dividend requirements.

Having said that much by way of suggestion I feel like offering a little advice as to when it is proper for a merchant to make investments outside of his own business. First of all, he should never consent to enter the stock market unless he is in a position to discount every invoice and has a bank balance adequate to meet any emergency which may present itself. No stock should ever be bought on the installment plan. No notes should ever be given or any contract signed calling for future payments. So long as a merchant can use his surplus funds in his own store by the purchase of quick-moving merchandise or improved fixtures which will enable him to increase his earning capacity he should refuse to make any venture in the



stock market. Stock purchases for either investment or speculation should be the last thing he should think of until he is safely located on the sunny side of Easy Street. This advice may appear to be somewhat drastic, but it is the only kind of advice I have to offer to my mercantile friends.

I may be wrong in my ideas regarding the best way to secure new manufacturing industries for Grand Rapids, but it strikes me that a modification—and enlargement—of the Muskegon plan would work well in this city. The Sawdust City raised \$200,000 or \$300,000 by securing subscriptions from leading citizens. The funds thus obtained were loaned to new manufacturing institutions under conditions which have not resulted in any impairment to speak of in the original investment. Grand Rapids could do little with so small a sum as Muskegon has had to use, but an even million dollars would soon bring results which would start the city on a new era of progress and prosperity. If I were to suggest the names of ten men and institutions who could spare \$100,000 each without serious inconvenience I would name the following:

Joseph Brewer.  
Russell Boyle.  
William Alden Smith.  
John B. Martin.  
Henry Idema.  
Noyes L. Avery.  
Geo. C. Thompson.  
Robert W. Irwin.  
Consumers Power Co.  
Grand Rapids Gas Light Co.

Such a sum placed at the disposal of Carroll F. Sweet, with his delightful personality and argumentative conversational power and John R. Casselman, with his comprehensive maps of the city and his array of facts and figures setting forth the advantages Grand Rapids has to offer for outside manufacturers would soon bring about a condition which would result in placing the financial backers of the undertaking on a pedestal for all time to come.

Senator Vandenberg requests me to be a little more explicit in my statement regarding the vote he offered in the Senate for the confirmation of Secretary Doak. I cheerfully reproduce his request verbatim as follows:

Your statement says that I have told you that I "did not vote against the confirmation of Doak because the American federation of labor opposed him." This is subject to several different interpretations. It could mean that I did vote against Mr. Doak but not because of the American federation's opposition. The fact is that I did not vote against him at all. I voted for him. I supported the President's position aggressively. Your original publication stated that I opposed the President. You have not yet said that I did not oppose the President and that I did vote for Mr. Doak's confirmation.

I have made it the rule of a lifetime to meet any man more than half way who thinks he has a grievance against the Tradesman, whether I agree with him or not. In line with that practice I am glad to reproduce Senator Vandenberg's statement of the situation.

E. A. Stowe.

Have faith—and work!

### To Get Most From Hot Water Heating System.

Do you want to get the utmost efficiency out of your heating system this winter? House heating may be made into an exact science. If the heating system was properly installed in the first place it will function with a high degree of efficiency, provided the owner does his duty.

Here are the twelve suggestions made by the Plumbing and Heating Industries bureau, which, if carefully observed, will enable you to get the utmost in economy, comfort and efficiency out of a hot-water heating plant:

1. Keep the boiler flues and sections free from dirt and soot in order that the maximum amount of heat may have free access to all heating surfaces.
2. See that the fire has a good draft. Draft may be cut down by (a) leaks in the smoke pipe, (b) leaks in the chimney, (c) leaks around the fire-box door, or (d) by having the boiler in too small a room where the air supply is insufficient to form a good draft.
3. Have the smoke pipe clean and free from an accumulation of soot.
4. Observe the firing rules supplied by the manufacturer of the boiler. These should be posted in a conspicuous and well-lighted place near the boiler. If the original instructions were lost, ask your heating contractor to get a duplicate for you.
5. Regular attention to the fire by one member of the family who assumes complete responsibility is more likely to result in economy and efficiency of operation than if several members do the firing.
6. Keep the ash pit clean. This is the most important of all firing rules. Grates will not burn out from the heat above them, but will go fast if an accumulation of ashes underneath cuts off the free circulation of air so they cannot be cooled.
7. Maintain an even temperature. This is easily done if the fire pot has sufficient coal-carrying capacity. Automatic temperature control by means of a room thermostat is the best way to avoid wide fluctuations in room temperatures. A good thermostat will save money in fuel bills as well as make for greater comfort.
8. If the basement is warmer than desired, have the pipes covered with insulating material.
9. Reduce infiltration of air around doors and windows by having them weatherstripped or by putting on storm doors and storm windows.
10. Don't cut down the efficiency of your radiators by piling things on top of them. Don't put towels or sheets over the radiators. A bath towel on top of a radiator may cut down its efficiency by one-third because it will prevent the free circulation of air which is absolutely necessary if the radiator is to do its job.
11. See to it that your radiators are not air-bound. Air and water cannot occupy the same space in a radiator at the same time. If a radiator is not heating properly the valve should be closed as soon as water makes its appearance.

12. Select a good heating contractor and consult with him on everything pertaining to the operation and maintenance of your heating plant. Have him check on all points just enumerated. Consult with him on fuels. Select your heating expert with the same care that you would select your doctor—in fact, there is a close relation between the efficiency of a house-heating system and family health during the winter months. You will save money on doctor bills if your heating plant functions properly and you will get what the heating contractor and the manufacturer of the boiler and the radiators intend you should get—clean,

tempered and healthful heat at minimum expense for fuel.

### Silent Street.

I like to stroll in Silent Street,  
Where quiet friends are wont to meet,  
And everything is most discreet,  
In simple, smiling, Silent Street.

Come walk with me in Silent Street,  
From sound and stress a safe retreat;  
Where we can think with measured feet,  
In serious, sapient, Silent Street.  
Grenville Kleiser.

### Holding Nothing Back.

She—Mary is certainly one enthusiastic cook.

He—Yes, she puts everything she has into it when she makes hash, I notice.

## 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.

### 5 BIG REASONS Why You Should Push STANDARD BRANDS Products

- 1—Prompt service and frequent deliveries.
- 2—Small stocks properly regulated and small investments.
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## LAST OF THE FOXES.

## Powder and Shot Versus Bows and Arrows.

It is more or less difficult for the people of one age, with the conditions familiar to them, to realize the impulses which governed those of another age even in the same location. To the Indians every settlement meant an encroachment upon their hunting ground. Summer was a comparatively easy season, but the food problem was a serious one in winter. Encroachment upon new territory was serious to the tribes who had inhabited that territory. This condition often led to a regular custom of waging war upon someone every spring. When Cadillac established his settlement at Detroit in 1701 his policy was to interest friendly Indians to establish villages in the vicinity of his new settlement. These regular spring wars became a troublesome matter which was finally arranged with the idea that the spring wars should be waged against Indians far away.

The Fox Indians have always been more or less of a mystery to students. They had some relation to the Sauks, who were annihilated or nearly so by the Chippewas and their allies approximately five hundred years ago. The Foxes were in the vicinity of Wisconsin when visited by Father Allouez, not far from the time the first settlements were made in our North country. The Foxes knew very little of the idea of property right. If they wanted anything they were in the habit of going and getting it if they were strong enough, and they usually managed to be. Many historians put them down with all the adjectives which usually appear with the word thieves. This isn't really fair. To their idea things belonged only to those who could keep them.

From the first the Foxes had no use for the white people. The settlement at Detroit became their special hatred. It was quite a ways from their home country as near as they had a home country, but they didn't like the idea that the French were to open a new country. There were a number of times from the very first of the settlement at Detroit, when the Foxes promised trouble, but the final tryout of strength came in the spring of 1712. The custom of the Ottawas and other Indians who lived around Detroit to make war trips a long ways from home each spring was fully known and the Foxes took advantage of the situation to make their attack upon Detroit. Their advance was by way of the Grand Crossing, as they knew the region which is now Flint. Friends of the French among the Indians, sent couriers who put Joseph Guyon du Buisson who was in command at Detroit, in full knowledge of the situation. His first act was to hastily send couriers after his absent Indians who hurriedly left the war path upon which they were engaged and went back to Detroit as rapidly as possible.

When the Foxes with their allies, the Mascoutins and Outagamies arrived at Detroit, they found the gates closed and strongly barricaded. Believing that a siege would be the easier way, they calmly sat down to starve

out those who were inside the doomed stockade.

To keep things lively in the meantime, the besiegers took to firing burning arrows onto the roofs of buildings inside the stockade. St. Ann's church was burned, as well as several other buildings set afire. The big stock of furs were brought from the store house and spread upon the roofs. They were then kept wet, and thus prevented the further setting of fires.

In spite of all that could be done, however, the situation gradually became desperate. In selecting the spring for this attack, the Foxes were not only depending upon the absence of Indians who lived in that vicinity, but were considering the fact that the store of food on hand would not be as large as it would be at other seasons when the whole settlement had not been feeding from it all during the winter. One morning when the people inside the stockade heard the outcry outside and realized that their allies had returned it was indeed good news.

When the attacking Foxes and their allies realized that the Ottawas and Hurons had returned they left the immediate vicinity and built a work of defense at Windmill Point. From that time on it was a case of the supremacy of powder and shot over bows and spears. The French built platforms from which they could rake the interior of the Fox breastworks. Several of the early historians claim that over a thousand Fox and other warriors of the attacking party were killed. When they finally made an attempt to get away, they were followed to quite a distance. Their strength was never again sufficient to give any great trouble. A. Riley Crittenden.

Howell, Michigan.

## A Business Man's Philosophy.

Except in one particular experts differ on almost all the principles that should be followed in the investment of money.

Only the rule of diversification appears to command unanimous endorsement.

Some experts say that money should be invested as soon as it comes into hand, regardless of the business cycle. This rule is often followed by insurance companies, the largest of all investors.

Some experts prefer bonds; others common stocks. Many recommend a mixture.

But, as stated before, all agree on the desirability of diversification.

This means that if you have \$10,000 or \$100,000 you should split it into ten or thirty different units, buying a small stake in as many different companies, engaged, if possible, in as many different lines of business. The theory is that possible losses in one direction will then be offset by gains in another.

It may also be safely stated that practically all experts agree that a young married man with no capital should first invest in life insurance, second, buy a home and, third, keep a few hundred dollars in a savings account.

William Feather.

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## FINANCIAL

### Debt Payments To Help Trade.

One of the important financial developments that may have a favorable influence on business this year is the substantial liquidation of debts effected in the last twelve to fifteen months.

With the completion of debt payments, current income will be available for new purchases, the National City Bank points out in calling attention to the fact, that "of stock exchange alone the American people have paid off upward of \$6,500,000,000 since the 1929 peak, to say nothing of the liquidation of installment credit and other forms of indebtedness."

Release of funds for new purchases, whether they flow into the securities market or into stores and factories, will have a beneficial effect on business.

So far as the bond market is concerned, the bank finds ground for optimism in spite of the disappointing turn taken last year in corporate and Government obligations.

"With the prospect of an indefinite continuance of low interest rates, the outlook for the bond market appears distinctly promising," says the month's review. "A study of the past shows that the bond market as a whole, as well as the stock market, usually tends to decline during periods of business recession, and that a general advance may be expected when business begins to recover.

"Without venturing to set the date for such a recovery, it is safe to predict that an impressive and sustained advance in bond prices will be witnessed when financial confidence is restored and an upturn in business gets under way."

Bond investments have been absorbed largely by banks and other institutions in large financial centers, while investors among the public and small country banks apparently have been unable or unwilling to increase holdings.

Liquidation of debts to country banks, that could be more easily effected by stabilization of commodity prices, therefore, presumably would pave the way for increased demand in that source for good securities and might signalize an advancing trend in fixed-interest obligations.

William Russell White.  
[Copyrighted, 1931.]

### Trusts Replace "Baby" Bonds.

That fixed trusts are meeting the investment requirements of small investors who formerly purchased "baby" bonds is a theory advanced lately in investment banking circles to explain the continued demand for such shares in a declining market.

The practice of issuing bonds in \$100 denominations, so widely adopted in the depression of 1921 when the army of Liberty bond buyers invaded the security markets, was almost entirely abandoned four or five years ago when fixed interest securities began to lose their popular appeal and found a market chiefly among institutional buyers.

Thus fixed trust shares, available in small denominations at low prices,

provided a medium for savings of investors who favored high-grade common stocks.

Although most investors are not particular about the provisions for elimination of securities in a fixed trust portfolio, so long as they know no substitutions can be made, some find objections to arrangements for automatic discards.

Nation-Wide Securities Company, a pioneer in the field of flexible investment trusts of the unit type, takes a middle course between the management type and the rigid type of trust. Although no new investments may be added to its portfolio, eliminations may be made the moment they appear advisable and proceeds invested in the stocks remaining.

Proportions among the diversified holdings in the trust may be varied from time to time, too, as conditions change and the outlook brightens for any particular company. The largest proportion at present, for instance, is invested in American Telephone. Not more than 5 per cent. of the fund, however, is invested in securities of one company.

This trust differs from many of the kind in that no cash reserve for dividends is maintained. The sponsors see no logic in setting aside a part of the principal to be paid back to investors as dividends. Moreover, only stock dividends of 10 per cent. or less are disbursed on the theory that larger distributions really represent return of capital.

No fixed rate can be established for dividends, therefore, since the income varies in quarterly periods. The first two quarterly payments totaled 20 cents a share, equal to 40 cents annually, or a yield of more than 6 per cent.

William Russell White.  
[Copyrighted, 1931.]

### Tells Why Electricity Grows.

W. Alton Jones over the Halsey Stuart radio hour last night voiced a belief widely held in calling the power and light industry one of premier promise for continued rapid development, but he gives you specific reasons for this expectation.

We all know of the romantic expansion in the uses of electricity in the last quarter of a century, but here are four specific grounds on which the president of the National Electric Light Association bases his expectation of "a continuation of this record":

First. Electricity is an essential industry rendering a service "not yet equaled by any other facility." Knowing the political opposition arising from a mistaken belief that the industry operates without competition, this executive hastens to explain that 82 per cent. of all energy sold is used in commerce and industry and that "all of this energy meets in keen competition other forms of power which can and would be supplied—but for the fact that electricity has proved a cheaper, more flexible or satisfactory service."

Second. Electricity lends itself to manifold uses. No saturation in the use of power or light is yet in sight. More than 200 household appliances already are in use. Energy is revolutionizing production methods in indus-

try. The Nation's farms gradually are being electrified.

Third. Electric service is inexpensive and within the reach of the masses. Mr. Jones reckons that two in every three American households use electricity in some form. For years the trend in electric rates has been downward with the development of new appliances until the domestic electric rate for service now is so low "that the average domestic electric bill of the Nation is less than 10 cents per day."

Fourth. The power and light business is a regulated industry. There is a regulated industry. There are two schools of thought on this subject, but Mr. Jones shares the belief that regulation when wisely administered is

constructive. But Mr. Jones wisely makes the point that aside from any requirements initiated by regulatory bodies the industry itself has found it good business to reduce constantly the cost of service.

Paul Williard Garrett.  
[Copyrighted, 1931.]

Life, after all, contains only one great problem—that of so adjusting yourself to the inevitable that you can keep your peace of mind and your self-respect. The great victory of life is the conquest of worry. The greatest discovery a man can make is how to escape envy and hate.

The Treasury will be out lots of income taxes this year.



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**Market Is in New Testing Zone.**

With uncanny accuracy sentiment in the market switched from low into neutral with the turn of 1931 but whether it will go now into high gear depends on the extent that a spring improvement in business is to be anticipated.

Psychologically the arc from the extreme pessimism of December can be partly bridged by developments such as we have witnessed in this first week of the new year: (1) A cessation of the 1930 tax sales; (2) A settlement of important railroad difficulties through a consolidation of Eastern trunk lines; (3) A flush of downright cheap money in connection with the season's settlements; (4) Betterment in the bond market and (5) A general feeling that it is good to get 1930 behind us on the ground that 1931 will bring some measure of improvement.

Influences such as these sometimes start the ball rolling, but it must be admitted that the gathering enthusiasm of the new year to date is not built on any evidence of improving business. It is built partly on the hope that improvement is not now far distant. And regardless of what the spring season may bring there will be those who will enter the market now perhaps on the gamble that stocks will rise in sympathy with expectations of a business turn. And that is what makes the present stock market exceedingly difficult to interpret. It places the market once more in a testing zone where it is likely to be extremely sensitive to unexpected news either favorable or unfavorable.

That the market will be called on shortly to face unpleasant 1930 earnings statements is no secret but until these reports come along it will not be possible to know with exactness how far the market already has gone in discounting them. If simultaneously with publication of these unfavorable statements the market in bonds continues its advance in response to an expansion in investment buying the market will realize one of its constructive hopes.

Improving business in the end is the one sure cure for the pessimism of the day but unfortunately we have no statistical tools sharp enough to detect a turn in industry until the event is old history. Paul Willard Garrett.

[Copyrighted, 1931.]

**Consumers League Nearly Five Hundred Strong.**

Muskegon, Jan. 8—Enclosed herewith please find report of the objects and principles of our Consumers League of Muskegon, as promised you by our President, Mr. Engle, when he called at your office the other day. We surely hope and trust you can make some use of it in our fight against the country's common enemy. We are gradually winning in strength and influence. We have over 430 members now enrolled and gaining every day.

F. H. Long,  
Sec'y Consumers League.

Per request I am sending you a report on the Consumer's League of Greater Muskegon—what it is, how it started, what it is doing and what it hopes to do.

Originally the League organized for the purpose of putting up an effective

defense against the ever-increasing invasion of the chain store in our community. In this work we held numerous meetings and we published an eight-page magazine—three issues of twelve thousand copies each. These were delivered to every home in Greater Muskegon.

About six weeks ago a plan for a re-organization of the League was submitted and approved and we are now in the process of building up the organization on this plan and our future seems to be assured at the very start.

We expect to enroll every person in our city who realizes the danger in the chain system.

First let me state the reason for re-organizing. Like every other city we have nearly all lines of business organized and as in other places working independently and sometimes even working against one another. To get co-operation for concerted action against the modern enemy was absolutely impossible under such conditions. Hence this plan for united effort. We have four divisions of membership.

Class A. Wholesalers, jobbers, manufacturers.

Class B. Retailers in all lines.

Class C. Salesmen, professional men, insurance, real estate, garages and others.

Class D. Associate members. Employees of all of the first three classes. Farmers and any and all others who care to go on record as believing in the principles which we are fighting to maintain.

Classes A, B and C are the supporting members and pay a monthly membership fee.

A card is issued to every member the reverse of which reads, "I consider the welfare of our community first in all things."

Membership is extended only to those who do not give chain stores any unfair advantage.

In all goods purchased by members they are urged to give first consideration to League members—and price, quality and service considered should be given the business on an even break.

That members should not buy from firms known to be unfriendly to independent business.

The League intends to encourage and support any independent leadership in our city, State or National affairs which proves itself to be genuine.

We expect to be fully organized by February 1 and due to the fact we have over 400 cards already issued with no particular effort, as we have been waiting to get organized before putting on the big drive, we are going to look forward to a real co-operative movement on the part of all the progressive business people of Greater Muskegon.

**Driving Him To His Grave.**

Hibbs—Why, you are shaking like a leaf. What's wrong?

Squibbs—I'm told I have only a week to live.

Hibbs—The doctor told you that?

Squibbs—No, the garage man. I'm teaching my wife to drive the car.

## The Measure of a Bank

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

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## BENJAMIN FRANKLIN.

## Men Like Him Greatly Needed Today.

Two hundred and twenty-five years ago Benjamin Franklin was born. His rare and unique personality, evolved in the stress and exigencies of the times in which he lived, made him capable of rendering to this Nation, in its needy beginnings, those priceless services which all true Americans are glad to honor and commemorate on his birthday, January 17.

The life and example and work of Franklin have a vital message for us now. No earnest soul can recall what he was and what he did, without trying to develop in his own character the qualities which Franklin so admirably exemplified. For comment here we will take up just a few of his many excellent traits, in the main choosing those that have special application to our present needs.

Hardihood of Spirit. Franklin had no easy time in life. As the youngest son in a large family, poverty was the lot of his childhood. All readers are familiar with the struggles of his youth. After the adversity of his early years he achieved financial success, but he still encountered difficulties which put all his bravery and resolution to severe tests.

To stand up at that time for the principles of liberty in England, to go to France as the petitioner for aid for his indigent and hard-pressed country, to contribute liberally in money to the cause of the Revolutionary War when that cause was the saddest of forlorn hopes—all required courage of the highest order. Yet he never seems to have been disheartened or dismayed. In these days when large numbers are experiencing the actual pinch of penury and many others who do not lack for themselves are feeling the gloom caused by world-wide depression, and perhaps are indulging in forebodings of greater disaster—should we not strive to attain just the hardihood of spirit that was so nobly manifested by Benjamin Franklin?

Self-Denial. We all know how in his youth Franklin went without meat in order to buy books, choosing knowledge rather than the gratification of the sharp appetite of a healthy growing boy. After getting on his feet financially, he was so successful that he was able to retire from business activity quite early in life, and planned to devote himself to scientific studies. But his fellow countrymen needed his efforts in public service more than in the laboratory, so the work of his choice was largely relinquished. He was generous with his means as well as philanthropic in his activities. During his three years as governor of Pennsylvania he devoted his entire salary to benevolence.

Tact. Franklin was a man of agreeable presence, a good reader of character, and had a ready discernment of the likes and dislikes of those with whom he came in contact. He never forgot that he was dealing, not with insensate objects, but with living, feeling human beings. He could state unpleasant facts in a way that brought conviction without giving needless offense. Possessed of a keen sense of

humor and a ready wit in speech, he still took life seriously and was never lacking in dignity.

His Mind Was Practical. In his time there were other men just as learned, just as brilliant, just as patriotic, just as self-sacrificing as was Franklin, but who failed to meet the sorely pressing needs of the age in any such measure as he met them, and for the reason that people with brains are, in the main, theorists—idealistic, speculative, even visionary in their mental operations. Their ideas won't work when actually tried out.

Franklin had the faculty of grasping the knotty points of each problem that presented itself, and applying to its solution all that wise sagacity that he had by natural gift and to which he had added largely by study, observation and wide and varied experience. His countrymen could put trust not only in the honesty of his intentions, but in the soundness of his judgment and reasoning.

The situation of the rebelling colonies and the new American nation was not like any people ever had met before. There was no page in history that could tell just what was best to do. Each problem had to be worked out from the premises that existed then and there.

The difficulties of to-day present features so different from everything that has been experienced before, that only in a partial and qualified way can we turn to the past for the solution of our problems. And it is not the originators of high-flown theories who will render real aid, but those who can grasp facts as they are and in their entirety, who can go to the roots of our difficulties and suggest effectual measures for lasting remedy.

Ability in Advanced Years. While this trait perhaps does not have greater application for the present than for all times, it surely deserves mention that, owing doubtless to his sane and temperate mode of living as well as to a naturally hardy constitution, Franklin continued his efficient activities into old age. We are apt to think of him as contemporaneous with Washington and Jefferson, but he was twenty-six years older than Washington, who was Jefferson's senior by more than ten years.

Franklin was 69 when the Revolutionary War broke out. He helped draft the Declaration of Independence and was one of its signers. Later, when past 81, he was a member of the Constitutional Convention. What he accomplished after he was 65 should spur elderly persons who no longer need to pile up additional wealth, to engage in some activity useful to humanity. Ella M. Rogers.

The demeanor of the successful man is the absolute index of his mind and character. The really great man who achieves genuine success is of all men most modest as to his accomplishment. He has, of course, some proper and desirable self-respect and also pride of his achievement, but he is not the least conscious that his success has been due to any greatness on his part, ascribing it rather to that kind of genius that is synonymous with honesty of purpose and indefatigable endeavor.

## Duties of Labor Department in Michigan.

The Department of Labor and Industry is a consolidation of what was originally the Department of Labor and the Industrial Accident Board, and has complete supervision and control of all matters in relation to labor and the adjustment and settlement of all claims arising under the provisions of the Michigan Workmen's Compensation Law.

The Department is considered one of the most important in the State government. Its importance is evidenced by the fact that the cost to the people of the State of Michigan each year as the result of industrial accidents is conservatively estimated at \$35,000,000.

The industries of Michigan in 1929 paid out for workmen's compensation insurance more than \$11,000,000, of which more than \$8,000,000 was returned to the injured employees for compensation and medical service.

Most large cities, public utilities, transportation companies and mines carry their own risk, and it is estimated that they pay out for this purpose an amount equal to that disbursed by the insurers.

According to the Federal records the average daily wage during 1929 was approximately \$6, and as the maximum amount of compensation was only \$18 per week it is readily understood that the injured employee has lost an amount equal to that paid out by the employer and the insurer.

During the last fiscal year the inspectors in the field inspected 22,906 factories, stores, hotels and restaurants, and these inspections are made for four separate departments, namely, the Department of Agriculture for food, the Insurance Department for fire hazard, the Health Department for the sanitary condition, and the Labor Department for conditions of labor.

The Department also exercises supervision and control over all of the public employment agencies, and during the last year has been very active in alleviating the present serious unemployment situation, and in organizing relief committees in all industrial centers of the State.

John L. Boer.

The difference in men is the thing they offer the world. Brains with character come high, brains without char-

acter, medium; character without brains is not in demand. Muscle with character gets listed low; muscle without good character is a drug on the market. G. K. Shurtleff.

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## MUTUAL FIRE INSURANCE

### Fire Insurance and Improved Construction.

Fire insurance has been a major factor in bringing about striking improvements in the construction of American homes, office buildings and manufacturing plants during the past decade, it is declared by President Ettlinger, of the Empire Fire.

"How does the builder of a modern fire-proof building of brick and steel, induce tenants and lessees to come into his building from older quarters, despite the fact that his rent rate per square foot is obviously higher? It is simply because he can show that the insurance rates of his building are so low, as compared to the rates upon older buildings with excessive fire hazards that floor space is actually cheaper when it is in a building that has the maximum safeguards against fire damages.

"In other words, the manufacturer finds it more economical to build a modern structure, in keeping with underwriting requirements, than to continue in business in an antiquated building. If he is a renter, he finds that the difference in insurance rates to protect his products, will attract him to quarters that are as nearly fireproof as present day construction and equipment can provide.

"In the home construction field, the influence of fire insurance has been a powerful one, both directly and indirectly in encouraging the use of fire-proof material and the development of complete fire-protection equipment within the community. Indirectly, the fire insurance companies have been leaders in educating the public as to the dangers of crowded, haphazard buildings, especially when the houses are of flimsy construction. Directly, these facts have been more forcibly brought to the attention of the builder and of the home buyer through insurance rates. Home buyers find that the initial selling price of the home is not the true cost and that 'cheap' houses, that are literal fire traps, are actually more costly than are those that are well constructed and in neighborhoods provided with adequate fire-fighting equipment."

### Business Men and Fire Prevention.

Business men generally will be interested in the address delivered by William F. Eichfeld, president of the Milwaukee Association of Commerce, at the opening of the seventh annual fire prevention school conducted by the association. President Eichfeld said in part:

"What interest has organized business and industry in fire losses? Do you know that twenty-one factories or mercantile establishments burn every day? Out of every 100 industrial establishments that burn, fourteen suffer extensive reductions in credit, seventeen fail to issue financial statements after the fire, twenty-six register large losses in business, and forty-three never resume operations. Almost one-half of the business houses that burn never open their doors again; their employees must seek other jobs. That's why business is interested in fire losses.

"Let me briefly summarize why industry is interested in fire losses:

"A fire in an industrial plant disrupts the entire production schedule in that plant. It requires an expensive period of readjustment that demoralizes the manufacturing plans.

"Every fire necessarily increases production costs.

"Fires destroy the faith of customers who are depending upon the firm for production deliveries.

"The credit rating of the firm is affected materially by fire losses.

"Every fire temporarily, and sometimes permanently, throws a number of employees out of work.

"Fires are distinct signs of inefficiency, affecting all lines of business from employer to employee, from producer to consumer.

"While 66 per cent. of all fires occur in the homes, industries are concerned because of the fact that these are their employees, and anything which affects the home life of an employee necessarily affects the job for which he is responsible."

### What Is An Auto License For?

Michigan's 1931 automobile license plate seems to have been designed as an ornament. One might infer that an automobile manufacturer's artist had transformed an undesirable sign-board into an additional attractive feature. It is neat, artistic, and harmonizes with various popular auto body colors. It is modest, quiet, inconspicuous—not obtruding into prominence when one is most interested in the appearance of a car. It is not gaudy or glaring; the figures are not bold, angular or severely plain. The most fastidious person cannot pronounce it a disfigurement or tending to lessen the fine appearance of a car. No doubt it pleases many who regard looks as of most importance. Attached to an automobile the license plate is accepted as proof that the annual tax has been paid. It enables the owner to pick his car among others of the same make and general condition. The traffic officer can readily read the new number on a car parked contrary to regulations. In fact, when a car is stationary the 1931 plate is adequate for most purposes. But it is sadly deficient for the one most important requirement—easy to read, near or far, on a swiftly moving car.

Everybody knows that the 1930 license plate was a retrograde step in visibility, although the yellow background and black figures follow the fashion of the best highway signs; the lines of the figures, however, were narrower than in previous years. Here are the results of a few recent tests: Late on a dull winter afternoon the number on a new 1931 Michigan automobile license plate, on a stationary car, could be made out at 50 feet; on a somewhat dimmed 1930 Michigan plate, the number could be made out at 80 feet. In the evening, under the direct glare of an electric light the same plates on the same car, the new plate could be easily read at 35 feet and no farther. The old plate could be easily read at 45 feet. On a clear sunshiny afternoon, the 1931 plate could be read at 65 feet, the 1930 plate

at 90 feet, and a Louisiana 1930 plate at 150 feet. Later, in the gathering twilight, the new 1931 plate could be read at 20 feet only, the 1930 plate at 30 feet, and the Louisiana plate at 55 feet. The lines of the figures on the latter were about twice as wide as on the 1930 Michigan plate, were slightly taller and blocky, angular figures, instead of curves, as on both Michigan plates. Further, the figures were yellow on a green background and raised so that they resembled figures in house numbers which are separate and attached. Any one may verify these figures.

The 1931 Michigan automobile license plate is a boon to criminals, a shield to cowards, a handicap in the detection of law violators, and undependable assistant, a disappointment to traffic officers, a pretense, a false promise, a farce. It ought to be replaced at the earliest moment by the best plate that can be devised.

Our laws in regard to warning placards to be posted in cases of communicable diseases specify the minimum dimensions of the cards and say the principal word of the sign shall be in "large letters." The law in regard to some other legal notices or posters state the size of the printed letters to be used. Is the automobile license plate of less consequence.

It might be said that bandits, bootleggers and other predetermined law violators will keep mud on their license plates, will keep two or more sets of plates to change about and throw searchers off the track, or steal an

automobile to use in their outlawry. Should the license plates for all cars be made indistinct to save such criminals from resorting to these expedients?

The present legislature can do no better work than to take this matter up and settle it once for all, so that in the future the efficiency of the license plate can not be doubted, and never again the caprice of a transient office holder determine the features of each annual plate.

If sportsmen want a new game law they usually get it. If the automobile clubs would take up this matter they could put it over. But the general public must wait and protest and be subject to ills which they cannot rectify.

Another very important matter which has long been neglected is the careful examination of all applicants for an automobile driver's license and strict rules and regulations as to qualification. The Michigan Central Railroad employs an expert to test the eyesight of every candidate for each and every position where the reading of signs and interpretation of signals is a part of their duties. It is done to prevent accidents and safeguard lives and property.

With all the laws and regulations relating to autos and drivers which have been worked out to meet almost every contingency the qualification of drivers and efficiency of the license plate seem to have been neglected or disregarded in legislation.

E. E. Whitney.

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## VILLAGES ARE VANISHING.

### Some Little Appreciated Reasons For the Urban Trend.

America's hamlets seem to be fading out. They are following into oblivion the high-wheeled buggy, the little red schoolhouse and the quaint custom of bobbing for apples. Not long ago the State of Illinois sold a perfectly good village as abandoned property. All it lacked was people.

Figures from the eight states that ring the 1920 center of population near the Illinois and Indiana line show that 60 per cent. of the small towns counted have lost population. A few villages showed increases which were less than what should have been the normal boost through the beneficent processes of nature. The wayside inn is giving way to the road house and the hot-dog stand. The country doctor is practicing in the city and likes it better. There are cobwebs on the windows of the little brown church at the crossroads. General stores in the hamlets are dealing in gasoline and canned cakes.

All of this seems very sad indeed.

I am a confirmed but theoretic lover of the good old days. For a very little I would burst into tears.

For all that—so it seems to me—we will be better off without the hamlets.

However, the promise that we will be without them is not definite as yet. The preliminary figures of the census carry no guarantee. They seem to show that:

The small town, the hamlet, the unincorporated village, ranging in population from practically nothing to about 1,500, is decreasing in habitants.

The somewhat larger towns are increasing in population. The compilers have not ceased compiling, but the indications are that the larger and more comfortable the town the greater its rate of increase.

The agricultural population is diminishing in numbers but growing in per capita dollars and appetites.

That seems to be all to the good. But what is the reason for the shrinkage in small towns?

One reason seems to be the general storekeeper.

The general storekeeper will now rise and call me names. Of course he has a defense. He is often old and there are too many of him and his farmer clients have been used to his ways and he did not realize that they were dying off and the young ones wanted other things. There are plenty of things to be said for him. But listen to this:

Down on the Mexican border is a general storekeeper who may be introduced as Senor Bill. Up North we would call him a good old guy. He has an ivory-handled six shooter under the counter, a book filled with bad debts and an unconquerable optimism. Every Mexican for sixty miles around has been Senor Bill's customer, because he likes them and trusts them. The other day he shooked his head at Dolores:

"Listen, kid," said he. "You don't want those silk stockings. They won't wear, nina. Here's what you're looking for."

He threw out a pair of rugged cotton stockings, reinforced toe and heel. Dolores looked at them. A slender Dolores, with neat ankles and a straight back and the sorrow of the world in her big, black eyes:

"Gracias, Senor Beel," whispered Dolores. "Muchas gracias." Then she walked out on him.

Senor Bill said he did not know what has been getting into the Mexican girls. They will not wear shawls as their mothers do. They call for high-heeled shoes and fancy hats and little silk frocks like the girls wear in Dallas. He said that we all know that ain't right.

"What's happened to your trade, Senor Bill?"

"Shot," said Bill.

Not only his trade is shot, his hamlet is shot. If he will not sell his customers what they want they will get it somewhere else. The captious reader may say this is an isolated incident.

But the same thing is going on all over the land in big and little villages.

A Department of Commerce investigation told me another sock story to illustrate the backwardness of the village merchant. One of the chain stores had been featuring a chilled steel sock for 29 cents a pair. It would never wear out. The Senor Bills operating the village stores cried bitterly about it:

"We cannot compete against prices like that," they said.

Thereupon a wholesaler determined to help his storekeeping friends fight the chain. Incidentally, he would help himself, of course. He had made the supersock of Christendom. It could not be marred by an emery wheel and its brilliance was that of a wolf's eye in the underbrush.

"Sell that at a quarter," he said to his village storekeeping clients. "You'll not make much money, but you will drive that 29 cent sock off the field. Advertise it. That is the most superb bargain ever woven."

Every village storekeeper—every one of them, mind—put that sock on sale for from half a dollar to six bits.

"It's the first chance we ever had to get a little gravy," they said.

Of course the 29 cent sock went on getting the business and the hamlet storekeepers and their hamlets lost.

Here is another illustration of that same stubbornness among hamlet merchants. In a small town in Vermont is a general store run by a nice old man. It has always been a good general store. It has brought trade to his little town. Farmers come to buy from him, because they know he will have whatever it is they want. They buy something of some other local merchant before they get out of town.

That is the way cities and businesses are built up. It is not too much to say that the small towns are built around their stores. Churches, schoolhouses, scandals, sewers and bond issues come later.

When the girls began to hike their dresses up to their knees and wear silk stockings the storekeeper's better nature revolted:

"I won't sell 'em," he said. "They

gotta go somewhere else for those contraptions."

They did go somewhere else. The little town felt their going tremendously. Imagine a countryside filled with good-looking girls, each determined to spend the maple-sugar money on new clothes, and all diverted to the town's nearest rival. This is not a fable or an exaggeration. The thing actually happened. Good roads lead almost everywhere nowadays except to the door of the stick-in-the-mud storekeeper.

There was a time when we lived in a horse and railroad geography. When we had only a few miles to go a horse dragged us through the dust or mud. When we went a more considerable distance we got cinders in our eyes and made it a state occasion. Maybe mother went down to see us off and we carried chicken in a basket.

Under such conditions a hamlet with a general store was a necessity every five or six miles. If the storekeeper carried nothing but red underwear the whole population flamed at dawn and eve. They had no option.

Now we live in a concrete and rubber geography. We drive long distances like the Old Harry. Dr. C. J. Galpin, the principal agricultural economist of the Department of Agriculture, told an illuminative story. He was visiting a farmer friend in New York State, in the at-one-time isolated community where as a young man he taught school. After they had wandered about the farm and listened to the rich chuckles of the fat pigs the farmer said:

"Let's go to the Syracuse fair."

"But that's sixty miles," said Galpin.

"What of it?" asked the farmer.

The city man could not believe it. He had not yet adjusted himself to the livelier agricultural age, although he is the principal agricultural economist.

They climbed into the farmer's automobile and drove to Syracuse in an hour and a half. They dined at the hotel that night and until 10 o'clock talked over a new food ration with an expert and were in bed by midnight.

The farmer thought nothing of it. It was the city man who goggled.

I am honest in my conviction that incalculable harm has been done the hamlets by merchants who have not gotten out of the mud. When the villagers and those who live nearby begin to drive twenty miles to shop the hamlet is ruined. It may not know it, but it is. That is precisely what has happened to hundreds of townlets.

But the right sort of storekeeper can keep a village propped on its tottering legs. He can even make it sound again.

George L. Coyle, the alert head of a large department store in Charleston, W. Va., listened to me sound off what seemed an undebatable platitude: "Good roads run both ways," said Mr. Coyle.

He told of a country storekeeper, located in a hamlet beset by good roads. The other storekeepers note gloomily that the good roads are sapping their trade. They sit behind the dinky windows of darks stores. Women who

come in to shop are made welcome to the kitchen chairs which hem in the barrel stove, if any are not occupied by ancients engaged in mastication. Usually the storekeeper tries to sell the feminine shopper a dress.

"Women do not go to a village store to buy party dresses," observed Mr. Coyle. "They know better. They window shop in the larger towns for a time. When they know what they want, they buy."

The storekeeper admired by Coyle is doing a nice business and has been doing it for years and it is getting better annually. He has a clean, bright store and up-to-date goods. When a housewife wants a paper af pins or a yard and a half of blue ribbons she knows that she can get it. He knows his customers do not come to him for Paris gowns. If he has not precisely kept his hamlet alive he has at least arrested the process of decay.

"Farmer folk do not want to drive into the city for every little purchase," said Coyle. "A store equipped with the conveniences will hold their trade except for the luxury lines. And the good roads take city people into the country for some part of their shopping. They like to ride in the fresh air and buy vegetables and eggs at the farm stands. The little stores can—if their keepers know how to do it—work up a nice business in ice creams and soft drinks and the lesser marketing. Just as the country people wish to avoid the congested city streets, the city people like to get out on the open country roads."

These conclusions are supported by certain facts.

The Canner reports that a daily average of \$100 was taken in on the sale of home-made jellies and jams by twelve wayside stands on farms in two midwest states.

The University of Illinois found that a majority of the small-town storekeepers who are offering their customers what they want are holding or increasing their trade.

Economist Galpin maintains that the farmer, far more than the city man, enjoys a personal relationship with his storekeeper and editor and banker. He will remain loyal to them, says Galpin, if they deliver the goods.

But they must deliver.

A survey made for the Realtors National Council notes that the stores of certain towns have been losing business to other towns because they did not give service. They were dark and poorly arranged. There is no excuse nowadays for a storekeeper remaining ignorant of the more effective ways of mapping his store.

Women shoppers were not offered pleasant rest romos. Underpaid and immature clerks gave the impression of snootiness. Buyers nowadays know too much to be fooled often. They take their eggs to better markets.

This survey stressed the fact that the towns were losing ground because of the faults of the storekeepers. Opinion seems to be fairly general that appeals to local patriotism stir no red corpuscles in the buyer's veins. He does not care particularly whether this town or that grows or diminishes. He would not stir a hand to help either



process. What he wants to know is how much money he can get for his eggs.

The farm population has been decreasing for twenty years. It has been on the down grade in some parts for fifty years. Better machines and methods have enabled fewer men in the fields to feed an increasing number of people in the cities. That down-turn in agricultural population is proof of the farmer's efficiency.

The farmer's wife is a more interesting woman than she was two decades ago. She has the magazines and newspapers and radio and telephone and she drives her own car.

The hamlet has no attraction for her. She whizzes on to the nearest larger town, where she can have her hair bobbed and go to a movie and pick up the latest novel at the library. Here is a conclusion worth noting:

The University of Texas has worked out what it calls a "definite law of retail gravitation."

Briefly stated it is that towns and cities draw from smaller intermediate towns and hamlets in direct proportion to some power of the population of the larger cities.

Folks move from the hamlets to the villages and then to the towns and then to the smaller cities and then to the larger cities.

With apologies to Dean Swift, the law laid down in his couplet must be reversed. Nowadays:

"The smaller fleas have larger fleas to bite 'em."

If there are fewer men and women on the farms, they have more money per capita to spend in the "farmers' towns" than they had twenty years ago. Nowadays the "farmer's town" is in the 5,000 to 10,000 classification instead of the 200 to 1,000 of a few years ago. Dr. Galpin holds that the farm population has decreased four and one-quarter million persons in twenty years. But he also declares that the gross cash income of the American farmer has been steadily maintained at slightly more than ten billion dollars annually. If there are four and a quarter million fewer persons to spend that ten billion, then the relative prosperity of the "farmer's town" is accounted for. And the "farmer's town"—as distinguished from the hamlet—is prosperous.

The American Press Association gets out an annual book in which advertisers are told of the trade outlets in the smaller towns. Many of the counties in which these small towns are found have no daily newspapers. The weekly paper brings the home news to the farmers and is read from Friday to Friday while a metropolitan daily covers the comics and fashions and the state of crime in Chicago. In a hasty glance through the A. P. A. book one fact leaped to the eye.

There are almost as many plumbing-supply stores as there are stores in which radios are sold. There is a noticeable frequency of stores which sell music, apart from the dealers in radios and phonographs. There are tea shops and haberdasheries. The consolidated schools which were originally set on country roads in the presumable center of a farming district are being

placed with increasing frequency in the "farmer's town." The farmer's wife can do her shopping and be beautified when she brings the kids to school. When the farmer retires he moves into his town for the sake of the church and the school and the library. Sometimes he moves in before he has retired and drives out to do his farming. Is it any wonder that the hamlet is declining?

Suppose the habitant of a hamlet district gets sick.

I know a doctor in a New England hamlet. He is a lively, wide-awake young man who is so competent that he has several times been asked to go to Boston at a guaranteed income which seems a fortune by the side of his meager intake. In the summer he covers a wide district by automobile. In winter he turns his car into a snow caterpillar and eventually hitches Old Dobbin to the sleigh and when the drifts are top-rail deep he visits by snowshoe. He was born and brought up among his people and he will not leave. No doctor would come to fill his place. He is a hero. He will continue to be a hero until his wife's sane representations finally wear him down. But—

He is out of step with the times.

A hard thing to say. But the fact is that the larger medical colleges are turning out specialists. A medical education costs so much in time and money that the fledglings sensibly decide to locate in cities where the potential rewards are higher. These young men will not go to the hamlets. Nor will the graduates from the less costly colleges go to the hamlets. But the towns of 5,000 to 10,000 are equipping hospitals and offering a present certainty and a future competence to them. Those who have not been able to pursue the long and expensive studies which precede specialization in medicine are being attracted.

This is tough for the hamlet. But in the process of evolution the first monkey to lose his tail probably suffered terribly.

The character of the rural population is changing. When I was a youngster I was mildly acquainted with a farming county in Ohio. The farmers were prosperous, Republican and Methodist. If one of them put a mortgage on his farm, he and his wife and his manservant and his maidservant and his children worked day and night and fudged a little on Sunday until it was paid off.

That county has the fattest cattle and the biggest horses and the most persistent odor of lantern wick at 4 o'clock in the morning that I have ever known. The first doubt I ever felt of its orthodoxy was when one of its most eminent citizens put a hot-air furnace in his house. It had been the custom to sit about the kitchen stove until bed time came.

One of the farm boys in that county recently dedicated what had been a pasture to polo and is making a reasonably good thing of it. The farmers' boys who not many years ago would have walked to town on Saturday night rather than drive a horse which had pulled a plough all week are now making polo ponies out of Western cayuses.

The old-time farmer believed in hard work and saving. When he had a little money he made the first payment on another farm. Driven by his fear of debt, he slaved until he owned it. Then he bought another. He grew rich, but he did not live. These toads that hop occasionally out of Texas boulders have been positively dissolute by comparison. When his arteries finally cracked he died surrounded by assets and greed. To escape the farm his daughters had married streetcar conductors. His sons argued in the hall over the division of the gray mule as their father took his last whistling breath.

The new-style farmer is becoming more and more a business man.

He has no superstitious fear of a banker. He may owe plenty of money. So does the merchant with whom he trades. He has learned the uses of the credit system. He manages to have a fairly good time as he goes along. His first easy steps toward a realization that this is essentially a good world may have been taken when he joined a farmers' club. He began to discover wants he had never known and new ways of farming by which he could get the money to satisfy them. His wife ceased to be a drudge and learned how to handle the wind-blown bob.

He discovered that the storekeepers of the "farmers' towns" are friendly to his club. His shrewdness told him that the reason was that the retailers knew that he farther his horizon expanded the more goods they would sell. He liked that. Both sides profited by it. Twenty years ago the Saturday night tub was a fixtures. Now farming communities are putting in swimming pools and using them.

"I know a pair of farmers on the Pacific Coast," said Bohannon, of the Bureau of Census. "Just farmers, farming in partnership 900 miles away from San Francisco. What do you think they did?"

No one can answer a question like that.

"They bought an airplane," said Bohannon, "and they fly it into the big town on alternate Friday nights for the week-end and take their families along. You can't beat that."

What good would a hamlet be to farmers like that?—John Carlyle in Nation's Business.

#### Harvesting Sugar Cane By Machinery in Florida.

Sebring, Florida, Jan. 10—Harvesting sugar cane by machinery is an innovation in an ancient industry. No other major field crop is so laboriously gathered in this country as is sugar cane. In no other line of agriculture has there been less advancement in practice and methods since the day when first the product of the cane responded to the demand of humanity's sweet tooth.

From time immemorial the arm of the toiler has swung a sharpened knife of some sort, cutting, almost stalk by stalk, the slender cane in which nature has stored, from sun and soil, food elements appealing to most palates and agreeable to the bodily welfare of most people.

Long since has the mechanical harvester gathered crops of similar growth, but up until the very present black arms and sharp knives have felled the cane and stripped the dry leaves therefrom in the sugar bowl of America, as well as elsewhere. From

the days beyond the Pharaohs it was so.

It remained for the Southern Sugar Co., with mills at Clewiston, Florida, on the South shore of Lake Okeechobee and at Canal Point, on its South-east shore, to make the innovation in the 1930-31 season.

And it was this writer's pleasure to witness the operation on January 3, 1931—the season's opening day at the Clewiston mill—of one of these machines, seven of which are about to be put in use.

Each of these machines is expected to have a capacity of 500 tons of cane per day and to do the work of 400 cane cutters. While not yet developed and adjusted to full efficiency the machine gives promise of great accomplishment, which each will need to do if they gather the upwards of 20,000 acres—estimated at 650,000 tons—of cane in the company's fields. The machine simply devours a row of cane as it proceeds along the outer edge of a field, in a manner similar to a grain harvester, except that its swath is very much less. The cane is gathered between protruding vertical jaws and, passing into the receiving maw, is cut up into lengths of from six to ten inches, which are run out by a conveyor into a regular cane-carrier wagon, which has been lined with boards to prevent the short pieces from escaping through the sides of the carrier as ordinarily used for hand-cut cane.

These latter cuttings are from four to six feet long and, stripped of leaves and tops, are thrown in piles for loading into these cane-carrier wagons, which are similar to a hay or corn stalk rack, except that the side frame work is of vertical construction. Ordinarily the open spaces would permit the machine-cut cane to fall through.

Strippings and leaves removed in the progress through the machine are blown out at the rear, as is chaff from a threshing machine, falling in a mat on the ground. This deposit probably has some value for the soil, though these muck lands, redeemed from the everglades, are naturally tremendously rich.

The machine is carried on a caterpillar tractor, its locomotion and operation being powered by separate gasoline motors. Six men are required to operate it and the accompanying cane wagon. There is a driver, a machine attendant, a pilot—who goes ahead with a long pole at the top of which is a white cloth to indicate the way for the driver—an assistant pilot, who pulls aside the tall cane to give the driver continuous sight of the indicating flag; also the accompanying cane-wagon is hauled by a tractor, with a driver and assistant. Provision is made for the operation of the machines at night in favorable weather and rush seasons.

The success of these machines is to be earnestly wished for in the interest of the industry all along the line from grower to consumer.

Harry M. Royal.

#### We're Making Progress.

During the past fifteen years the total wealth of the United States has risen from one hundred and seven billion dollars to over five hundred billion dollars; the total annual income from all sources has increased from eighteen billion dollars to one hundred and fifteen billion dollars; the value of manufactured products has jumped from less than fifteen billion dollars to over seventy billion dollars; deposits in savings accounts rose from five billion dollars to twenty-nine billion dollars, and life insurance during this period increased from twelve billion five hundred million dollars to one hundred billion dollars.



## DRY GOODS

**Michigan Retail Dry Goods Association.**  
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### Novelties Brighten the Mid-Winter Attire.

Small things constitute the high spots of costumes. Jewelry, gloves, shoes and all the other adjuncts of the well-thought-out ensemble give fresh zest to her appearance when the season begins to ebb. A tempting assortment of costume jewelry is appearing to help those who would look their best. Most of it is frankly synthetic, or a glass reproduction of precious stones. Little of the jewelry shown is bizarre—only the eccentric wear huge chains and ornaments suggestive of barbaric adornment. The new jewelry, both real and imitation, caters to woman's love of color.

Coral is having a revival. It is being made into chokers and necklaces of a single or double and triple strands of beads. Pink coral is becoming to almost everyone and is guaranteed to "go" with any gown. White coral, creamy as ivory, is flattering when worn to accent a black-and-white costume. Pink and white coral are combined in the new flat collar-shaped necklace, whose pointed edge is decorated by black beads.

In one of the new necklaces beads of white coral the size of marbles are strung at the back, while at the front are attached long tassel-like strands of tiny pink coral beads. Necklaces made of the small old-fashioned coral sprigs are popular among the younger set. Quaint chokers are composed of carved medallions of coral and jade strung together.

New bags for town use have a definite relation to the costume in style, quality and color. Ultra-smart bags in shark, the coarser reptiles and leather are shown with sports clothes; the softer skins and fabrics for dressier wear. An envelope shape of medium size is the accepted model, and while bags with rigid handles of amber, tortoise, wood or leather are seen, the back strap is more usual. Black bags for daytime, in the soft leathers, reindeer, antelope and suede, are the most fashionable, in both plain and elaborate models.

Clasps are of enamel, semi-precious or synthetic stones in the less expensive bags, and of precious jewels in the finer ones. A handsome bag seen this season is an envelope of black French reindeer. Across the top is a straight bar of coral enamel, beneath which is a watch framed in diamonds and surrounded by a coral circle.

Charming new styles in footwear are being brought out for women who need to freshen their frazzled town wardrobe. Black and brown kid, patent leather, buckskin and suede are preferred for the street. A welcome innovation for afternoon is the colored shoe in suede or buckskin. For dressy occasions there is a high heel sandal, cut very low at the sides. Vamp and quarter are shaped with strappings of leather in the manner of sandals worn on the beach and with Summer frocks.

An ensemble of shoes and bag is especially designed for the smartly dressed woman who drives her car. The shoe of dull black kid is low cut and has a moderately high heel. Small brass nail heads stud quarter and heel—to protect the shoe from being scratched as the driver operates the brake—and are laid in a fine pattern over the toe. A small flat bag of leather, with a leather-covered handle, is studded in the same manner. Shark and python are the most fashionable skins for street wear and travel.

New styles and colors in hosiery are just out. Ardane sponsors a sheer silk stocking whose top is woven in a lace pattern, giving it a touch of elegance, and insuring the wearer against dropped stitches. Sun ray is a new shade, and all of the brown tones from light to dark seal are fashionable. Open clocks are shown in many of the new stockings.

Styles in gloves for late Winter and early Spring are distinctive. The Biarritz, or pull-on, is considered modish, though some new gloves have one or two buttons. Plain gloves are more fashionable for day wear than those with fancy stitching and cuffs. Evening gloves are getting longer, and in addition to conventional black and white are seen in pastel flesh or pink. A delicately traced border of rhinestones trims the top of the most elaborate long white or pastel tinted suede gloves.

Bizarre evening gloves of gilt and silver kid are presented by Suzanne Talbot. Less spectacular are gloves made with a cluster of small tuks on the inner side of the arm, released on the outer side, where the fullness is drawn close with a cord tipped at each end with a little ball of gold, silver or jet sequins.—N. Y. Times.

### Curtained Effect For Coiffure.

Hair and face are assuming a new character in the present-day style; theirs is the leading role in the drama of fashion, since hats that retreat to the back of the head leave them ruthlessly exposed to the spotlight. The mode forbids brims to cast a gracious shadow across the brow, or to dimly veil the eyes. The task of softening the face is left to the hair.

To meet the style in toques, berets and cloches, the hair should be parted in the middle or on the side and brought down to the ears in close waves that curtain the forehead. The manner is suggestive of that used by our grandmothers, only it has twentieth-century verve and seductiveness rather than mid-Victorian dignity and sedateness.

Gone are the vivid make-ups of yesterday. They have given way to a subtler form of maquillage. That gentle art lays a lighter touch on the face—because it is without protection from the uncompromising daylight—and works with, rather than against, the gifts of nature. The well-groomed woman buys powders that blend with her skin, and uses rouge and lipstick to accentuate, not exaggerate, the red of her cheeks and lips.

And—so "cosmeticians" tell us—increasing attention is being paid to enhancement of the eyes. There are a dozen or more shades of eye pencils

that place tenuous shadows over the lids. They must be used with taste and discretion to bar detection, and must be suited to the color of the eyes as carefully as powder is to the complexion. It is even said that the eye shadow can be made to harmonize with the shade of the hat, as if the latter cast the most delicate of reflections over the lid.

### To Promote 59 Cent Neckwear.

Machine-made, silk-lined ties to retail for 59 cents are expected to be a feature of Spring lines, now in process of preparation and which will be opened this week. Several department stores are expected to promote them, and Eastern manufacturers are beginning to produce them on a larger scale. The 79 cent retailer of the same type will also receive greater emphasis than heretofore, it was said. In the \$1 range, the hand tailored and hand tailored silk-lined tie will probably be outstanding, with only a few houses producing the dollar machine-made number. From present indications, both small, neat effects and widely spaced figures on blue grounds will be most widely received. Red has declined in popularity, and the outlook for brown and green appears to be uncertain, it was said.

### Prints More Active in Silks.

A somewhat greater activity in prints features current business in broad silks. The dress trade, as well as retailers, are placing orders for printed crepes having small patterns on dark grounds, with the color trend favoring black, green, brown, navy and dark red. Printed chiffons are in request for the Southern trade. These goods feature designs in colorful effects. A considerable call continues for flat crepes in plain goods, but the demand for plain effects is expected to swing over entirely into prints within the next few weeks. Pure dye silks are in increased favor. Where weighted goods are sought, the better houses are offering "par weighted" types, rather than goods excessively weighted.

### Shirt Houses Show Spring Goods.

Several of the leading direct-to-retailer shirt houses sent salesmen out on the road last week with spring lines. This will be the second trip for some of the road men. Varied reports on the results of the first trip are heard, one executive stating that his house booked a fair volume of slow business, while another reported slow buying. No reduction in prices is made by one of the leading makers, whose lowest range is \$1.95, and an executive of the company stated that the present levels will be maintained, while the quality of goods is constantly improved. Downward revisions up to \$3 a dozen were recently announced by another important manufacturer.

### Parchment Lamp Shades Lead.

Translucent parchment shades patterns continue to hold an outstanding place in the orders placed by lampshade buyers, according to reports reaching the local market from the lamp trade opening in Chicago. Silk shades are next in importance, producers said, but constitute only about

25 per cent. of the demand, while parchment types account for close to 70 per cent. Lamps and lamp shade prices show little change from those which obtained last fall, but a large number of manufacturers are said to have abandoned the low-end lines and are specializing in medium and better-grade merchandise.

### New Handbags Ready Soon.

Lines of handbags for the spring are rapidly being completed and will be offered to the trade generally within the next week. The new offerings will reflect a greater development of values at popular-price levels. Calfskin is rated as one of the leading leathers employed, with novelty types, however, showing much use of reptile grains. So-called vagabond shapes continue to be outstanding, particularly in models employing the zipper closing. A great deal of attention has been given frame treatments, the trend being toward inverted types and carved shell effects.

### To Stress Style Merchandising.

Practical merchandising of fashions for next spring and summer will be the theme of the fashion show to be presented on Feb. 6 as a feature of the National Retail Dry Goods Association at the Hotel Pennsylvania, New York City, it was announced. The costumes to be exhibited will be classified in six divisions comprising active sports, country clothes, town day wear, dual town and country apparel, Sunday night and formal afternoon types and formal wear. A new departure in the show will be special emphasis on costumes by age groups.



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SPECIAL SHOWING of

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Human Hair Nets, Slumber Caps, and Water Wave Nets with Chin Elastic; also our famous

**UNICUM**  
Hair Nets.

HAVE US QUOTE YOU  
ON YOUR OWN BRAND.

**NATIONAL GARY CORPORATION**  
M. HERZOG, Pres.

Successors to  
**NATIONAL TRADING CO.**  
and **THEO. H. GARY CO.**  
47 East 19th St., New York, N. Y.  
535 South Franklin St., Chicago, Ill.



## 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.

### Leaving Selling Problem To the Hosiery Girl.

And I'm telling you the shoe man isn't born yet who can sell shoes and still keep his hands in proper condition to handle hose. We girls have a busy enough time keeping our hands looking just right and smooth enough so we don't damage these fragile hose.

"A shoe man just can't do it. What with handling shoes and dusty boxes he gets dirt ground into his fingers that is mighty hard to get out. Then, just between you and me, most of them get careless. After a few years they don't care whether their hands get rough and snaggy or not. Besides they mess the stock all up for me to straighten out.

"So I've made a rule that the boys must never even touch the hose—just leave them alone entirely. If I let one do it who always keeps his hands manicured, the rest would insist on it too."

I could see some sense to her argument so I said: "So you prefer the boys would tell the customer the proper shade but leave the selling to you."

"Heavens, no!" And she gave me one of those withering looks that women—well, you know the kind.

"Even admitting the salesman may know his colors, which is only too seldom, he'd better not mention them to the customer. For when he advises a certain shade it turns out too often that I haven't that particular color in the exact weight, size, and price that she requires.

"Then I have to begin all over again, and bless your soul, that is a job. So you see if the shoe man shows the hose he gets in trouble, and if he tries to sell them without showing he gets in more trouble. Better let me handle the whole transaction from start to finish."

"I'm astonished at you!" said I, raising a skeptical eyebrow. "You're the first hosiery woman I've known to say the shoe salesman shouldn't know anything about hose."

"I most certainly didn't say that, and I most certainly don't mean that!" she snapped back. "My theory is, first, the shoe salesman should know as much as possible about hosiery; but second, he should tell the customer as little as possible."

"Then why know anything?" I demanded.

"So what little he does say will be correct. That ought to be plain." I could see she was getting a little disgusted.

"Let's turn the situation around," she went on. "Suppose that I, in an attempt to help the shoe department, should talk up a certain shoe to a customer. Then after she gets all keyed up to buy a pair, I call a shoe salesman and he finds she needs a seven quad—and we don't even carry quads in that shoe. Instead of helping the shoe salesman I have only made a mess of things. Can't you see?"

"Hmph! I can see you believe quite thoroughly in brotherly co-operation between the shoes and the hosiery." That was supposed to carry a lot of sarcasm.

"Intelligent co-operation, yes. Not the haphazard kind that spoils things, even though the intentions be of the best. I'll try to explain so even you can understand.

"Very often the shoe salesman comes to the point where he feels a demonstration of the proper hose will cinch the shoe sale right. Even in that case he should not attempt to show the hose himself. He should call me over for my opinion.

"I'm not so dumb. I know he's trying to put the shoe over. He doesn't have to tell me, or wink at me, or nudge me. So while I'm showing the hose my main effort will be to compliment her selection of such a smart shoe. It's a case of no shoes, no hose.

"In the more ordinary case the salesman completes the shoe sale and then brings the customer to the hosiery counter. In that case I want him to introduce his customer, by name if possible, and then leave—get away. That's the most helpful thing he can do, stay clear away until I call him.

"And say, wait a minute please. If you have any influence with those shoe clerks, for goodness sakes tell them not to use that word 'match' regarding hosiery.

"They bring customers up and say, 'She wants hose to match these shoes.' Teach them to use the word 'harmonize,' or 'go with,' or anything else but 'match.' I'll decide whether or not the hose ought to 'match.'

"So I leave shoe selling entirely to the shoe man, that's his particular job—and as for hosiery—just leave it to me!"—Murray C. French in Boot and Shoe Recorder.

### Recent Business News From Ohio.

Lorain—Goldie A. Gahagan, women's wear, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing assets of \$6,450 and liabilities of \$11,928.

Girard—Sidney Pollatsek, trading as Sid's Store, men's furnishings and work clothes, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing assets of \$4,059 and liabilities of \$15,887.

Cleveland—Joseph Abady, trading as Chicago Lingerie Shop, 511 Woodland avenue, involuntary bankrupt, with assets of \$1,706 and liabilities of \$8,324. There are twenty-five creditors with unsecured claims. The only creditor with a claim of \$500 or more is S. & L. Hara Co., Chicago, \$1,830.

Hamilton—Henry T. Leifheit, 54, who operated a retail shoe store here for thirty-two years, and proprietor of the Walk Over Boot Shop, died here recently after a lingering illness. He had been confined to his home for three weeks. He was born in Westfalen, Germany, and came to America with his parents when but three years of age. His first connection with the shoe business came in 1898, when he became manager of the Holbrook Shoe Store, which was later changed to the Walk Over Boot Shop. In 1909 he purchased a half interest

in the business, and in 1927 he became sole proprietor. He is survived by his widow, a daughter and two sons.

Toledo—The Mill Outlet Store held a formal opening recently at 421 Summit street. The store handles knitted wear, ready-to-wear, men's and boys' wear and furnishings. It also has a women's, men's and children's shoe department. The store occupying a two-story and basement building, is one of a number of similar establishments operated by the Manhattan Knitting Mills of New York, specializing in direct-to-consumer distribution of merchandise. J. Lane, H. Conn and J. Conn are active in the management of the local store. A percentage of the opening day's receipts were turned over to a Christmas cheer fund.

Cleveland—Sam Brick, retail men's furnishings, 2283 Ontario avenue, lists assets of \$4,500 and liabilities of \$9,577. There are sixty-two creditors. Those with claims of \$500 or more are: I. Adlin, Philadelphia, \$677; Max Brick, Cleveland, \$1,180; Everwear Clothing Co., \$1,209. Sam Brick has offered a composition of 15 per cent. upon all unsecured claims.

North Canton—The Hoover Co. has announced the appointment of Thomas F. Kelly in charge of a new department to be known as the dealer relations division. The department will function in maintaining close contact between the field organization of the company with dealers and between dealers and the head office. Mr. Kelly has been associated with the company for twelve years, serving first as sales

manager of the Hoover Co., Ltd., in Canada, and in 1926 as branch manager at Chicago, Ill. Since the fall of 1927 he has been a sales executive at the headquarters office, in charge of the activities of the public utilities dealers.

Cincinnati—Barney Morris will manage the Feltman & Curme Shoe Stores Co.'s new store in Cincinnati's most modern skyscraper, the Starrett building. Mr. Morris, a former Cincinnati-an, comes from Louisville to take over this new venture.

Uhrichsville — Pearl L. Hayward, women's wear, filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing liabilities of \$5,418 and assets of \$1,602.

Cleveland—An involuntary petition in bankruptcy has been filed in the U. S. District Court here against the England Millinery, Inc., by Attorney Jos. G. Ehrlich, representing Luxor Hat Co., \$354; Lingreene Hat Co., \$126, and Harriet Hats, Inc.

### Cutlery Buyers Active in Market.

Buyers of cutlery, including carving sets and kitchen utensils, are active in the Eastern market this week seeking popular price merchandise for store promotional events. Buyers are asking for stainless steel cutlery with decorative handles of amber and green in the better price items. Reductions in price are sought by the stores, but information in the market was that few major concessions were being made. Producers have selected certain items in their lines for reduction but are holding the bulk of goods at fall price levels.

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

Organized in 1912

A MICHIGAN COMPANY  
OPERATING IN MICHIGAN ONLY

ON ALL CLASSES OF INSURANCE  
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412 Grand Rapids Trust Bldg.  
Phone 81351



## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooing, 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.

### We Always Learn Best By Teaching.

From what I have written lately it is probable you will incline to think that the National grocers excursion next summer, so far as Italy is concerned, will find a job of teaching rather than of learning advanced grocery science. In that conclusion you will be sound on many points and things, but this must always be remembered:

That nobody can possibly travel, unless he travels altogether in sleepers, without acquiring knowledge; that nobody can say beforehand just what he will learn; that anyone who goes anywhere with an open mind or with even a slightly developed faculty to observe will certainly return with new impressions and increased knowledge.

Chance once took a man to the village of Sun Prairie, Wisconsin. As he walked up from the depot he was passed by a resident, a man of many years. The man bowed pleasantly and said, good morning. The stranger was impressed because his experience with city life was that nobody spoke to anybody unless they knew each other. Here was renewed evidence that simple courtesy was not dead in the world. He thought that was a worthy thing to have relearned so early in a morning.

But the most valuable factor the American grocers will have in their favor next summer is this: That if they go as teachers and find plenty to teach about, provided they approach their job with due humility of spirit, they will learn by teaching. For nobody ever taught anything that, in the very process of teaching, he did not learn more, more thoroughly and more of close value to himself than any knowledge he was able to impart.

Packaging of goods is a lost, are in our American grocery stores. The factory carton and the paper bag have robbed us of our ability to make a package that would have passed anywhere near to par in 1880. The present generation of our grocers are unconscious of this fact, as if it were an obsolete function, like our vermiform appendix.

Let any American witness the wrapping as it is done in Rome and his fingers are sure to itch for the chance to show the wrapper a thing or two about putting goods together. I have reference to both the materials and their handling, and the time taken to do the job with incredible slovenliness. For here again is illustrated how time means nothing.

Because these folks eat a heavy meal at midday, washed down with plenty of light vino, all business ceases at 1 p. m. and begins again at 3. This custom also arises from the fact that summer is intolerably hot in mid and Southern Italy. Stores close at 1, open

at 3 and continue business usually until 7 to 7:30, with plenty longer hours in neighborhoods on Saturday night. Incidentally, markets are as busy on Sunday mornings, after mass, as on any other day of the week.

It is noticeably characteristic of all store aids that the one time when they hustle is when the closing hour arrives. Perhaps you have seen clock watchers before, somewhere, so you know what I mean. But other times—say, if you once experienced a wait for a single roll of toilet paper, for the endless writing on sales pads by girls who cannot write, for the passing of the goods to the wrapper, far distant at another counter, for his slovenly attempt to cover your purchase with a paper vastly bigger than would cover two rolls, for his awkward handling of twine and for his search for a pair of scissors with which to cut that twine—Oh, boy, I say it feelingly—you'd just long to jump across that counter and show that sleepy head a thing or two about getting a hustle on himself to make a decent package.

So if this impulse leads us to re-acquire this wonderfully useful and workmanlike art of packaging, shall we not have gotten value received in that regard?

Again: Talking a few days since with the American consul, he expressed the conviction that the metric system was certainly far more practicable and a great advancement over our mixed plan of weights and measures. The last detailed discussion I read on this subject was a report by dear old Father Amison, of Providence. I have known him for twenty years, have met him on both coasts and in mid continent, and I have always loved his dear old guileless soul. His discussion was sufficiently conclusive against our making any change.

Now we must all respect old customs. It is proper to give due thought to the practical difficulties of making radical changes. For even in such unromantic, hardpan matters as weights and measures, a suggested cure may be worse than our disease—even though the cure in itself be good. I have quite recently reviewed some points of the British system—or rather utter lack of system—and shown why I think the use of that complicated machinery is distinctly advantageous to British merchants. So we never can tell, offhand.

But travel and intensive study by American grocers for some weeks in European countries, every one of which uses the metric system for everything, is certain to enable any earnest man to form a more intelligent opinion on it than any quantity of long-distance observation. One test we have:

We can look at Europe and its use of the metric system and reflect whether we would dare to suggest a change to our varied system. By that test the metric system would surely win. Then maybe our conviction may develop to the conclusion that our trouble is our set ways, our reluctance to change old habits, even bad ones; that we are, in fact, old dogs and hate even to try to learn new tricks.

Let us be well aware of any such  
(Continued on page 31)

## PUTNAM'S Junior Valentine Assortment



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

Order Now.

PUTNAM FACTORY

NATIONAL CANDY CO., INC.  
Grand Rapids, Mich.

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SANCTUM BAKORIUM NEWS

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Also our high quality specialties

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Rowena Golden G. Meal

Rowena Whole Wheat Flour

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Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.



Rusk Bakers Since 1882

Leading Grocers always have a supply of

## POSTMA'S RUSK

as they are in Demand in all Seasons

Fresh Daily

POSTMA BISCUIT CO.

GRAND RAPIDS.

MICHIGAN

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

## 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

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Grand Rapids, Mich.



## MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

### Nation Survey Finds Chains To Be Indian Givers.

The principle of mass distribution, of which the chain stores were the first and still remain the leading exponents, is economically sound. It can not be retarded—but—if the advantages to the public inherent in this principle are not to be nullified or even inverted by faulty application of the principle, the methods of the chain organizations must be controlled. Mass distribution, moreover, may be successfully practiced by large independents and by smaller independents organized for co-operative buying and advertising, as well as the chains.

This, in so far as we can gather it, is the conclusion of a series of articles in the Nation by Edward G. Ernst and Emil M. Hartl, the last instalment of which appeared in the issue of Dec. 3. The articles, as the editor explains, are the result of a first-hand survey made by the authors last summer in ten cities ranging in population from 5,000 to 92,000—Newport, N. H.; Bel-lows Falls, Vt.; Framingham, Mass.; Danville, Va.; Anderson, S. C.; Tallahassee, Fla.; Gulfport, Miss.; Shreveport, La.; Greencastle, Ind., and Little Falls, Minn. In so far as it applied to food chains it included a detailed study of twenty-four chain units and twenty-one independent food stores. No specific mention is made of meat, but since more and more of the chains are handling it and more and more independents are handling groceries, this does not deprive the study of interest for the meat dealer.

Mass distribution, the authors believe, has definitely reduced the cost of distribution by eliminating some of the middlemen and preventing waste and duplication of function. If there were any guarantee that the chains would perform this commendable function of mass distribution and do nothing to counteract its effect, they imply, the verdict in the chain controversy would be in favor of the chains. But, it appears from the articles, there is at present no such guarantee.

The chains, they find, do quote lower prices than the independents. There are various factors, however, which suggest that this apparent advantage to the public is less important than it seems.

It is true, the authors find, that chain managers are often dishonest. Several managers, in fact, made the statement that no one could be honest and work for a chain. The chains themselves, of course, have managed to evade responsibility for such dishonesty, even in cases where it has been proven in court, and the letters sent out to managers by headquarters invariably urge complete honesty. Nevertheless, in the opinion of Ernst and Hartl, the headquarters office is in many cases responsible, because of a policy of failing to allow for shrinkage. Allowance for shrinkage is usually made on fresh

fruits and vegetables, but not in some chains on staple groceries. Sugar, butter and other staples, however, also shrink, and unless the manager is to pay for the difference between what he got and what he sold out of his own pocket, he must devise some method of taking the difference either out of the company or out of the consumer. As a result, he weighs his hand, manipulates figures in adding purchases or raises prices above what is called for.

While admitting that such dishonesty is common, however, the authors do not believe it accounts to any great extent for the chains' advantage over the independents.

Another charge that is often made against the chains—the charge that they take money out of the community—is found to be warranted in some instances, but of minor importance.

At least 75 per cent. of every dollar spent for food, it is pointed out, goes out of the community for new supplies, whether it is spent with a chain or with an independent.

The charge that chains evade real estate taxes by renting instead of owning their stores is found to be without foundation, since the rent they pay is ample to cover the taxes. This rent, incidentally, was found to be considerably higher than that paid by independents formerly occupying the same stores or by independents now occupying comparable stores in the same vicinity.

Local bankers have found chain accounts unprofitable because of small balances, but they have also found many independents' accounts unprofitable and they are themselves taking measures to protect themselves by requiring larger balances.

Net profit, which averages 2½ per cent. of sales, goes out of town, but so does much of the net profit of local business men if they put it in the bank or make investments with it; and money coming in from other places tends to compensate for what goes out. This is also considered unimportant.

Taxes on merchandise are sometimes poorly adjusted between chains and independents, and where this is true the independents have a legitimate grievance, according to the authors.

Finally, the money to pay salaries of president, vice-presidents, supervisors and other members of the super-organization unquestionably goes out of town. The real question is whether these salaries, which amount to between 2½ and 3 per cent. of sales, purchase a service that is proportionate to the amount involved.

The function of the superstructure, it is explained, is to hold the chain together, keep it working as a unit, and do its buying for it in large quantities. In the last function it performs a real and legitimate service by eliminating extra handling, and this service affects the consumer in the form of reduced prices. In its buying capacity, however, it often does something else that is not so clearly a service to the consumer. It secures from manufacturers irregular allowances and confidential discounts. It initiates private brands to prevent direct price comparisons. It uses the enormous buying power of

the chains as a whip to beat down prices. If the manufacturer contracts with a chain for any considerable proportion of his outlet and scraps some of his old selling organization as no longer necessary, he finds himself after a year or two at the chain's mercy. He must either continue selling to the chain at its own figure or build up his selling organization all over again.

The discounts which are not ac-

selling and handling costs, it is em-counted for by actual reductions in phasized, must come out of some one. They may at first come out of the profits of the manufacturer, but in the end they also come out of the wages of his employees and the prices received by the farmers from whom he gets his raw materials.

The chain super-organization, then, (Continued on page 31)

### PARCEL FREIGHT SERVICE

Cheaper than Freight or Express on small parcels up to 20 lbs.  
4 Fast Services Daily To Big Rapids and North on U.S. 131. East to Belding, Greenville, Edmore, Alma, and Saginaw District.

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Crathmore Hotel Station,

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Grand Rapids, Michigan



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Wholesale only.

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Grand Rapids, Michigan

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### 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.

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

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## 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.

### Looking Ahead To Your Spring Paint Campaign.

In these quiet winter months the hardware dealer will find time to plan intensively for spring trade. Of course the annual inventory demands attention early in the year; and in addition to this bit of useful routine, the dealer should lose no opportunity to stimulate what seasonable trade is to be had. But even when he does his utmost, he will find quite a bit of spare time that may be turned to advantage in planning intelligently for the busier time to come a couple of months hence.

An important factor in spring business is the paint campaign. While paint, with its numerous specialties, is becoming more and more an all-the-year-round line, the spring and fall when most exterior painting is done still constitute the busy seasons. It is worth while to lay careful plans for handling this business.

Such plans, to produce the best results, must involve recognition of the fact that paint education is a necessary preliminary to paint sales. It is not sufficient for the hardware dealer to say, "I sell paint. Come and buy it." The dealer must first convince the prospect that he needs paint, and it is good business for him to buy paint. This in turn means that whatever advertising campaign the dealer puts on should be launched some weeks in advance of the actual painting season.

An advertising campaign, in turn, should be carefully mapped before it is actually launched. This in turn means that the dealer cannot begin too early in the year his preparations for paint selling.

One essential preparation is a clear understanding of the methods to be followed. It is important, too, to realize the possibilities. An hour's walk through any section of your community, not excepting the main business street, will pretty well convince you that the dealers in your town are selling only a small share of the paint that ought to be bought. There isn't a street that won't reveal at least some buildings fairly shrieking for paint; and a good many streets haven't any other kind.

Some features of the paint business are worth thinking over before you start to lay your plans.

In addition to the advertising you do through various channels—direct by mail advertising, newspaper publicity and window display—it is desirable to go out after business. It is particularly important to go out after prospects. There are many ways in which persons contemplating painting or building can be discovered. For instance, new work about to be started is disclosed by the official lists of building permits published or on record in most communities. A personal call should be made upon each of the prospects thus disclosed. This may not land the business at the moment—probably will not—but it paves the way for a successful follow-up campaign.

In some large stores, one man is employed to look after just such customers, with the result that many thousands of dollars of business is secured annually. It may pay the small store in the small community to detail some member of the staff to do a little outside work of this sort regularly.

A good method of obtaining a list of paint prospects is to compile a list of buildings in need of paint. This may be done by making a personal investigation and listing house numbers. Find out the names of owners, and follow this up by a personal canvass, some direct-by-mail advertising, or both.

Another method of interesting people is to use the telephone to call up customers, especially the housewives, and invite them to visit your store to view an exhibit or samples of stains used to renew old floors, enamels for woodwork, varnishes, etc. These indoor specialties are saleable right now; and getting after this business now will enable you to sound out your customers as to house painting later in the year. In this way you will get a line on a lot of prospects, in addition to bringing in some immediate business.

You will be surprised and gratified to see how many people will respond to a telephone invitation. Besides the business likely to result, the good feeling a personal call of this nature will engender is worth a good deal to your establishment.

One thing the dealer should do in order to stimulate business is to get on the floor himself frequently. The customers should not be left entirely to the salespeople. The dealer should get out where he can meet his patrons, see for himself that they receive courteous attention, and personally meet as many of them as possible. Especially in the smaller communities, the personal touch is an important factor in business.

Of course the dealer should not burden himself with work that a junior can do quite as well. That is poor business. But on the other hand it is poor business for the dealer to retire into an office and leave the selling entirely to clerks who may be here today and gone to-morrow. Salesmanship is work for an expert; and the dealer can do a lot to stimulate his salespeople, and incidentally show them how selling is done, by getting into action himself.

The dealer who will do this will, incidentally, learn a lot of things about his business. Mrs. Jones may come in and ask about certain material for a certain purpose that the dealer never even knew was manufactured. The clerk who waits upon her doesn't know about it, either, and may gloss over his ignorance by assuring her it isn't up to much. Mrs. Jones goes across the street, the dealer there takes a personal interest in her problem, gets the material she wants, and thenceforth has her trade. But if you are on the job yourself, you will know how to handle such a proposition—and after you've handled it once, your salespeople will know how to handle it, too.

In the small store, of course, the

dealer does get on the floor most of the time.

System is important in the handling of the paint department. The stock needs careful watching to ensure a sufficient amount on hand to supply all demands. Now is the time to make your plans for careful supervision of the paint stock in the coming season. It is often found advantageous to assign the oversight of the stock to one of your salespeople. Every day this salesman should look over the stock. To facilitate this work, a file may be kept, convenient of access, where any clerk observing that an item in stock is nearly out can make a memorandum for the immediate attention of the stock-keeper. With such precautions, the dealer will escape the mortification of having to say to some eager paint prospect, "I'm sorry, but the color I just helped you to select is almost completely out. Could you wait a few days or would you prefer some other color?"

Deliveries should be carefully looked after and exhaustive efforts made to get merchandise to customers exactly as promised. The clerk in charge of these duties should at all times be

consulted before a promise is made to deliver a certain quantity at a specified time. Never promise a quick delivery simply to make a sale, because when the promise isn't kept it will act as a boomerang.

Arrangements should be made for looking after the printed advertising matter and the window advertising. Pick some one member of your staff—a bright and energetic young chap—for this work. A suitable place should be provided for storing color cards, booklets and other material; so that when the proper time arrives they may be brought out in good condition and used at once.

Printed matter regarding seasonable paint specialties should be enclosed with every parcel leaving the store. Farmer Brown, buying nails and fencing, should have some barn paint color cards or other advertising matter wrapped with his nails. He is bound to see it and read it when he opens the parcel at home. Mrs. Jones, living across town, buys an aluminum sauce pan. When you wrap up the article, enclose printed matter regarding varnishes and stains. The wide-awake clerk will soon learn where to place

Manufacturers and Distributors of  
SHEET METAL ROOFING AND FURNACE SUPPLIES,  
TONGAN 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

**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**



certain types of advertising matter so as to do the most good.

Besides keeping this matter handy for general distribution, the clerk in charge should have storage space for window display "properties" such as draperies, fixtures, backgrounds, etc.

In the smaller stores, of course, it is impossible to have one man put all his time on this work; but a wide-awake clerk with an orderly mind—and such clerks do exist—will be able to look after the job very efficiently in his spare time.

In planning for the spring paint campaign, a few get together meetings of your salespeople will prove very helpful. In some stores such gatherings are held at stated intervals, say the first and third Mondays of each month. These meetings enable the dealer and his salespeople to get together and talk over matters vital to the business. Here selling experiences, and the difficulties met with in the handling of different lines, can be talked over. Occasionally an expert in some line of work pertaining to the business—a house painter or a coach painter—can be prevailed on to give an informal talk on practical painting methods, to be followed by a free for all discussion. Members of the staff can ask questions and get them answered by the boss or his more experienced salespeople.

At such conferences the spring paint campaign can be discussed; advertising, display and selling plans can be worked out; and the prospect list can be gone over, name by name, weeding out "dead" prospects and adding new names. Your salespeople, given a little encouragement, will be on the lookout for new prospects, and alert to secure names, addresses and other helpful information. It will often be found worth while to assign some member of the staff to canvass some individual prospect with whom he is likely to have some influence. Quite often an individual member of the staff will, through some personal connection, make a more efficient salesman than the dealer himself. Victor Lauriston.

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

Grand Rapids, Jan. 5—On this day was held the first meeting of creditors in the matter of Ralph A. Kegen, Bankrupt No. 4310. The bankrupt was present in person and represented by attorney Menso R. Bolt. Certain creditors were present in person and represented by attorney Louis H. Grettenberger. The matter was adjourned, by consent, to Jan. 9.

On this day also was held the first meeting of creditors in the matter of Ralph A. (Veda) Kegen, Bankrupt No. 4311. The bankrupt was present and represented by attorney Menso R. Bolt. Creditors were present in person and represented by attorney Louis H. Grettenberger. The matter was adjourned, by agreement, to Jan. 9.

In the matter of Clarence D. Luther, Bankrupt No. 4348. The funds have been received and the first meeting of creditors has been called for Jan. 22.

In the matter of Leland Castle, Bankrupt No. 4344. The funds have been received and the first meeting of creditors has been called for Jan. 22.

In the matter of Clyde B. Sabin, Bankrupt No. 4203. The funds have been received and the first meeting of creditors has been called for Jan. 22.

Jan. 6. We have to-day received the schedules in the matter of Frank Falsetta, Bankrupt No. 4332. This is an involuntary case. The first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

Sarah Falsetta, Grand Ledge	\$2,750.00
William Spagnuolo, Lansing	680.00
Arctic Dairy Products Co., Grand Ledge	1,151.87
Strohs Products Co., Detroit	770.49

J. W. Armbrust, Hastings	313.98
Taylor Products Co., Battle Creek	410.00
Nehi Co., Lansing	44.55
A. E. Brooks & Co., Grand Rapids	194.81
National Candy Co., Grand Rapids	102.00
Reo Service Station, Lansing	190.00
D. L. Carvera & Co., Grand Rapids	63.75
H. Van Eenennaam & Bros., Zeeland	47.00
Muskogon Candy Corp., Muskegon	225.00
Michigan Brair Pipe Co., Grand R.	15.00
Capital Awning Co., Lansing	30.00
Telephone Directory Adv. Co., Det.	6.00
Detroit Cut Rate Fruit & Vegetable Market, Detroit	55.30
Carpenter Calendar Co., Charlotte	33.00
Mich. Bell Tele. Co., Lake Odessa	15.90
Gates & Huntzinger, Lake Odessa	120.40
Star Paper Co., Kalamazoo	159.36
Ellis Bros. Co., Grand Rapids	180.00
Bankers Adv. & Supply Co., Iowa City, Iowa	25.00
Ferris Coffee & Nut Co., Grand R.	155.00
Herdon Fruit Co., Lansing	335.00
G. Millette & Co., Detroit	129.50
Arctic Dairy Products Co., Gd. L.	354.95
Capital City Cigar & Tobacco Co., Lansing	730.37
Fisher Bros. Co., Ft. Wayne, Ind.	102.93
Schust Co., Lansing	82.19
Reed & Brandemore, Lansing	112.00
Willeray Confectionery, Inc., Jackson	32.76
General Cigar Co., Chicago	22.81
Val Blatz Brewing Co., Grand R.	184.97
Joseph Classic, Lake Odessa	30.10
E. B. Gallagher Co., Grand Rapids	187.85
Vanden Berge Cigar Co., Grand R.	1,124.16
Lee & Cady Co., Grand Rapids	76.71
Mrs. Alice Colwell, Lake Odessa	360.00

Jan. 6. On this day was held the first meeting of creditors in the matter of James J. Doran, Jr., Bankrupt No. 4323. The bankrupt was present in person and represented by attorney Reth R. Bidwell. Certain creditors were present in person. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Jan. 6. We have to-day received the schedules in the matter of John B. Stemm, Bankrupt No. 4308. This is an involuntary case and the first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

L. B. Desvoignes, Cassopolis	\$508.75
F. E. Ables & Co., Milwaukee	26.34
American Trade Co., Chicago	12.65
Alco Co., St. Louis, Mo.	38.92
Adrian Hat Co., St. Louis, Mo.	47.30
Boye Needle Co., Chicago	6.81
Betty Brown Co., Peoria, Ill.	10.37
Best Cap Co., St. Louis	18.50
B. C. Corset Co., Battle Creek	8.65
Bertrand Mfg. Co., Chicago	15.87
Columbian Knitting Co., Milwaukee	75.96
Commercial Wall Paper Co., Hammond, Ind.	40.00
Churchill & Alden Co., Brockton, Mass.	105.48
Columbia Mills, Chicago	45.86
Corticelli Silk Co., Chicago	38.36
James Davis, Chicago	12.34
Edge Rite Shear Co., Bridgeport, Conn.	20.67
Edson, Moore & Co., Detroit	106.16
Ehrman Mfg. Co., Terra Haute, Ind.	96.42

N. Erlanger, Blumgarten & Co., New York	30.00
Enterprise Leather Bag Co., Chicago	22.00
Marshall Field & Co., Chicago	440.27
Fits You Cap Co., St. Louis	29.00
I. Fleischer & Sons, Cincinnati	22.85
C. J. Farley & Co., Grand Rapids	404.97
Fried Bros. & Co., Chicago	22.68
B. F. Goodrich & Co., Chicago	277.56
Grace Corset Co., Kalamazoo	20.00
Glassier Bros., Inc., St. Louis, Mo.	17.41
Golden Heim Corp., New York	46.34
A. E. Goldsmith & Co., Cleveland	8.00
Hood Rubber Products Co., Chicago	4.50
H. M. Hooker Glass & Paint Co., Chicago	101.97
Harsh Chaplin Shoe Co., Milwaukee	37.57
Hyland Elec. Supply Co., South Bend, Ind.	52.31
Hole Proof Hosiery Co., Milwaukee	10.00
International Handkerchief Co., N.Y.	44.16
King Mfg. Co., Cleveland	404.03
A. Krellick & Co., Detroit	16.83
Isaac Kohn & Co., Chicago	18.70
Alfred Colburg, Inc., N. Y.	35.45
R. H. Lane, Toledo	209.84
Mishawaka Rubber Mfg. Co., Mishawaka, Ind.	9.61
Munsing Wear Co., Minneapolis	50.00
Moorhead Knitting Co., Harrisburg, Pa.	6.40
Morris Mann & Reilly, Chicago	41.23
Mary Louise Garment Co., Owosso	40.00
Milwaukee Knitting Co., Milwaukee	40.75
Mac Melnick & Co., New York	8.15
Nuway Stretch Suspender Co., Adrian	22.38
H. T. Poindexter, Kansas City	285.74
J. B. Pearce Co., Cleveland	20.13
Rock River Cotton Co., Gainesville, Wis.	30.00
Reese & Reese, Omaha, Nebr.	181.77
Roberts, Johnson & Rand, St. Louis	22.71
S. A. Rider Co., Chicago	166.72
Rice, Skix Dry Goods Co., St. Louis	52.82
Symons Bros., Saginaw	58.67
Spool Cotton Co., New York	98.67
Star Paper Co., Kalamazoo	53.05
Western Shade Cloth Co., Chicago	47.60
H. S. Weil Co., Cleveland	59.38
Joseph J. Weber & Co., Erie, Pa.	31.10
J. E. Watte Co., Chicago	

A. G. Waltron & Co., Boston, Mass.	16.00
Warner Bros. Co., Chicago	6.45
Bayless Bros. & Co., Louisville Ky.	12.00
Culver Mfg. Co., Butler, Ind.	48.66
IXL Furn. Co., Goshen, Ind.	28.00
Marshall Cld. Mfg. Co., Butler, Ind.	20.00
Slidewell Neckwear Co., New York	10.91
W. B. Hayden & Sons Co., Cassopolis	34.33
Mrs. Arnetta Loupe, Cassopolis	188.88
B. F. Goodrich & Co., Chicago	106.45
W. H. Berkey, Cassopolis	108.52
Michigan Gas & Elec. Co., Cassopolis	8.59
Tri County Tele. Co., Dowagiac	5.60
Mary C. Myers, Cassopolis	58.33
Claudia McDonald, Cassopolis	2,562.50
Chloa McDonald, Cassopolis	212.00
Mrs. Jennie Carman, Plymouth, Ind.	558.00

Jan. 6. On this day was held the first meeting of creditors in the matter of Williams & Otterbacher, Bankrupt No. 4337. The bankrupts were present in person and represented by attorneys Carroll, Kerwin & Hollway. Creditors were represented by attorneys Horace T. Barnaby and by Grand Rapids Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. The bankrupts were sworn and examined without a reporter. The creditors elected Shirley C. De Groot, of Grand Rapids, as trustee, and placed his bond at \$500. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Earl Crosby, Bankrupt No. 4328. The bankrupt was present in person and represented by attorney R. G. Goembel. 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.

In the matter of Terrace Tire Co., a corporation, Bankrupt No. 4221, the trustee has filed his first report and account, and an order has been made for the payment of expenses of administration to date.

In the matter of Harrison S. Dewey, Bankrupt No. 4316, the trustee has filed his first report and account, and an order has been made for the payment of expenses of administration to date, and the preerred claims not objected to.

Jan. 7. We have to-day received the schedules, reference and adjudication in the matter of A. Chester Benson, doing business as A. C. Benson, Bankrupt No. 4353. The bankrupt is a resident of Grand Rapids, and his occupation is that of a furniture dealer. The schedule shows assets of \$6,684.70 of which \$440 is claimed as exempt, with liabilities of \$7,799.62. The first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$125.90
H. H. Jordan, Grand Rapids	300.00
Western Furn. Co., Batesville, Ind.	99.56
Quaker Mfg. Co., Mansfield, Ohio	30.35
Rome Co., Grand Rapids	31.25
National Mattress Co., Grand Rap.	61.25
Fine Arts Furn. Co., Grand Rap.	9.50

(Continued on page 30)



**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.

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



**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

**The Brand You Know by HART**



Look for the Red Heart on the Can

LEE & CADY

Distributor

#### 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.



## HOTEL DEPARTMENT

### News and Gossip Concerning Michigan Hotels.

Los Angeles, Jan. 10.—There may be a lot of applesauce in the reports that New York stock brokers, temporarily deprived of a means of living on account of the unfortunate financial conditions, are vending apples on Gotham streets, or merely indulging in a fad, but when it is reported that the most of the apples are coming from the State of Washington with attendant high transportation charges instead of Michigan, one wonders if there is not really "something rotten in Denmark." New York papers bemoan the fact that this fruit is coming from the Far West, displacing the Empire State product which is the very best in the world, declaring if they were properly sorted, graded and wrapped in the Washington manner the public would find them much superior.

Now I have asserted many times that while the Washington product is pleasing to the eye, the Michigan product would prove an absolute "wow" if presented to the public in proper form. I remember some years ago, when John I. Gibson, at that time prime factor in the Western Michigan Development Bureau, inaugurated a scheme for adopting the Hood River style of packing, and did everything humanly possible to start Michigan apple-growers on the right track, but they very soon returned to the older method of harvesting their crop with a scoop shovel, loading same into wagon boxes to be dumped on the markets as "culls," and at a price that was insignificant. If the Michigan agricultural department could arrange a program whereby the producer could be encouraged to give more care to proper packing and then boost the game with the same advertising methods that are invoked, for instance, in California, there would be fewer abandoned orchards and there would be more jingling of coin in the pockets of the owners.

We have here a concrete example of oranges selling as low as nine for a quarter in the hands of hucksters, and sixty cents per dozen with de luxe recommendations.

W. H. McGivney, manager of Hotel Imperial, Detroit, has gone in for all of the latest fads in a big way, and is giving marionette shows every Friday evening and Saturday afternoon in the green room, one of the several dining rooms in his establishment, for the especial benefit of his guests. The marionettes are presenting a series of Shakespearian dramas that are proving very popular.

Mrs. Arthur A. Frost, wife of the manager of the Morton Hotel, Grand Rapids, was recently quite seriously injured in an automobile accident, necessitating hospital service. However, she is reported as convalescing rapidly, information her many friends will be glad to know.

Many of the larger Detroit hotels, of their own volition, are having a careful inspection made by the fire department officials in that city, with a view to improving conditions where found essential and an ultimate hope of securing reduction in insurance rates which, almost everywhere are too high when due consideration is given to the hazard involved. Hotels are classed with factories, hospitals and other large buildings that have a much higher percentage of loss than the modern fire proof hotel, and the contention of the hotel men is that fire proof hotels should be granted a separate classification and the rates should be predicated upon the actual loss experience and not upon groups of various hazards. Ultimately hotel organization will become so intensified

that mutual insurance will be provided at rates very much lower than those exacted at present.

The best news I have heard from Michigan recently is that Tupper Townsend, after "enjoying" poor health for the better part of two years, has resumed the management of Hotel Whitcomb, St. Joseph. The former manager, Zach Jenkins, leaves there without prejudice, but the investors in Whitcomb securities have felt for some time that Mr. Townsend, who was so largely responsible for the promotion and building of the new property, was, after all, the one individual who could take up the work and carry it forward to the satisfaction of the large number of local investors. And there you are. Such a combination of geniality and real horse sense are seldom incorporated in one human frame, but they are there and my reading of the stars inclines me to make the prediction that the Whitcomb will prosper as never before, and I am going to add that that delightful individual, Mrs. Townsend, will be drafted when the leis are distributed.

D. C. VanDeusen, former manager of Hotel Melrose, Detroit, has been made manager of Hotel Monroe, in that city, and Ernest Orr, former clerk at Hotel Berkshire, will be his assistant.

The East End Hotel, at Bad Axe, closed for a time, has been re-opened by Fred Nevels, of Detroit, and Henry Hawkins, well-known to the traveling fraternity will be assistant manager.

At the Ohio hotel convention, held at Akron a short time ago, one of the addresses was delivered by John J. Decker, front office manager of the Detroit-Leland and educational director of Greeter Charter No. 29, Detroit, on the value of education in the hotel business. He contrasted the old-time treatment of employees with present practices. In former days to correct was to kick and abuse. Nowadays the common practice is to instruct, to help, to lift. He gave full credit to hotel managers generally who have entered into Greeter activities intensively, not only freely giving them their moral support but helping keep up the substantial end as well. So far as I have personally observed, the Greeter organization, if it may be likened to one composed of workers, is the only one which has never taken advantage of its prowess and asked employers to hand them something they had not actually earned, and rewards are coming back ten-fold.

Members of the Michigan Hotel Association were favored with Christmas cards jointly sponsored by George L. Crocker, Manager Hotel Olds, Lansing, President of the association and George H. Swanson, Manager Hotel Huron, Ypsilanti, the association's secretary.

A twenty-room addition has been made to the Michigan Hotel, at Escanaba. This work has been progressing for the past two months, but is about completed. These rooms have been equipped with the very latest type of furnishings, running water, telephones, with modernistic plumbing and lighting fixtures.

For the first time in several years California has had a full complement of seasonal rains. If she doesn't have any more in the next nine months she will be away ahead of the hounds. On Mount Wilson, fifteen miles away, plainly in view of Los Angeles, is nesting 36 inches of snow, and yet the City of Angels has not, so far, recorded a single frost. While Eastern cities are announcing the arrival of strawberries from Cuba, I doubt if in Los Angeles, there has been a single day in months when they have not been on

### In Kalamazoo It's PARK-AMERICAN

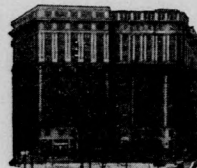
George F. Chism, Manager



### Warm Friend Tavern Holland, Mich.

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

GEO. W. DAUCHY, Mgr.



### NEW

Decorating  
and  
Management

FAMOUS

Facing  
Grand Circus Park. Oyster Bar.  
800 Rooms - 800 Baths

Rates from \$2.50.

**HOTEL TULLER**  
HAROLD A. SAGE, Mgr.

### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

"A MAN IS KNOWN BY THE  
COMPANY HE KEEPS"

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

### PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

### MORTON HOTEL

Grand Rapids' Newest  
Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

### NEW BURDICK

KALAMAZOO, MICHIGAN

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

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

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

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

### HOTEL OLDS

LANSING

300 Rooms -:- 300 Baths

Absolutely Fireproof  
Moderate Rates  
GEORGE L. CROCKER, Manager.

### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.  
Muskegon -:- Michigan

### Columbia Hotel

KALAMAZOO

Good Place To Tie To

### 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.

### 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



display here in the markets, and selling at nominal prices.

California has a brand new governor, Rolph, who will bear watching, to keep him out of the highest position of the Nation. On the occasion of his inaugural the other day, he told them just what he proposed doing, and gave his constituents to understand that the element of politics was eliminated on election day to give way to business. Following the inauguration, a horde of alleged "unemployed," rushed the gates at the capital and tried to assume the responsibilities of the office, but he gently led them out to a grass plot on the state house square, talked sense to them for five minutes, eliciting cheers from the assemblage, and then dismissed them gracefully. It is claimed he told them something they will long remember and his oration was not fuddled up with idle promises. I wish there were more like him.

Quite by accident the other day I ran across Mrs. J. P. Oberlin, who is spending a few weeks in Los Angeles. The Oberlins have been good friends of mine for many years. When I was operating at Glen Lake, they conducted Hotel Whiting, at Traverse City, afterwards acquiring the Delta, at Escanaba. They now have a long lease on Hotel Monterey, Janesville, Wisconsin, and are making a wonderful success of their proposition.

A really decent fellow, Judge Lyle, a man of parts, has been drafted to run for mayor of Chicago, a job requiring rare patriotism, if Chicago is to get a real break. But, of course, the primaries are to be considered, and the citizen who thinks he really wants good government, will naturally stay away from that function, so that he can use one of the recently developed "crying" towels afterward, and the Capones and other riff-raff will offer the opportunity for "Bribe Bill" to allow them to wallow in their own filth.

A Washington scientist says one noise can be used to silence another. A case, I would think, where the tinkle of the bell on the cash register, might in a measure, offset the sound of moaning.

George Bernard Shaw derides us because he says that Americans are all villagers. Maybe so, but we would all be better off, if there were more of that particular element, and less of the group who infest the city alleys.

One of the show places in California, of interest to the general public, as well as horse lovers, is the 800 acre W. K. Kellogg Arabian horse ranch, near Pomona, owned by the well-known cereal manufacturer of Battle Creek, and is devoted to the breeding of registered Arabian horses of the choicest families. While this ranch is a comparatively new venture, Mr. Kellogg's Arabians have already won many championships at Southern California shows, and registered breeding stock has been distributed to England, Mexico, Alaska and Hawaii, as well as to many states, besides which many saddle horses have been sold for use here, though it has never been indicated that the profit from such sales has even been a matter of even remote interest to the Michiganander. He just dotes on fine horses and doesn't give a rap what the outside world thinks of it or whether he gets enough out of it to pay for the upkeep. Those who enjoy the acquaintance of Mr. Kellogg, know this to be a characteristic, even if he wants his cereal mills to make good. During the past year, 425 acres joining the original tract have been added by purchase. This gives opportunity for greatly expanding the breeding operations, where only the best individuals of the choicest families of Arabian horses are being preserved

and perpetuated by Mr. Kellogg. Recent visitors to Arabia, the home of the Arabian horse, report that these splendid progenitors of most of our light breeds are fast becoming extinct, so the preservation policy adopted by Mr. Kellogg becomes especially praiseworthy. Incidentally I might say that the Kellogg ranch is the largest Arabian horse breeding plant in this country, and the second largest in the world. Having been out and visited it, I want my Michigan friends who come to Southern California to enjoy it as I have! In fact, to place it on their itinerary as one of the attractions to be visited while here. It is situated only one mile North of Valley Boulevard and four miles West of Pomona. Naturally there is no admission charge and parties who arrange to go there will be provided with a special showing if word is given in advance of their coming. The show, which includes exhibits of trick horses, is most entertaining and instructive. Not only the exhibition grounds but the stables and service buildings are of the mission type and are said to be the most beautiful in California.

When it comes to making new railroad maps to fit the plans of consolidation, Mackinaw City seems to be the sore thumb in the formation of the "four Eastern railroad systems." It is the Northern apex of no less than three of them and the fourth, at Frankfort, heads in so near by that they are almost a unit. It would be foolish to concede that just because of these coincidences that Mackinaw City is any National dividing line. If it is possible for the Interstate Commerce Commission, in violation of every principle of law and business, as well as a rank disregard for human rights, in doing away with competition and forming the most gigantic combination the world has ever known, then there is no reason why Mackinaw City may not be removed to Oklahoma or any other place to key-in with the plans of the commission. It makes little difference with the dear public whether they call it consolidation or annexation. In either case it will mean that there will be added thousands on the lists of the unemployed, and something to explain to the electorate, after the lapse of time has made it possible to think up a good one.

There was a time, only a few thousand years ago, when man's knowledge was limited by the landscape horizon during the day, and by the circle of his campfire light during the night. Beyond the horizon and campfire lights lay unknown regions, which dire ignorance peopled with supernatural powers. Strange sounds, especially night sounds, possessed sinister significance. But as man came down the centuries the circle of sure knowledge widened, beginning at a time when science was considered a crime, but developing all the time and almost everywhere, until now we seemingly know it all. I am reminded of all this when I read in the papers, as Will Rogers would say, about the development of the world's largest and most wonderful telescope which is shortly to be established at the very peak of Mount Wilson, less than a score of miles away from Los Angeles. I am astonished, also when I find that thousands upon thousands of visitors come here from the East and go back home again, without a single thought of the marvelous store of knowledge, and the most wonderful views of the sky and earth, obtainable at Mount Wilson, without money and without price, the only outlay being the time devoted in seeing them. What is this Mount Wilson, which is doing so much for mankind, in adding to the earth's store of knowledge? Well, it is just a mountain, covered with pine trees, sticking up in the air 6,000 feet, its peak covered with hotels, camping re-

sorts, bungalows and other buildings, including the world's greatest observatory, where last year solar observations were made on 312 days and 300 nights. Just think of it! 300 days when the atmosphere was perfectly and absolutely clear. Representing a cost of approximately \$22,000,000, the Mount Wilson Observatory of the Carnegie Institution of Washington, with its seven telescopes, including the largest one in the world, to which a ten times larger one is to be added soon, its twenty-one astronomers, overlooks sixty cities of Southern California, and all reachable by automobile or bus. Certain nights in the week are set aside for the diversification of the public, on which occasions one may, without invitation or ticket, view the mysteries of the skies, including the bringing, with a sixty inch telescope, a closer view of the moon than one would have of Catalina Island twenty miles distant. Through the solar telescopes the mountains of the moon stand out much more distinctly than the Catalina mountains appear to the naked eye. The new 200 inch telescope which has been provided through the generosity of several educational organizations will permit still deeper studies into the size and structure of the universe; of the distance, radiation and evolution of stars; of the spectra of the brightest star under very high dispersion; of the distance and nature of spiral nebulae; and of many phenomena bearing directly on the constitution of matter. The Carnegie Institute not only watches the workings of the universe for the good of all mankind; it also reaches out and helps along almost every worthy scientific adventure which needs the very substantial assistance which it can give.

Frank S. Verbeck.

#### Locating Unnecessary Wastes and Missed Opportunities.

Pursuing its policy of doing what it can to provide information of practical value to business, the Department of Commerce has undertaken a study of the retail drug business in St. Louis. More than thirty trade associations will co-operate in what is said to be the most comprehensive investigation of retailing ever attempted. It is commonly said that retailing is fast becoming a science, but unfortunately, for every retailer who has mastered the science there are still many who lack either the experience or ability to practice it with success. The object of the enquiry is to point out unnecessary wastes and missed opportunities for increasing profits. It is hoped that in this way retailers as a body will be benefited. But a broader objective is in view. More and more, industry is coming to realize that on the retailer all business activity depends, since, if the contact with the ultimate consumer is not right, everything that the manufacturer and wholesaler does is likely to go wrong. The findings of the grocery survey in Louisville and of restaurant business in Kansas City disclosed how great is the need of improvement. In the former case it was learned that among 1,000 independent grocers more than a third gave up every year. In the latter the statistics showed that more than half the eating-places in Kansas City changed hands or went out of business in a year, causing losses to supply houses and jobbers of half a million dollars or more. Obviously such a state of affairs is remediable, and it is the confident belief of the

department that data can be secured which will solve the problem.

#### Late Mercantile News From Indiana.

Crawfordsville — Max M. Tannenbaum, 70, merchant for fifty years, died recently in the Crawfordsville hospital after a brief illness. He was a native of Germany, coming to this country when he was 19 and settling in Bloomington, Ind. He later entered business with his brother, Sol K. Tannenbaum, at Crawfordsville, who still survives. Other survivors are the widow, two sons, Dr. Norman Treves and Max, Jr., both of New York, and two sisters, who live abroad. Funeral services were followed with cremation in Indianapolis.

Shelbyville—Wilbur F. Pell, trustee of Kennedy Bros., retail clothiers and men's furnishings, 111 South Harrison street, has filed a report of sale in the office of Carl Wilde, referee in bankruptcy, Indianapolis, stating sale of company's assets to W. J. Hill Hosiery Co., of Greensburg, for \$1,850. A petition by the trustee to pay certain costs was approved.

Evansville—An involuntary petition in bankruptcy against Mandel Sabel, operator of the Walnut Department Store, has been filed by four creditors before U. S. Commissioner Charles Harmon in the Federal Court here. The creditors claim the department store owes them accounts in excess of \$500 and allege that preference claims were paid while the debtor was insolvent.

#### Bandoline.

Tragacanth	1 1/2 drs.
Water (distilled)	7 ozs.
Proof Spirit	3 ozs.
Rose Otto	10 dps.

Macerate the gum in the water until completely dissolved; strain, and add the spirit, with the otto previously dissolved in it. If a rose-colored bandoline be required, a few drops of cochineal color should be added to the spirit.

#### Five New Readers of the Tradesman.

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

Geo. M. Weeks, Pentwater.  
J. C. McComb, Muskegon Heights.  
Saginaw Michigan Agency, Saginaw.  
Grant W. Johnston, Kalamazoo.  
Clarence Hicks, Plainwell.

#### Nipple Ointment.

Tannin	1 dr.
Bismuth subnit.	2 drs.
Petrolatum	4 ozs.

Mix. Apply frequently.

**Hotel and Restaurant Equipment**  
**H. Leonard & Sons**  
38-44 Fulton St., W.  
GRAND RAPIDS, MICH.

#### CHARLES RENNER HOTELS

Four Flags Hotel, Niles, Mich., in the picturesque St. Joseph Valley.  
Rumely Hotel and Annex, LaPorte, Ind.  
Edgewater Club Hotel, St. Joseph, Mich., open from May to October.  
All of these hotels are conducted on the high standard established and always maintained by Mr. Renner.



## DRUGS

### Michigan Board of Pharmacy.

President—Orville Hoxie, Grand Rapids.  
Vice-Pres.—Clare F. Allen, Wyandotte.  
Director—Garfield M. Benedict, Sandusky.

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

### Michigan State Pharmaceutical Association.

President—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.

### Only an Upward Change Will Increase Patronage.

The commercial sandwich, the sandwich supplied by a concern that makes a business of producing and delivering sandwiches in quantity to retailers, is a comparatively recent invention. It was no longer ago than 1911 that a man who had a little restaurant in Wall street, New York City, was called upon by a man who came in with a rush and demanded 150 sandwiches right away.

The proprietor didn't think he could get them out that soon. "But I have to have them," declared the customer. And then and there the idea of the commercial sandwich came into being.

The restaurant man, by hook or crook, managed to provide the sandwiches. After they had been delivered, he sat down and made a few figures on a sheet of wrapping paper and decided to investigate the market for ready-made sandwiches which might be resold at soda fountains in the neighborhood. He believed that a druggist could put a plate of parchment wrapped sandwiches on his fountain bar and they would sell. He went out to sell the idea to the drug trade.

The druggists laughed at him. Sandwiches in a drug store! "Nobody would buy them," was one man's reply, "and I would have to eat sandwiches every night. Not on your life!"

But Morris Schneider, the man with the commercial sandwich idea, kept on trying to sell and after a while he got a few customers started. The business developed slowly, and by and by it struck its stride and now the druggist who does not sell sandwiches at his fountain is unique. Incidentally, the last I knew, Schneider was still in the business.

To-day the druggist who makes a real feature of sandwiches at the fountain prepares his own and turns them out to order. In that way he gives his patrons fresher goods. They look better and taste better and the moist fillings do not soak the bread and make it soggy. People do not like the idea of a stock of machine-made sandwiches as well as seeing them made on the spot. And yet, for the smaller fountain, it pays best to buy the sandwiches ready made and if care is used in selecting the source, they will be adequate to the demand.

A good deal has been said about the absence of nourishment from white bread. One food specialist declares that sandwiches may be filling, but they are not nourishing. It may be questioned

whether it is a wise practice habitually to replace a square meal with two squares of white bread, four and one-eighth inches each way, seven-sixteenths of an inch thick, with two-sixteenths of an inch of pressed ham or tongue between them. The druggist, however, is not dictating the diet of his patrons, he is only supplying their demands. If white bread sandwiches are not sufficiently nourishing, why will it not be good business for the druggist to get some advice from the dietitian and set out to produce some sandwiches he can recommend as nourishing?

It would seem that a druggist who could produce two or three different kinds of sandwiches—varied enough to suit differing tastes—that could be recommended as being highly nourishing, might so capitalize a good idea and get the patronage of an increasing number of people interested in being efficiently as well as sufficiently fed.

Men, particularly, are prone to complain that they can't get anything but unsatisfactory white bread. They long for the kind of bread mother used to bake. Of course they can't have that, and very likely it would not make satisfactory sandwiches anyway, but they can be offered nourishing menu items and they will give heed to offerings of that sort.

I think the druggist who is anxious to make his fountain food service satisfactory must consider something more than the means of producing sandwiches with the least possible trouble. If he follows the easiest way, he may have the poorest sandwiches. He must give a great deal of thought and care to turning out things that taste good. This will mean more work and more bother, but the results will be commensurate. In many cities there has been so steady an increase in the number of people anxious to patronize the soda fountain luncheonette that the operator has not had to give very careful consideration to his menu. Quick and efficient service and food that does not taste bad has been enough.

Competition is coming, with more and more fountains installed, with Kresge and Woolworth and other chains going into the luncheonette business, and more and more places offering sandwiches. If the time has not already arrived in your community when people are discriminating regarding their choice of a fountain luncheonette, it will arrive. If you want to hold your own or increase your sales, you will seek to serve just the best possible foods, not merely such as cause no complaint.

There is a marked difference between the chicken sandwich that is just good enough so the consumer does not kick about it, does not even think about it, and the one that is good enough so its taste brings favorable thought and comment. The druggist may be satisfied with his sandwiches while they are not good enough to develop a reputation. It is one thing for patrons to be satisfied with a sandwich and it may be another thing for them to be pleased with it, so pleased as to tell their friends about it and advise them to try it.

There has not yet come any great amount of luncheonette price cutting.

It is to be hoped that the chain stores will not develop a tendency to try to give 25 cent sandwiches for 15 cents and 15 cent kinds for 10 cents. Prices vary and sandwich sizes vary, but there is not much tendency to real price competition. When and if cut prices come to town, it would seem better business to try to give a little more in quantity and quality and maintain the old price schedule, rather than follow the cutter and then try to pare down amounts to match. People who patronize luncheonettes with any regularity know that lower prices mean less satisfactory food. They know they cannot get a 40 cent club sandwich for 25 cents. In no merchandise is difference in quality and quantity so obvious as in food at a lunch counter or in a restaurant.

A man knows it if he still feels hungry after eating two sandwiches and a cup of coffee at your fountain, while two sandwiches and a cup of coffee at your competitor's always seem to be enough. He may not measure up the dimensions of the food and drink. He does not need to. His stomach knows. If your cuts of pie are larger than those of the confectioner on the corner, people will discover the fact. If they are smaller, they will know that, too.

I know a luncheonette where they seem to cut the pie just as small as they can and get away with it. As a matter of fact, it is otherwise. The trade is getting away from them. People are not complaining to them about the size of their pie cuts, but they are noticing it and going elsewhere next time. That is the thing the druggist needs to avoid—having people dislike something about his food or service and not kick about it. The people who kick can easily be taken care of. The people who say nothing, but take their patronage elsewhere may be lost with no chance to satisfy them.

He is a wise druggist who cultivates his own taste in sandwiches, learns to be a taster, an expert in flavors and consistence. He ought to know what the sandwiches of all his competitors taste like. He ought to taste them and compare them with his own. Wherever he goes, he ought to try their sandwiches. He will, somewhere, some day, find a sandwich that is so much better than his own that he will want to know how it is made. He can probably find out and improve his own product. He may learn why his own are not more popular by discovering that they are not up to the average.

Certain types of sandwiches—chicken, ham, cheese and one or two others, varying in different localities—will be the most popular almost all the time. There is some advantage in devising new combinations to create interest and to give the impression that the menu is being kept up to date, but the great advantage is secured by constantly improving the taste of the types that are in general, steady demand. Invent a new sandwich and a few people will try it, perhaps some of them sticking to it for a time, but the effect is temporary. But improve the old kind and you get a real response in increased patronage and reputation.

Change may be the order of the day, but it is change for the better in staple

lines that helps most in the sale of luncheonette products. A druggist foolish enough to make his menu over with an entirely different list of products, if that were possible, would lose all his patronage. A change in quality only, an upward change, would increase patronage.

### Items From the Cloverland of Michigan.

Sault St. Marie, Jan. 13.—The Upper Peninsula Development Bureau, which certainly is representative of the various interests of this great section which goes under the name Hiawathaland, comes out defiantly for live Christmas trees and the abolition of the wholesale slaughter of our forests for this purpose. They do not wish to deprive the Christmas season of any of its holiday cheer by eliminating the ever present Christmas tree whose evergreen shades are so symbolical of life and joy and happiness, but do not want to end slaughter of excess trees which are piled up in front of stores and left over only to be destroyed.

The grocery stock of Armstrong & Richmond, at Dafter, has been sold to Ray Williams, and will hereafter be known as the Williams Grocery. Armstrong & Richmond will hereafter devote their time to the wholesale oil business, having the distribution of the St. Clair Oil Co. for this territory. Mr. Williams was formerly employed with Hunter & Hunter, at Hulbert, for the past several years and should make a success of his new venture.

Harvey Christensen, of Manistique, has sold his grocery stock to Barney Johnson, Mr. Christensen will engage in the lumber business. Mr. Johnson has formerly been employed in the paper mill at Manistique.

Joe Benoit, the well-known grocer on East Portage avenue, has left for the East, where he expects to spend the next year and a half. Mrs. Benoit will look after the business meanwhile.

Ham Hamilton, of the Pickford Grocery Co., at Pickford, is back on the job again after being laid up with the mumps for several weeks.

George Bailey, the popular shoe dealer, left last week for Detroit, where he attended the retail shoe convention.

Mrs. E. Richards, who has been conducting the hotel at Albany Island, has closed the hotel for the season and moved to DeFour, where she expects to remain until next spring.

Mr. Freeman, of the Northern Adjustment Co., has taken over the stock of the Blue Front store on Ashmun street and will dispose of the entire stock of stationery and fixtures at auction. E. S. Royce, the auctioneer, will have charge of the sale.

It should be a happy new year for the fellow who has to pay a big income tax.

The Soo Hardware Co. suffered a loss by fire last week when the tin shop was destroyed at midnight. The loss was fully covered by insurance.

B. V. Moore, president of the Minneapolis Trust Co., has been invited to speak at the annual meeting of the Chamber of Commerce here Jan. 29. Mr. Moore is considered one of the shrewdest financial men of the Middle West. He will speak on "What about the year 1931?" One of the other features of the annual meeting will be singing by the New York Central quartet, an organization from New York City.

The Soo Co-Operative Mercantile Association has closed its branch store at Pickford.

One trouble with this age is that it spends more money and time on its complexion than it does on its brains.

Llewellyn Fleming, recently retired from the Government service at the St. Mary's canal, has taken the agency for the Fuller Brush Co. in this county and part of Mackinac county.

William G. Tapert.







# 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

Rolled Oats  
Coffee  
Corn Syrup

### AMMONIA

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



### MICA AXLE GREASE

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

### APPLE BUTTER

Quaker, 24-21 oz., doz.	2 10
Quaker, 12-33 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 85
Rumford, 12 oz., doz.	2 40
Rumford, 5 lb., doz.	12 50

### K. C. Brand

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

### BLEACHER CLEANSER

Clorox, 16 oz., 24s	3 85
Lazie, 16 oz., 12s	2 15

### BLUING

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

### Perfumed Bluing

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

### BEANS and PEAS

100 lb. bag	
Brown Swedish Beans	9 00
Pinto Beans	9 25
Red Kidney Beans	9 75
White H'd P. Beans	5 50
Col. Lima Beans	9 75
Black Eye Beans	5 60
Split Peas, Yellow	5 60
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 25

### BOTTLE CAPS

Dbl. Lacquer, 1 gross pkg., per gross	16
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### BREAKFAST FOODS

Kellogg's Brand	
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
Brn Flakes, No. 624	3 45
Brn Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

### Kaffe Hag, 12 1-lb. cans

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., 24s	1 80
Instant Flake, lge., 48s	3 60
Regular Flake, sm., 24s	1 80
Regular Flake, lge., 48s	3 60
China Instant Flake, small, 12s	3 15
China Regular Flake, large, 18s	3 40
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. 0	2 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. Fey. Parlor 26 lb.	10 00
Tox, doz.	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. 50	2 00
Peerless	2 60

### Shoe

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

### BUTTER COLOR

Dandelion	2 85
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### CANDLES

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

### CANNED 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 55
Marcellus Red	3 10
Special Pie	2 60
Whole White	3 10

Gooseberries	
No. 10	3 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
No. 1	3 00
Marcellus, No. 2	3 25
Pride of Mich. No. 2	3 75

### CANNED FISH

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

### CANNED MEAT

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

### Baked Beans

Campbell's	1 05
Quaker, 16 oz.	85
Freemont, 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	3 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	5 20
Pride of Mich., No. 2	1 70
Pride of Mich., No. 1	1 35
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
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. Ju., No. 2	1 32 1/2
Templar E. Ju., 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
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### 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 65
Pride of Mich., No. 2 1/2	2 25
Pride of Mich., No. 2	1 50

### 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



<b>Hominy</b>	
Pearl, 100 lb. sacks	3 50
<b>Macaroni</b>	
Mueller's Brands	
9 oz. package, per doz.	1 30
9 oz. package, per case	2 60

<b>Bulk Goods</b>	
Elbow, 20 lb.	6 1/2 @ 8
Egg Noodle, 10 lbs.	14
<b>Pearl Barley</b>	
0000	7 00
Barley Grits	5 00
Chester	3 75

<b>Sage</b>	
East India	10

<b>Tapioa</b>	
Pearl, 100 lb. sacks	09
Minute, 8 oz., 3 doz.	4 05
Dromedary Instant	3 50

<b>Jiffy Punch</b>	
3 doz. Carton	2 25
Assorted flavors.	

<b>FLOUR</b>	
V. C. Milling Co. Brands	
Lily White	
Harvest Queen	
Yes Ma'am Graham,	
50s	2 20

<b>Lee &amp; Cady Brands</b>	
American Eagle	
Home Baker	

<b>FRUIT CANS</b>	
Mason	
F. O. B. Grand Rapids	
Half pint	7 50
One pint	7 75
One quart	9 10
Half gallon	12 15

<b>Ideal Glass Top</b>	
Half pint	9 00
One pint	9 50
One quart	11 15
Half gallon	15 40

<b>GELATINE</b>	
Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 25

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

<b>JELLY GLASSES</b>	
8 oz., per doz.	36

<b>OLEOMARGARINE</b>	
Van Westenbrugge Brands	
Carload Distributor	



<b>Wilson &amp; Co.'s Brands</b>	
Certified	24
Nut	18
Special Roll	19

<b>MATCHES</b>	
Diamond, 144 box	4 25
Searchlight, 144 box	4 25
Ohio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-lc	4 00
*Reliable, 144	3 15
*Federal, 144	3 95

<b>Safety Matches</b>	
Quaker, 5 gro. case	4 25

<b>MULLER'S PRODUCTS</b>	
Macaroni, 9 oz.	2 20
Spaghettini, 9 oz.	2 20
Elbow Macaroni, 9 oz.	2 20
Egg Noodles, 6 oz.	2 20
Egg Vermicelli, 6 oz.	2 20
Egg Alphabets, 6 oz.	2 20
Egg A-B-Cs 48 pkgs.	1 80

<b>NUTS—Whole</b>	
Almonds, Tarragona	19
Brail, Large	23
Fancy Mixed	22
Filberts, Sicily	20
Peanuts, Vir. Roasted	11
Peanuts, Jumbo, std.	13

Pecans, 3, star	25
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	27 @ 29
Hickory	07

<b>Salted Peanuts</b>	
Fancy, No. 1	14

<b>Shelled</b>	
Almonds Salted	95
Peanuts, Spanish	12
125 lb. bags	12
Filberts	32
Pecans Salted	87
Walnut Burdo	
Walnut, Manchurian	55

<b>MINCE MEAT</b>	
None Such, 4 doz.	6 47
Quaker, 3 doz. case	3 50
Libby, Kegs, wet, lb.	22

<b>OLIVES</b>	
4 oz. Jar, Plain, doz.	1 15
10 oz. Jar, Plain, doz.	2 25
14 oz. Jar, Plain, doz.	4 75
Pint Jars, Plain, doz.	2 75
Quart Jars, Plain, doz.	5 00
1 Gal. Glass Jugs, Pla.	1 80
5 Gal. Kegs, each	7 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 25
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 70

<b>PARIS GREEN</b>	
1/2s	34
1s	32
2s and 5s	30

# **PEANUT BUTTER**



<b>Bel Car-Mo Brand</b>	
24 1 lb. Tins	4 35
8 oz., 2 doz. in case	2 65
15 lb. pails	
25 lb. pails	

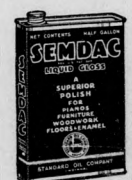
<b>PETROLEUM PRODUCTS</b>	
From Tank Wagon	
Red Crown Gasoline	19.7
Red Crown Ethyl	22.7
Solite Gasoline	22.7

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

<b>ISO-VIS MOTOR OILS</b>	
In Iron Barrels	
Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



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



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

<b>PICKLES</b>	
Medium Sour	
5 gallon, 400 count	4 75
<b>Sweet Small</b>	
16 Gallon, 2250	27 00
5 Gallon, 750	9 75

<b>Dill Pickles</b>	
Gal. 40 to Tin, doz.	10 25
No. 2 1/2 Tins	2 25
32 oz. Glass Picked	2 80
32 oz. Glass Thrown	2 40

<b>Dill Pickles Bulk</b>	
5 Gal., 200	5 25
16 Gal., 650	11 25
45 Gal., 1300	30 00

<b>PIPES</b>	
Cob, 3 doz. in bx. 1 00 @ 1 20	

<b>PLAYING CARDS</b>	
Battle Axe, per doz.	2 65
Torpedo, per doz.	2 50

<b>POTASH</b>	
Babbitt's, 2 doz.	2 75

<b>FRESH MEATS</b>	
<b>Beef</b>	
Top Steers & Heif.	19
Good St's & H'f. 15 1/2 @ 17	
Med. Steers & Heif.	13
Com. Steers & Heif.	11
<b>Veal</b>	
Top	15
Good	13
Medium	11

<b>Lamb</b>	
Spring Lamb	16
Good	14
Medium	12
Poor	10
<b>Mutton</b>	
Good	12
Medium	11
Poor	10

<b>Pork</b>	
Loin, med	15
Butts	14 1/2
Shoulders	12
Spareribs	11
Neck bones	05
Trimnings	10

<b>PROVISIONS</b>	
<b>Barreled Pork</b>	
Clear Back	25 00 @ 28 00
Short Cut Clear	26 00 @ 29 00
<b>Dry Salt Meats</b>	
D S Bellies	13-20 @ 18-17
<b>Lard</b>	
Pure in tierces	11
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 3/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	11 1/2
Compound, tubs	12

<b>Suasages</b>	
Bologna	16
Liver	18
Frankfort	20
Pork	31
Veal	19
Tongue, Jellied	35
Headcheese	18
<b>Smoked Meats</b>	
Hams, Cer. 14-16 lb. @ 24	
Hams, Cert., Skinned	
16-18 lb. @ 23	
Ham, dried beef	
Knuckles	@ 38
California Hams	@ 17 1/2
Picnic Boiled	
Hams	20 @ 25
Boiled Hams	@ 39
Mixed Hams	@ 18
Bacon 4/6 Cert. 24	@ 31

<b>Beef</b>	
Boneless, rump 28 00 @ 36 00	
Rump, new	29 00 @ 35 00
<b>Liver</b>	
Beef	17
Calf	55
Pork	10
<b>RICE</b>	
Fancy Blue Rose	5.65
Fancy Head	07

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

<b>SALERATUS</b>	
Arm and Hammer	3 75
<b>SAL SODA</b>	
Granulated, 60 lbs. cs.	1 35
Granulated, 13-2 1/2 lb. packages	1 00
<b>COD FISH</b>	
Middles	20
Tablets, 1/2 lb. Pure	19 1/2
doz.	1 40
Wood boxes, Pure	30
Whole Cod	11 1/2

<b>HERRING</b>	
<b>Holland Herring</b>	
Mixed, Kegs	95
Mixed, half bbls.	11 35
Mixed, bbls	
Milkers, Kegs	1 05
Milkers, half bbls.	12 50
Milkers, bbls.	22 25

<b>Lake Herring</b>	
1/2 Bbl., 100 lbs.	6 50

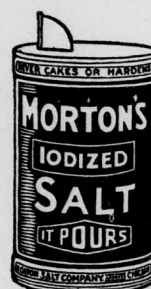
<b>Mackeral</b>	
Tubs, 60 Count, fy. fat	6 00
Pails, 10 lb. Fancy fat	1 50

<b>White Fish</b>	
Med. Fancy 100 lb.	13 00
Milkers, bbls.	18 50
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lungs	1 50
Boned, 10 lb. boxes	16

<b>SHOE BLACKENING</b>	
2 in 1, Paste, doz.	1 35
B. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

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

<b>SALT</b>	
Colonial, 24, 2 lb.	80
Colonial, 30-1 1/2	1 05
Colonial, iodized, 24-2	1 35
Med. No. 1 Bbls.	2 85
Med. No. 1, 100 lb. bk.	95
Farmer Spec., 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for ice	
cream, 100 lb. each	85
Butter Salt, 280 lb. bbl.	24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
14, 10 lb., per bale	1 80
50, 3 lb., per bale	2 15
28 lb. bags, Table	35
Old Hickory, Smoked,	
6-10 lb.	4 50



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

<b>BORAX</b>	
<b>Twenty Mule Team</b>	
24, 1 lb. packages	3 35
45, 10 oz. packages	4 40
96, 1/4 oz. packages	4 00



<b>WASHING POWDERS</b>	
Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2
Brillo	85
Citralime, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00

Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz.	3 40
Octagon, 96s	3 94
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapoline, 3 doz.	3 15
Sapoline, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedie, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandote, 48	4 75
Wyandot Deterg's, 24s	2 75

<b>SOAP</b>	
Am. Family, 100 box	6 10
Crystal White, 100	3 85
Big Jack, 60s	4 75
Fels Nanth, 100 box	5 50
Flake White, 10 box	3 50
Grdma White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00







## Nation Survey Finds Chains To Be Indian Givers.

(Continued from page 21)

reduces prices by two methods—by reducing handling and selling costs, and by using its large buying power as a whip to beat prices below the cost of production at fair wage and profit levels. In so far as it uses only the first method it performs a valuable service. In so far as it uses the second, it either performs no service at all or performs a disservice to the consumer. If the reduction in retail prices is exactly proportional to the reduction in wages and in prices to the producer, the chain is merely taking something away from the consumer with one hand and giving it back with the other. If the reduction in wages is greater than the reduction in prices, the chain is using the price appeal as a lure to fleece the public.

Another consideration that dovetails in with this one is that of the wages paid by the chains to their own employees. The average weekly wage of grocery clerks in the chain stores was found by Ernst and Hartl to be \$17, or nearly 40 per cent. below that of clerks in the independent markets. This is qualified by the circumstance that managers get from \$35 to \$45, and that the chance of rapid advancement to a managership is very good. Nevertheless, the fact remains that a large proportion of chain employees are getting an average of \$17. It would appear that the chains are not contributing materially to increasing buying power in their own ranks, and that some of the savings to consumers are coming out of the salaries of their own minor employees.

Still another consideration is that of the amounts given by chains to local charities. Though an increasing number of chains are taking memberships in local chambers of commerce, the amounts given to these organizations were found to range from \$25 to \$100 a year. One independent was tapped for \$2,000, and one chain manager who kept track of the number of charity solicitations found that he had an opportunity during a single year to contribute to about 200 causes. Some chains, it was found, are now allotting a definite proportion of their income to local charities—usually between  $\frac{1}{4}$  and  $\frac{3}{4}$  per cent. There is a tendency, however, for managers to hold back this allotment to bolster up their volume or to give it at Christmas in the form of food to increase their volume. The conclusion seems to be that in spite of some overtures in that direction the chains are not yet contributing to local charities to the extent that the independents are.

Finally, there is the charge that chain managers do not become real citizens of the community. This the present investigators find to be well founded, and apparently they consider it to be very important. The chains, they find, discourage participation by their managers in local activities, and even if they do not, the chain managers are too transient to become completely identified with the communities they happen to be working in.

The chains, then, according to Ernst and Hartl, do hold down wages, encourage dishonesty and contribute lit-

tle to the community. They also take money out of the community, though this is regarded as of minor importance.

Nevertheless, the chains have accomplished something of real value in reducing waste and eliminating duplication of function. Direct buying, cash buying and quantity buying, however, may be done by independents who have the necessary financial strength and organization as well as by chains. The independents who are most successful in meeting chain competition, they point out, are those who are organized into voluntary chains, which are almost as close-knit and financially powerful as the principal regular chains.

## We Always Learn Best By Teaching.

(Continued from page 20)

rut-treading. Mental anchylrosis is a terrible disease and a certain sign that the decadence of age is upon us. Whether in a man or a nation, the loss of ability to bestir ourselves for advancement and improvement forecasts the time when we shall not be at all. Therefore, here again is fertile field for observation, investigation, reflection and expected improvement in ourselves through the summer trip.

Housekeeping in Rome brings closer acquaintance with actualities. I am sorry to say that I wrote like a tenderfoot when I reported such high cost on oranges in Naples. I should have known that this was the end of the season. For you see Italy is not favored as is California. They have only one variety of oranges and those ripen at a certain time. We have the two crops, navels and Valencias, which precisely offset each other, so we have ripe oranges 365 days each year.

Lately new oranges are in. They are not branded nor wrapped, but they are as thoroughly washed as ours—probably hand work by some of these extremely sturdy, thoroughly handsome, superbly vigorous specimens of male and female physical beauty we see in the country districts—and I get ten of about 176 size for 19c. I get them without other wrapping than a bit of newspaper. Hence we promptly acquire the Roman habit of carrying a Roman shopping bag everywhere, but I'll say they are worth the money.

Paul Findlay.

## Late Business News.

Intelligent buying will be the key to success of most organizations this year in the opinion of George A. Renard, secretary-treasurer of the National Association of Purchasing Agents.

General Tire & Rubber has declared an extra dividend of 4 per cent. on its common stock and at the same time has set aside an equal sum "primarily to finance out-of-season sales in order to make employment more uniform all year round." From this fund also money will be lent to men temporarily laid off. This is a pioneer step of great significance.

Measures for abating the spread of false rumors injurious to business houses occupied the attention of a meeting last week of the policy and procedure committee of a group of trade association executives pledged to combat this evil. A tough job, but

there is need of serious effort to accomplish it.

Wheatworth, which rose to affluence as purveyor of whole-wheat biscuits, has been absorbed by National Biscuit and will hereafter be operated in connection with the latter.

Financial advertising appropriations will be considerably larger in 1931 than they were in 1930, according to Preston E. Reed, executive secretary of the Financial Advertisers Association. He bases his prediction on returns to a questionnaire sent to 850 members. Of those replying 38 per cent. said that their budgets would be increased and only 12 per cent. reported decreases in prospect. The other half will do about as much as they did last year.

Frigidaire has taken back 6,000 employees and has placed orders for \$7,000,000 worth of raw materials. Meanwhile the electric light and power industry plans to spend \$1,000,000 in advertising in 1931 to sell 1,000,000 units.

## Hope For Reversal of Food Decree.

Explaining that the United States Supreme Court has reversed lower courts twice in the past when the lower tribunals modified the packers' consent decree, M. L. Toulme, secretary of the National Wholesale Grocers' Association, asserts that grocery jobbers hope for a similar action on the present ruling of the Supreme Court of the District of Columbia. This decision, he said, gives the meat packer the privilege of dealing at wholesale in grocery products and places the independent jobber at a decided disadvantage in competition. Local individual wholesalers also express disappointment over the ruling, but are confident that the Government will appeal the decision and obtain a reversal of the Supreme Court.

## Suggestions on Words and Phrases.

Here are a few suggestions that you can use in selling your products. Such phrases as these will appeal to the imagination of your customers:

Cheese—rich and creamy.  
Bananas—are always mellow.  
Deviled Ham—has an appetizing tang.  
Kitchen Bouquet—gives body to soup.  
Cup Cakes—are dainty.  
Cinnamon—velvety smooth and pungent.  
Pancake Flour—makes pancakes that are fluffy.  
Oranges—always luscious.  
Ginger Ale—refreshing as youth itself.

Americanism: Feeling very self-righteous when Congress appropriates 100 million for hungry Europeans; yowling about taxes when a similar sum is appropriated for hungry Americans.

## Men's Wear Buying Heavy.

With the number of buyers in the Eastern market showing a decided increase, purchase of men's wear at wholesale have been the largest in several weeks. The bulk of the business placed is for current sales events, with shirts, hosiery and pajamas the outstanding items in furnishings. Very low prices are being offered on these goods, according to reports. Neckwear and handkerchiefs have been bought in fairly liberal quantities. Men's unlined gloves, preferably capskin, have been very active and are being sold at prices about 40 per cent. under regular levels, one buying office reported.

## Stores To Trade Up on Pewter.

Pewter ware is expected to continue popular in the coming year, but the price range in which the volume business is done is expected to change from the \$2.50 class to the \$5 level. Pewter manufacturers have recognized the change in trend and are devoting most of their attention to producing unusual values at a price which will permit stores to retail the articles at \$5. At the present time most of the buyers in the market are searching for job lots for sales purposes and will return again toward the end of the month to inspect regular lines.

## As a Man Grows Older.

He values the voice of experience more and the voice of prophecy less.

He finds more of life's wealth in the common pleasures—home, health, children.

He thinks more about worth of men and less about their wealth.

He begins to appreciate his own father a little more.

He boasts less and boosts more.

He hurries less, and usually makes more progress.

He esteems the friendship of God a little higher. Roy L. Smith.

Home is the one place in all this world where hearts are sure of each other. It is the place of confidence. It is the spot where expressions of tenderness gush out without any sensation of awkwardness and without any dread of ridicule.

## 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. 368

## I OFFER CASH!

For Retail Stores—Stocks—Leases—all or Part.  
Telegraph—Write—Telephone

L. LEVINSOHN

Saginaw, Mich.

Telephone Riv 2263W

Established 1909

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

**ABE DEMBINSKY**

Auctioneer and Liquidator

734 So. Jefferson Ave., Saginaw, Mich.  
Phone Federal 1944.



## DETROIT DOINGS.

## Late Business News From Michigan's Metropolis.

M. LaKritz has succeeded Julius Fox in the drug business at 600 Michigan avenue.

Ted Schostak has opened a new drug store at 16703 Hamilton avenue and will operate it as the Alexander Drug Co. Mr. Schostak also operates a drug store at 16438 Twelfth street.

Robert G. Loomis has acquired the drug business of E. Christianson at 1459 Bagley avenue. Mr. Loomis' main store is located at Vernor Highway West and Military avenue.

Harry Buchzeiger has opened a new drug store at 16331 Woodward avenue. Mr. Buchzeiger was formerly located at 4501 Third avenue.

M. Finazzo, formerly located at 2806 Gratiot avenue, has opened a new drug store at 3603 Grandy street to be known as the Roma Pharmacy.

Jos. A. Pardy has acquired the grocery and meat business of T. Bolden at 1008 Howard street.

Geo. E. Callahan has opened a new drug store at 10600 Jefferson avenue East and will operate it as store number two of the Callahan Drug Co. Store number one is located at Jefferson avenue East and Belvidere street.

Mitchell Shaw has moved his hardware business from 8901 Keller avenue to 9005 Dearborn avenue.

Steve Fodor is again in the hardware business at 8901 Keller avenue. He was formerly in business at this same address.

Community Hardware, 13530 Plymouth road is succeeded by the Meininger Brothers Hardware Co.

The Lemberg Hardware Co. has moved from 9612 Gratiot avenue to 11202 Mack avenue.

Max Nemoff has moved his hardware business from 3507 Warren avenue West to 7615 Michigan avenue.

H. M. Nuttall has opened the H. M. Nuttall Drug Co. at 1943 St. Aubin street, the location formerly occupied by Russell Platt.

Cox Pharmacy number two has been moved from 3900 Fenkell avenue to a new location at 12700 Warren avenue West.

Jordan Yanakief has replaced Stanley D. Hunt in the drug business at 2601 Bagley avenue. Mr. Yanakief was formerly located at 10744 Warren avenue East.

Stanley Temrowski has taken over the Crandall Pharmacy at 11731 Chalmers avenue and will operate it under the name of Stanley's Drugs. Mr. Temrowski formerly operated a drug store at 16036 Harper avenue.

A. C. Wylie has opened the Wylie Drug Co. at 15326 Mack avenue. A formal opening was held December 27.

Frank J. Podsadlo has acquired the drug business of F. J. Goetz at 10450 Chicago boulevard and will operate it as the Podsadlo Pharmacy.

Thomas J. Oak has opened the Cinderella Drug Store at 13247 Jefferson avenue East.

The Cadillac Council of the United Commercial Travelers is moving its headquarters to the Fort Wayne Hotel, according to Elmer L. Sick, editor of Council News. The first meeting of

the Council for 1931 will be held at the new location Jan. 10.

H. J. Kinley has opened a meat market at 11870 Grand River avenue in the grocery store operated by Sanders Bros.

H. A. Stout has opened a new grocery and meat store at 14228 Fenkell avenue. The new store will be known as Stout's Market.

Julius Spielberg recently opened a new drug store at 14538 Fenkell avenue, having moved to this location from 4501 Third avenue.

B. E. Peabody has succeeded Antoine Gannage in the meat business at 18272 Grand River avenue. Mr. Peabody was formerly located at 8229 Woodward avenue.

R. VanHulle has opened a grocery and meat store at 19109 Southfield road, the location formerly occupied by Chancy Pratt.

The Maxime Market, 7744 Mack avenue, in conjunction with the Detroit Century Club, through President Weiser, gave away 100 Yule baskets for needy families before Christmas.

One of the first steps in helping the independent grocer to meet changing conditions in the food business is being taken by Lee & Cady with the distribution of colored window posters advertising especially low prices on articles in popular demand, according to E. W. Fitzgerald, manager of the Detroit house. More than 700 grocers in the Detroit territory have signed contracts with Lee & Cady to receive this service, Mr. Fitzgerald said. The window banners are furnished at actual cost. Distribution of Lee & Cady's brand of goods, Quaker, continues to increase among the grocers because it is a quality article selling at a competitive price, Mr. Fitzgerald said.

With a combined experience of more than forty years on the Eastern Market, and more than fifty years in the grocery business, Al Alter and E. J. Andre have opened a wholesale grocery company at Winder and Riopelle streets under the name of Alter & Andre. Business is progressing very nicely, in spite of competition and conditions, it is reported. Mr. Alter is well-known to the trade in Detroit. He was connected for thirty-two years with Lee & Cady, twenty-two years of which he spent in the Lee & Cady cash and carry market located where Alter & Andre are now doing business. Mr. Andre, likewise, was with Lee & Cady, and also was connected with S. Grones & Co. He has been on the Eastern Market for more than twenty years. The many friends of Mr. Alter and Mr. Andre have been visiting them to wish them good luck in their new venture.

Gilbert S. Gove has been appointed merchandising manager of the Commercial Milling Co., it has been announced by Fred Y. Henkel, vice-president and general manager. Mr. Gove was formerly with Gilbert Gove Associates, merchandising and advertising agency. One of the accounts which this agency handled was that of the Progressive Independent Grocers' Association. Mr. Gove is a graduate of the University of Pennsylvania, class of 1923.

The firm of Gayman and Rudell, which was organized late in October, has been reorganized and will be known in the future as George W. Rudell & Co. Mr. Rudell announced recently. Mr. Gayman is not connected with the new firm, his interest having been purchased at the time of the reorganization. Mr. Rudell is well known in local grocery circles, for he was active in the operation of the National Grocer Co. for many years. The new company will serve the entire area surrounding Detroit for a distance of seventy-five miles and will make a specialty of serving restaurants, clubs and similar organizations. Since the new company was first formed, it has been necessary to add three trucks to the delivery fleet. Plans call for a 25 per cent. increase in floor space early in January. The present force of ten salesmen is expected to be increased to fourteen or more, Mr. Rudell disclosed. A new feature of the company's business is the addition of a complete line of imported beverages.

## To Make Flying Popular.

It is a long time since any one has talked or written of the prospects of aviation with great enthusiasm. Although there has been steady progress in the development of mail and passenger air lines, the industry as a whole has been so greatly deflated in the past two years that those prophetic voices which were once so eloquent on the future of flying have been generally stifled.

No less an aviation authority than Colonel Lindbergh, however, is now back in the prophetic role. According to reports of a recent interview, he foresees the day when men and women will be flying their own planes as they now drive their automobiles. Certain conditions must be met before any such goal is realized, he admits, but apparently his own experience in flying has convinced him that once planes are made cheaper and easier to control anybody can flit about the country as he does.

On the basis of improvements which have already been made in airplanes, we do not doubt that some day this will be theoretically possible. But while we find a small but steady growth in air travel, the era of private flying still seems distant. It is not so much a question of either safety or expense, although they are still, as Colonel Lindbergh states, deterrents to any general adoption of his practices, as it is a question of space.

Whenever flying enthusiasts begin comparing airplanes with automobiles, we feel impelled to rise to demand where in the world the landing fields and hangars of the future are to be located. If to-morrow an absolute fool-proof airplane easily handled by a child should be put on the market at the cost of a low-priced car, it would still be impossible for any great proportion of our automobile owners to use it to advantage. There isn't enough room.

A prediction: Britain's labor government will not outlast the year.

## Apple Sellers Find a Rival in Machine.

The street corner sellers of "unemployed apples" have a robot competitor. One of them has appeared in Washington in a bus terminal. You put a nickel in the slot, and out pops an apple.

A number of the machines, displayed recently at the Royal Winter Fair in Toronto, caused such public interest that the American assistant trade commissioner there, Avery F. Peterson, saw fit to report on the matter to the Department of Commerce in Washington. The machines have a capacity of 60 to 100 apples, which are displayed behind a glass case, and are fitted with the usual circular coin lock. They are equipped with "dry ice" to keep the apples at a pleasant temperature for eating purposes and to retard decay.

## Gabby Gleanings From Grand Rapids.

William H. Anderson has purchased 80 acres of land adjoining his farm in Alpine township on the South. His holdings in that locality now total 600 acres, exclusive of roads and railroad.

The widow of John A. Brink has sold her grocery stock at 251 Page street to Robert A. Smith and Arthur R. Turner, who will continue the business at the same location under the name of Smith & Turner.

The Michigan Hardware Co. will celebrate the nineteenth anniversary of its location in Grand Rapids on April 29.

## Acclimated.

Clergyman—Really, Mrs. Anderson, the baby behaved wonderfully at the christening. He was quite unusual.

Mrs. A.—Well, he should have behaved. You see, my husband and I have been practising on him with a watering pot for the last two weeks.

## Ant Poison.

With glycerin make a paste of equal parts of tartar emetic and sugar and spread it around the places frequented by the ants.

## The Penalty.

To-day I saw a man  
With sunken eyes;  
His shriveled frame  
Disarmed disguise.

The bloodless face  
And hopeless look,  
Men swiftly saw,  
But none mistook.

Mind, body, spirit,  
Bartered, sold;  
His pockets bulged  
With burnished gold.  
Glenville Kleiser.

## The Wise Man.

He did not ask for riches,  
To play a pompous part;  
But humbly prayed to have  
An understanding heart.

God heard his meek petition  
And gave him wisdom rare;  
All other things He added  
In which to richly share.  
Glenville Kleiser.

Vinegar—Replacement business in vinegar has made for a more or less routine market, with little price change and but an improved outlook for the future. Consumption has thus far been below expectations, but the worst is now believed over.

Syrup and Molasses—The demand for sugar syrup is very dull, but prices are unchanged on account of the light stocks. Compound syrup is dull and weak. Molasses, fair demand. No change.