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GRAND RAPIDS  
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# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 28, 1931

Number 2471

## THE MEASURE OF A MAN

Not—

“How did he die?”

But—

How did he live?”

Not—

“What did he gain?”

But—

“What did he give?”

These are the units

To measure the worth

Of a man, as a man,

Regardless of birth.

Not—

“What was his station?”

But—

“Had he a heart?”

And—

“How did he play

His God-given part?

Was he ever ready

With a word of good cheer,

To bring back a smile,

To banish a tear?”

Not—

“What was his church?”

Nor—

“What was his creed?”

But—

“Had he befriended

Those really in need?”

Not—

“What did the sketch

In the newspaper say?”

But—

“How many were sorry

When he passed away?”

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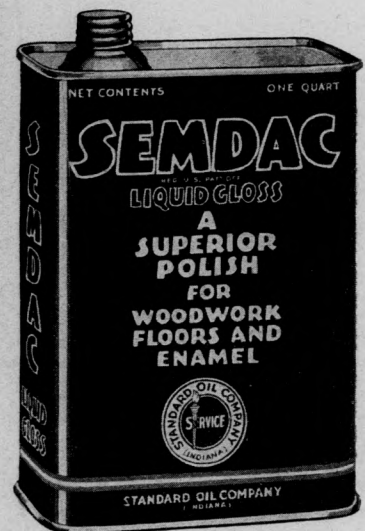
for  
easy  
sales

**T**HOUSANDS of women consider Semdac as a household necessity. For years Semdac Liquid Gloss has been a standard polish in homes throughout the Middle West. With the combination of Semdac Liquid Gloss and Semdac Furniture Dressing you can make two sales where you formerly made one.

Stock these products . . . display them . . . watch the ease with which they sell.

**STANDARD OIL COMPANY (Indiana)**  
General Offices: 910 South Michigan Ave., Chicago, Ill.

1707



**SEMDAC**

FURNITURE  
DRESSING  
LIQUID  
GLOSS



# MICHIGAN TRADESMAN

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 28, 1931

Number 2471

## 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.

### SALESMAN'S CLUB.

#### New Official Line-up For Nineteen Thirty-one.

At the annual meeting of the Grand Rapids Salesman's Club, held last Saturday, the following officers were elected for 1931:

President—Hon. John Dalton.  
Vice-President—Amos Graves.  
Recording Secretary—H. R. Bradfield.  
Financial Sec'y-Treas.—Rutledge W. Radcliffe.

Executive Committee—John B. Olney, B. C. Saxton, Loren Benjamin Teal, Leo Caro, Mary J. Field.

This Club meets regularly every Saturday at 12:30 p. m., at the Rowe Hotel in the English room. Everyone interested in salesmanship invited to attend.

Secretary Bradfield presented the following history of the Club:

This club has passed through nine years of existence, dating its birth from Jan. 1, 1922. It has functioned satisfactorily and consistently as a noon-day luncheon club during this time, with the hope and idea of being of service to its members, its members' friends and the community at large.

During its history, it has been served by the following members who have acted as President:

Walter S. Lawton, Walter N. Burgess, Wendell P. Lusk, John B. Olney, Frank Powell, Rutledge W. Radcliffe and the present incumbent, Gilbert H. Moore.

The operations of the Club have been along safe and conservative lines, with the thought in mind of providing education, entertainment and good fellowship at its meetings. As the result of its operations, it has become known as one of the successful luncheon clubs of this city.

Many of the inspirational and educational talks given before the club have been given by members of the club. This indeed speaks well in itself for the club, showing, as it does, the mental caliber and class of its members. Added to these have been talks

by prominent men and women of the city of Grand Rapids and from other cities.

It has always been a source of regret to your secretary that many times there seemed to be a lack of appreciation of the value of these addresses, especially along educational lines, on the part of some of the members. This attitude has, unfortunately, contributed to quite an extent to the lack of stabilized and regular attendance on the part of the members. As an offset to this condition, many of the attending members have brought in their friends and relatives as guests and in practically every case where comment has been made by visitors, their comments have not only been complimentary, but enthusiastic in regard to the value of the club meetings.

The officers and committees, upon whom fell responsibility of supplying entertainment and speakers, have tried to be not only careful but discriminating in their selections of all forms of entertainment as well as the nature of the addresses to be given before the club.

In a short review of the history of this club, may I state that the club was originally instituted and organized as a supplementary help to the local branch of the United Commercial Travelers, the requirement for membership at the organization of the club being membership in Grand Rapids Council No. 131, United Commercial Travelers. It was then strictly a men's club. Later the club in its wisdom adopted a resolution making every day ladies' day, thus making it possible for each club member to bring his wife or lady friend to any or all of its meetings.

The name of this club when it was started was the You See Tea club. Later when the membership requirements broadened, the name was changed to the Fellowship club of Grand Rapids, and again later to its present name of the Salesman's club of Grand Rapids, the only requirement for membership being a good moral character and an interest in sales work.

The club has aimed at all times to co-operate with the different civic organizations, and has stood back of every proposed change or public improvement, as soon as its members were satisfied that it was for the benefit of the many and not the few.

Of the many outstanding attainments of the club along progressive lines, may I call attention to two of them in particular. One, the raising of a fund of \$100, which made it possible for one of our Grand Rapids boys to enter college, and as the result of the start given him by this club, this young man has just lately been awarded the Rhodes scholarship, which gives him a course in Oxford, England.

The other attainment was the purchasing by this club of a very high-

class sailboat for the use of the Boy or Sea Scouts. This boat is in use and in great demand among the Sea Scouts during the summer season and has been very much appreciated by that organization. The club has fathered and put through many other projects, in every case for the benefit of either some person or proposition.

During the year just closed, we have held twenty-five meetings, with a gross attendance of over 700 and an average attendance of twenty-eight. At these meetings, the addresses and entertainments have been given by the following:

William H. Connelly, Junior College String Trio, Judge Willis B. Perkins, Dr. George McClung, Wayside Missionary, Herbert H. Heaney, Ralph H. Davis, Supreme Sentinel, Mrs. Dorian Russell, Rev. A. R. Gold, Ganson B. Taggart, city attorney, Slim Coates, Dr. B. H. Masselink, Dr. Wishart, Elmer Brackett and E. Ross Farra. The secretary of the club, Ollie Wood and troupe, Dr. Ralph H. White, Walter Palmer, realtor, L. V. Pilkington, J. A. Vanderwerp, Amos Graves, Miss Margaret Hartnacke, Mrs. Clayton Hoffman, Mrs. Fred M. Raymond and Colin P. Campbell.

The largest attendance during the year was fifty-five on March 15, 1930, when Ralph H. Davis, Supreme Sentinel of the U. C. T., spoke before the club. The smallest attendance was on Jan. 10, 1931, when Colin P. Campbell gave a very wonderful address in connection with the functionings of trust companies.

It is, perhaps, a matter of congratulations that during the entire history of the club there has never been any discord or ill feeling manifested at its meetings. Operating as the club has, as a non-sectarian and extremely democratic club, with few rules, regulations or by-laws, it could easily be a matter of comment and congratulation.

It is the secretary's hope that this condition may continue to be in evidence during the entire history of this club's activities, and that the club may continue to not only function, but carry on successfully and to a greater degree than it has in the past. Constructive criticism has always been asked for by each and every officer of the club, as well as loyal co-operation, and may this condition continue to endure as long as the Salesman's Club shall continue to function.

#### Late Business News.

Sales tax bills, modeled on the Kentucky law, were introduced this week in the legislatures of Indiana and Tennessee. In the latter the graduated tax goes up to 2 per cent. on sales exceeding \$2,000,000.

"We are facing in this country a bright future and as our conditions improve so will those of the rest of the

world," said James A. Farrell, president of United States Steel, last week in addressing a joint meeting of the National Canners Association and the Wholesale Grocers Association. He thinks we should concentrate on business in this country.

United States Steel output last week rose to just under 48 per cent. of capacity—a gain in the week of about 4 per cent. This is regarded in the industry as decidedly promising.

Kroger will open a grocery department in Sears, Roebuck's store in Minneapolis within a few weeks. This will be the third Kroger grocery and meat unit to be installed in the Sears, Roebuck chain, the other two being in Chicago and Cincinnati.

A number of mills which produce dry goods of one kind or another, including three of the leading blanket mills, announced last week through the Wholesale Dry Goods Institute that they will distribute their goods hereafter exclusively through wholesalers.

The dietary habits of Americans are changing in favor of vegetables and away from meats and cereals, according to a bulletin issued by R. W. Dunlop, Assistant Secretary of Agriculture in Washington. The gain in vegetable consumption since 1915 was 36 per cent. In the last five years the decrease in use of grains by human beings was 30 per cent. Since the war more sugar and dairy products have been eaten.

Grocery failures in Louisville have declined markedly since full publication of the Louisville Grocery Survey, evidence that the information imparted was of value. Grocery bankruptcies in 1929 numbered fifteen. In eleven months of 1930 there were only three.

The Government has won its suit to terminate unlawful price-fixing by the Norwegian sardine packers. This decision was anticipated, however, and since last July price-fixing has not been in effect.

#### Questionnaire For Successful Men.

Those who can answer these questions in the affirmative can depend on it that they are on the road to success:

Do you suggest other purchases in addition to the merchandise requested?

Do you know the names of all your regular customers?

Do you call them by name?

Are you always pleasant?

Do you take the trouble to look up something special for them?

Are you a booster for your store?

Are you quick to adopt new ideas in selling?

Are you neat and courteous at all times?

Do you keep your counters clean and stock well arranged?

Do you read the instruction books, literature and trade magazines on your particular merchandise?



## GOVERNMENTAL BUDGETS.

### Some of the Reasons For Heavier Tax Burdens.

The budgets of all governmental units in this country have increased greatly in the last two decades, largely for the following reasons:

1. The general increase in the cost of all service and commodities since the war, an increase which has progressed in an almost unbroken line save for brief periods.

2. The increase in the social consciousness of the community which has been reflected in a broader social character of both administration and legislation in order to be responsive to the ideals and needs of the people.

3. An ever growing disposition on the part of the smaller governmental units to shift part of their burden to the larger ones, and a willingness on the part of the larger units to accept the increased burden.

It appears to me to be important for the people to understand the situation so that progress of government, both socially and economically, may continue in an orderly and uninterrupted course.

The cost of carrying on the purely administrative functions of government usually changes slowly. In other words, government, like any other business, has a more or less fixed overhead which cannot be greatly reduced on any given volume, but which need not be substantially increased if proper care is exercised.

For the existing functions of government there will, therefore, probably be relatively little change in cost during the next several years, although in all governmental units there will undoubtedly have to be an equalizing readjustment of salaries to meet a more intelligent classification of positions. To stabilize the administrative costs it will obviously be necessary to combat efforts to create new and unnecessary positions.

As I have intimated, one of the great reasons for the increased cost of government is the growing social consciousness of the people of the State. That development is likely to continue; in fact, we should all insist upon its continuance, but it is important that it be exerted along the lines of greatest possible social value.

Each year there are scores, if not hundreds, of proposals submitted covering new activities to be undertaken by government. Most of these come from public-spirited, disinterested individuals or groups; many of them have a substantial degree of merit. Obviously, it is not possible for government to address itself to more than a small part of the proposals.

Aside from this, many of the proposals have really no relations to government at all and are purely private in character. This fact frequently, does not in any way diminish the insistence or the pressure brought to bear by those groups interested in their special projects, or lessen their efforts in agitating for the adoption of those projects.

There are certain undertakings to which the state government is committed and which it is in duty bound,

both by statute and by humanitarian considerations, to further. For instance, its responsibility toward its dependent wards, the supervision of banks and insurance, the education of its children, the building and maintenance of good roads, the development of parks, and health and police duties—is perfectly clear and admits of no question.

There are, however, a vast and ever-growing number of border line activities which each year come before the executive and legislative departments. In growing importance also is the question of how much further the government can go in even those activities for which it already has accepted responsibility, or for which responsibility is imposed on it by law.

So far as New York is concerned it is perfectly evident to me that from this time forward increasing care must be given, both by the executive and the Legislature, to a selection of those projects to which the State can address itself. There must be intelligent and practical selectivity, to the end that we do not commit the State to undertakings beyond its proven means, and that we do not relieve either local government or private effort of responsibility.

With regard to the third premise, covering the disposition of the smaller local units to shift part of their burden to the larger governmental body, few people realize how far this has already proceeded.

In 1930 New York collected in taxes approximately \$320,000,000. Of this sum over half, or \$166,000,000, went back to the counties, towns and cities, either in the form of a division of collections, as in the case of the income tax, the bank tax and the gasoline tax, or in the form of aid given by the State to the communities, such as State aid to schools and State aid for highways and bridges.

In the case of the State aid to schools alone the vast sum of nearly \$80,000,000 went back to the communities. In other words, whereas the State collected approximately \$320,000,000, it had left for its administrative and financial purposes only slightly in excess of \$154,000,000, which paid the cost of all its many departments, its debt service, the building of its roads—alone involving about \$50,000,000—the extension and maintenance of its parks, the care of its hospitals, prisons, etc. It is clear, therefore, that to a substantial extent the State was really only a collection agency for the counties, cities and towns.

State aid to communities for certain very specific purposes is not only reasonable, but mandatory. But these purposes must be either State-wide in their application, or cover a responsibility which local government cannot undertake.

There has, nevertheless, of late years been an increasing effort on the part of communities to obtain for the purposes of their general funds a larger part of the taxes collected by the State. As a matter of fact, in the case of several taxes adopted in recent years, division with the local communities was forced by the refusal of legislators to support the necessary legislation unless their communities received direct from the

State a share of the taxes thus provided.

The shifting of taxes might not in itself be harmful if the taxes imposed by the local communities were reduced by the amount received from the State either in the form of a direct division or State aid. In many instances, however, this is by no means the case. Local communities receive additional revenues from the State in one form or another; they do not in any substantial degree reduce their own burden of taxes, but use the additional money for the extension or improvement of purely local activities.

I believe, therefore, that except in rare instances there should be no further shifting of the tax burden from the local community to the State and that when State aid is given to local communities the local taxpayer should scrutinize, so far as humanly possible, the budget of his own community, to make certain that the increased revenues that come from central authority serve either the purpose of reducing his tax bill, or are expended by the local government for constructive or necessary purposes.

Herbert H. Lehman,  
Lieutenant Governor of New York.

### Independent Merchants Association of Grand Rapids.

F. H. Porter has succeeded in lining up about 100 members of the Independent Merchants Association, which has been organized with the following officers:

President—Isaac Holloman.

Vice-President—W. H. Caslow.

Secretary—John Dietrich.

Treasurer—Cornelius Tanis.

General Manager—F. H. Porter.

Directors—Merwin Goldner, William Hoekstra and the officers above named.

The office of the organization is at 1900 Grandville avenue.

Monthly meetings will be held.

Yearly dues are \$10 for retailers. The dues of jobbers and manufacturers are optional.

The organization has authorized a contest to be confined to boys or girls under 18 years of age. The subject to be discussed is "Why the independent merchant should receive the undivided support of the buying public." The prizes will be \$15, \$10, \$5 and ten prizes of \$1.

W. H. Caslow has been engaged to talk over WASH every Saturday evening.

### Lowered Grocery Stocks.

It is not the stock of soap, candles, peas, pies and pumpkin that is worrying the chain barons so much—the stock they are getting galvanic shocks in their gray matter about are the stock market "quotes" on chain store and mail order house stocks. The other night old man Henderson read a list of some dozen of the big guns in the chain store racket, including A & P, Penney, S-R, Woolworth, Kresge, and some of the Southern variety we don't have up here, and the reductions in prices bid a year ago and to-day were a direct slap in the face, so far as the oft repeated applesauce on part of the chain gangs that they are going right along, with everything hoity toity. When you get down to the basic, rock bottom of stock quotations it is easy to read between the lines and to realize that the reaction of pro bono publico has given the chains a solar plexus, whether they admit it or not. And food investigations in the Federal Senate are not going to pour any oil, Standard or otherwise, on their troubled waters. Hugh King Harris.

According to those who ought to know, the most popular artificial flower made is the American Beauty rose. Artificial flowers are made of cloth, grasses and paper.

One of a Series of Advertisements Now Appearing  
In Leading Michigan Newspapers.

## HAPPY Days Are Here Again When You Bite Into a

# \$1 Brooks' Bo-Peep Chocolate

VALEUR BITTERSWEETS: A big 1 1/4-lb. package.  
CLASSIC: 1 lb. Hard and Chewy Centers, Milk Coating.  
LOCHINVAR: 1 lb. Chocolate Coated Nuts, Fruits, Caramels,  
Nougats, Valeur Bittersweets and Creams.  
COMBINATION: 1 lb. Assorted Chocolates and 1/4 lb. Juicy  
Cherries.

GOLDEN DOLLAR: 1 lb. Milk and Dark Chocolates, Assorted  
A. E. BROOKS & CO., Grand Rapids, Mich.

Ask Us To Have  
Representative Call



BROOKS' Bo-Peep  
(1 lb. Assorted  
Milk-Coated Chocolates)



## IN THE REALM OF RASCALITY.

## Questionable Schemes Which Are Under Suspicion.

Robert Gordon Duncan, publisher of a vicious trade journal and self-styled "radio wildcat" of Portland, Oregon, was recently sentenced to six months in jail and fined \$500 for using obscene and indecent language over the air, which is a violation of the Federal Radio Act. Duncan, under the assumed name of the Anti-Chain Store League, broadcast two-hour talks each night since early in the year over Station KVEP in Portland, slandering and vilifying local business men and institutions. The Portland Better Business Bureau co-operated with the authorities in the investigation leading up to his prosecution. Station KVEP was put off the air last May, when the Federal Radio Commission refused it a license.

New York and Brooklyn department stores have recently examined comfortables, pillows, and similar articles filled with feathers and down, and have found, with the Better Business Bureau's assistance, many of these are improperly labelled by manufacturers. This has led to inaccurate description by some of the stores. Several of the stores when notified by the Better Business Bureau of the facts developed removed misdescribed merchandise from sale. One prominent retailer printed an advertisement in newspapers correcting its misdescription in a special sale of comfortables and offered refunds to dissatisfied customers. The State Department of Labor co-operated in this survey and has inspectors out examining comfortables and pillows now, in an effort to improve the situation further. Under a recent ruling, a 10 per cent. allowance is made for unintentional variation in describing mixtures in down-filled bedding. Above this limit the name of each material in the filling must be stated. Past error has been to exaggerate the amount of down and minimize the proportion of feathers in a pillow or comfortable.

The law holds the vendor of the merchandise responsible for its misdescription, despite the fact that it may have been the manufacturer who originally put the inaccurate label on. It is therefore important for the retailer to make his own tests of samples in order to ensure accuracy. It is recommended that where labels are found to be misleading, the retailer should not change them himself, but should remove the merchandise from sale and send it back to the manufacturer to be corrected and inform the State Labor Department or the Bureau of the misbranding found.

La Lasine International, Inc., of New York, in advertising an antiseptic for the mouth and throat, listed thirty diseases ranging from aortic, arthritis and asthma, to influenza, leprosy and whooping cough, as originating in the mouth.

The company described the area in which the thirty diseases were said to originate as "Eighty square inches inside your mouth where poisonous decay germs breed".

Advertising that "La Lasine Destroys Food Film", the company declared that "Its amazing ability to mix with mouth secretions enables it to instantly reach every inch of mouth membrane and kill all poisonous decay germs. The medication-holding deposit La Lasine leaves on the membrane of the mouth and throat not only destroys food film, but actually gives protection for hours after."

The Federal Trade Commission has ordered the company to cease using in advertisements statements which directly or indirectly import or imply that its preparation, when used as a mouth wash, instantly reaches every inch of mouth membrane and kills all poisonous decay germs; that it gives protection for hours after use to the membranes of the mouth and throat and that it is a preventive or cure for aortic, arthritis, asthma, bronchitis, catarrh, chicken pox, common colds, croup, diphtheria, erysipelas, grippe, influenza, laryngitis, leprosy, measles, parotitis, pleurisy, pleuro-pneumonia, phthisis, pneumonia, rhinitis, scarlet fever, sinusitis, small pox, sore throat, tonsillitis, tuberculosis, typhoid, typhoid-pneumonia, whooping cough, or meningitis.

Implication in its advertising that its preparation La Lasine received Government endorsement, when such is not the case, is also prohibited in the order, the Commission having found that analyses by the Food, Drug and Insecticide Administration of the Department of Agriculture, show no basis for the advertised claims made for antiseptic qualities, nor did such claims have the approval of any other branch of the Government.

La Lasine International is also ordered to discontinue printing on its cartons and in its advertising words that would indicate the product to be of French or other foreign origin, when, in fact, it is produced in the United States. Use of such expressions as "La Lasine—The Famous French Formula", "C'est Francais!" "C'est Marveilleux!" and "Paris-Rome" is to be abandoned unless accompanied by qualifying language, "equally conspicuous in character or type, clearly and affirmatively indicating that the said preparation "La Lasine" is manufactured in the United States of America unless and until said preparation "La Lasine" is, in fact, manufactured in some country other than the United States of America."

Owosso, Jan. 26—Robert Walters, of Flint, who was arrested Dec. 9, on a warrant charging him with obtaining money under false pretenses, failed to appear in Justice Arthur Pierpont's court for examination. He had been released under \$200 bond, to appear for examination.

Walters had received several orders for advertisements in a cook book from local merchants, and was arrested on a warrant, based on a complaint by Burr S. Wood.

Walters represented that the domestic science department of the public schools was sponsoring the cook book and that it received part of the proceeds. He employed a number of good looking girls to do his soliciting.

Trying to get even sets back many a man.

## Berkshire Prices Unchanged.

Despite frequent rumors in the market that the Berkshire Knitting Mills would reduce hosiery prices before the end of the week, Spring quotations on regular goods will be unchanged, according to letters received by the trade. In the letter, which was sent to all the Berkshire accounts, it was stated that the company had revised its lines and was adding nine new numbers, ranging in price from \$6.75 to \$11.85 a dozen. Reductions of 25 cents a dozen, however, were made on three

numbers, which have been discontinued. These styles are all 42 gauge numbers, with the new prices \$6.50, \$6.75 and \$7 respectively.

School Professor: "If a person in good health, but who imagined himself sick, should send for you, what would you do?"

Medical Student: "Give him something to make him sick and then administer an antidote."

Professor: "Don't waste any more time. Hang out your shingle."

## Profiting Partnership

*where your savings earn and grow*

Consumers Power Company offers for investment its Preferred Shares, which represent ownership in the business and provide a cash income from it. Such an investment as this gives you the satisfying knowledge that every dollar of your principal is soundly invested and working steadily for you.

Over 40,000 of your fellow-citizens have already used this opportunity and are enjoying its benefits. Your partnership is invited, and welcomed.

## Consumers Power preferred Shares

Ask our employees about our monthly payment plan paying you a good return on your savings.

## STOKELY'S Honey Pod Peas

Distributed by

**Western Michigan Grocery Company**

GRAND RAPIDS, MICHIGAN



**MOVEMENTS OF MERCHANTS.**

Marquette—Interior redecoration of the Adams Hotel, Front street, has been completed.

Dundee—The Monroe County Bank has increased its capital stock from \$25,000 to \$40,000.

Carson City—L. Russell succeeds Russell & Peiffer in the cigar and lunch room business.

Tipton—Fire destroyed the store building and stock of general merchandise of C. B. Hertzler, entailing a loss of over \$10,000.

Lansing—The Croy Dairy Co., composed of local business men and local capital is being organized with a capitalization of \$10,000.

Detroit—National Millinery Stores, Inc., 1726 Dime Bank building, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Laundry Supply Co., Inc., 1633 Bagley avenue, has been incorporated with a capital stock of \$10,000, \$5,000 of which has been subscribed and paid in.

Lowell—W. A. Hunter and Floyd C. Steed have formed a copartnership under the style of Hunter & Steed and will engage in the agricultural implement business Feb. 2.

Vestaburg—Soil Builders, Inc., has been incorporated to deal in soil correctives with a capital stock of 1,200 shares at \$10 a share, \$12,000 being subscribed and paid in.

Detroit—Prady's Market, Inc., 11655 Hamilton avenue, has been incorporated to deal in groceries, meats and vegetables with a capital stock of \$15,000, \$9,000 being subscribed and paid in.

Detroit—The Wagner Electric Co., of Detroit, 12022 Linwood avenue, has been incorporated to deal in radio, etc., at retail with a capital stock of \$10,000, \$6,600 being subscribed and paid in.

Detroit—Magil's Clothes Shop, Inc., 7924 West Jefferson avenue, has been incorporated to deal in men's clothing and furnishings with a capital stock of \$10,000, all subscribed and paid in.

Battle Creek—Arthur Tressel, for many years connected with the drug trade here, has purchased the lease, stock and fixtures of the Upton Pharmacy, Washington and Upton avenues.

Detroit—The Emerson Shop, 9671 Gratiot avenue, has been incorporated to deal in merchandise with an authorized capital stock of \$10,000, \$2,000 being subscribed and paid in cash.

Manistee—Zaborowski & Jorgensen, dealers in men's furnishings, boots and shoes, at 347 River street, are conducting a closing out sale of their entire stock and at its close will retire from trade.

Utica—The Kirby Packing Co., with business offices at 297 North Cass avenue, Pontiac, has been incorporated with a capital stock of \$15,000, of which \$7,500 has been subscribed and paid in cash.

Adrian—The Southern Michigan Amalgam Fuel Co., has merged its business into a stock company under the same style with a capital stock of \$10,000, \$6,000 being subscribed and paid in.

Saginaw—The House of Linens, Inc., dry goods, linens, textiles, has merged

its business into a stock company under the same style with a capital stock of \$10,000, \$6,000 being subscribed and paid in.

Ludington—Newberg & Gaudet, dealers in shoes and men's furnishings, have redecored their store, installed modern fixtures and relocated departments, etc., thus making it thoroughly modern.

Detroit—The Fenkell Glass Co., Inc., 3712 Fenkell avenue, has been incorporated to deal in plate and window glass at wholesale and retail with a capital stock of \$3,000, all subscribed and paid in.

Saginaw—The annual meeting of the Saginaw Grocers' and Meat Dealers' Association will take place on the evening of Monday, Feb. 2, at the Board of Commerce, William A. Rorke, secretary, announces.

Howell—Mrs. Byron Wellman and daughter, Lucy Fern Wellman, have purchased the restaurant and cigar business of L. P. Jackson and will continue the business at the same location in the Miller building.

Charlotte—John Collizi, wholesale dealer in confectionery of all kinds, has purchased the business block recently occupied by the Mate Furniture Co. and will occupy it with his own business as soon as the building has been remodeled.

Mt. Clemens—The Lakeside Ice & Coal Co., 28 Pine street, has merged its business into a stock company under the style of the Lakeside Fuel & Supply Co., with a capital stock of \$200,000, \$160,000 of which has been subscribed and paid in.

Lansing—Eugene Parker, who closed his jewelry and repair store in the Downey block, in order to take his wife South owing to her failing health, has sold the stock and fixtures to Howard Duxtader, who has opened it and is adding new stock.

Flint—The Freeman Dairy Co. will open a wholesale ice cream branch in Detroit, at East Grand boulevard, and Joseph Campau street as soon as the remodeling of the building has been completed. Wellington J. Griffiths will be the manager of the branch.

Grand Rapids—The H. F. Cox Co., 601 Ottawa avenue, has merged its sheet metal business into a stock company under the style of the Cox-James Co., 41-49 Coldbrook street, N. E., with a capital stock of \$150,000, \$79,750 being subscribed and paid in in property.

Detroit—A new factor has entered the business of coffee distribution to hotels, restaurants and institutions in Detroit with the formation of the Ross Coffee Co., with offices and roasting plant at 125 West Larned street. G. Ross Stewart, former proprietor of the Wagstaff Coffee Co., heads the new organization.

Cheboygan—Frank Fleischman and Wilbur Young have purchased the Cheboygan Baking Co. plant and equipment of its owners, Sam Inkster and W. C. Barnich and are making extensive preparations to enlarge and modernize the business. For the present the business will be conducted under the same style.

Sawyer—J. A. Wester, who has conducted a grocery and dry goods store here for twenty-one years, has sold his store building and stock to Harry Olson, who has been manager of the store for the past five years and who will continue the business at the same location. Mr. Wester will devote his entire attention to the interest of the postoffice, of which he is postmaster.

Armada—Thieves entered the William Moore hardware store Jan. 21, and carried away \$76 in cash and stock valued at more than \$500. They next entered the dry goods store of O. F. Stump and secured stock valued at over \$1,000 at wholesale prices. They next entered the furniture store of A. E. Millet and took stock valued at about \$500. A truck was used to carry away the loot.

Bay City—The eighth annual meeting of the Meisel Hardware & Supply Co., 1010 North Water street, was held recently with the officers and employees of the firm being feted at the Bay City Country Club and at the Center avenue home of Louis M. Meisel, president. Bonuses were distributed among the employees for the eleventh time in the history of the company, Mr. Meisel said.

**Manufacturing Matters.**

Kalamazoo—The Kalamazoo Parafine Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Eastern Paper Box Co., 3379 Gratiot avenue, has increased its capital stock from \$10,000 to \$100,000.

Detroit—The Luman Beverage Co., 2613 East Davison avenue, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Aerio Coal Burner, Inc., 854 Michigan Theater building, has been incorporated with a capital stock of \$10,000, \$6,000 being subscribed and paid in.

Detroit—The Jackson & Gregory Electric Construction & Motor Co., Inc., 2425 Grand River avenue, has been incorporated with a capital stock of \$15,000, all subscribed and paid in.

Pontiac—The Pontiac Paint Manufacturing Co., Inc., 17-19 South Perry street, has merged its business into a stock company under the same style with a capital stock of \$100,000, all subscribed and paid.

St. Joseph—The Skidmore Corporation, Vine street, manufacturer of pumps and other hydraulic machinery and supplies, has been incorporated with a capital stock of \$25,000, all subscribed and paid in in cash.

Detroit—Addy Furs, Inc., 1540 Washington boulevard, manufacturing furrier, has merged the business into a stock company under the same style with a capital stock of \$10,000, all subscribed and \$1,000 paid in in cash.

Grand Rapids—The Hurley-Jewell Paint & Wall Paper Stores, 349 Division avenue, South, has been incorporated with a capital stock of \$5,000, of which amount \$4,000 has been subscribed and \$2,000 paid in in cash.

Lowell—The Lowell Sprayer Co. is adding to its manufacturing facilities by equipping for the production of poultry breeders' supplies, nests, foun-

tains, brooders, etc., as soon as the necessary machinery, tools, etc., can be installed.

Monroe—The Floral City Rubber Co., 402 South Monroe street, manufacturer of rubber specialties, has merged its business into a stock company under the same style with a capital stock of \$35,000, \$22,000 being subscribed and paid in.

Holland—Van's Chemical Co., manufacturer of fertilizer, has consolidated with the Smith Agricultural Chemical Co., with plants in Columbus, Ohio and Indianapolis, Ind. The management of the local plant will not be changed by the consolidation it is stated. Dick Miles is president and general manager.

Battle Creek—The Francine Frock Co., of Battle Creek, Chicago and Niles, has completed arrangements for concentrating its three manufacturing units here. Factories in Chicago and Niles will be discontinued before Feb. 2, the date scheduled for the opening of its modern new local plant. The company located here eight years ago and has enjoyed a steadily increasing business. It employs 150 people and expects to increase the number to at least 250 before the middle of March.

Watervliet—That the Watervliet Paper Co. made a splendid showing during the lean business year of 1930 was shown at the annual meeting held last Wednesday. Reports to stockholders showed that it had been possible to pay a dividend of 8 per cent. and in addition carry approximately \$120,000 to the surplus fund. The company desires to retire outstanding bonds to the amount of \$100,000 and is now advertising for those bonds. The response to date has not been satisfactory. George K. Ferguson, president, reported the company is installing a 94 inch Waldron arch back type coating machine. It is ballbearing throughout, the first coater of that special type in the Kalamazoo valley district. It will be motor driven and the total outlay will approximate \$50,000.

Battle Creek—Battle Creek is nearly over the top in its bond sale of \$100,000 to finance the bringing here of the Rich Manufacturing Co. As has already been announced, that sum had already been pledged last week, with about \$1,500 over, but the sale of bonds is continuing for a few days in order to obtain enough to offset several sales made with conditions attached. At the same time, Joseph C. Grant's committee on raising a \$20,000 bonus to pay moving expenses of the factory is starting to work. Letters have been mailed to all stores owned out of town, and the committee is preparing to begin a canvass of the city according to classification. Rather than go from store to store asking donations, chairmen are being appointed for each class of persons as for instance, attorneys, teachers, and retail merchants. The completion of the sale of bonds assures Battle Creek of the moving here of the Rich Manufacturing Co., now located in Los Angeles, Calif., which guarantees to employ at least 200 local men by Nov. 1 this year. The \$20,000, to pay moving expenses, is to be outright donation.



### Essential Features of the Grocery Staples.

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

Tea—There has been a very fair first hands business done in tea in a large way during the week. Indias and Javas have been firmer in primary markets and Formosas, which are in good demand in this country, have also been firm. There has been no important change in price anywhere in the list. Holders expect a gradual improvement during the next few months.

Coffee—There have been a number of fluctuations in green Rio and Santos sold for future delivery, but they have made no important change in prices when compared with prices a week ago. The market is very heavy and there is no immediate prospect or reason for much improvement. Actual Rio and Santos, green and in a large way, is about the same as it was a week ago. Business from first hands is poor. Milds are unchanged from last week. The jobbing market on roasted coffee remains about the same as a week ago. Sooner or later it will follow in fluctuations which occur in green coffee.

Canned Fruits—Reports from the Coast state that fruit packers there are meeting with an improvement of conditions and that both enquiries and sales are showing an upward turn. The seasonal requirements of the consuming months now approaching are expected to add impetus to this better showing.

Canned Vegetables—An encouraging enquiry has gone out respecting standard tomatoes, corn and various other items. What the future price trend will be no seems to predict. Cannery are hopeful that a good demand for a leader like tomatoes will have the effect of turning all major vegetables higher. Corn appears to be in good position, and while the fall was discouraging to canners because of lack of consumption, price slashing and inferior packs, it is now generally held that the best consuming months for corn are just ahead and that if it can be stabilized on a basis to make merchandising worth while retailers and chains will give it the attention it needs to stimulate consumption. What the future of peas will be remains to be seen. The situation is confused by the heavy stocks of extra standards, particularly three and four sieves, carried in Wisconsin, and the fancies in New York State. The latter will move out in the spring, State packers feel, and they are not crowding their stocks at this time. Price revisions may come soon in grades which Wisconsin canners may desire to move fast to avoid too great a carryover. String beans of the lower grade have sold exceptionally well due to low prices quoted, but New York State Refugees have not done so well because of the higher prices which are necessarily asked for them.

Dried Fruits—The week is not marked by any particular feature in dried fruits. With the recent increase in the price of raisins as announced by the California raisin pool, packers on the Coast are taking offerings and the trade shows more of an inclination to

buy this item. The stabilization effected by the pool is now considered as an accomplished fact: and thus reassured against declines, distributors may be expected to cover their requirements farther ahead. A note of warning, however, that the pool will endanger the situation if price increases are made too regularly has been sounded on the Coast. Low prices seem to have been the medium through which most dried fruits this year moved into consumption, and many fear a reaction against raisins in consuming channels. As for the remainder of the list, the situation is very good so far as unsold tonnages are concerned. It appears likely that all fruits will move into consumption in advance of the new crops, but the prices at which they have been selling have allowed very little room for enthusiasm. Europe has been a good export outlet this season. In fact, demand from the Continent went very largely in moving the great crop of California prunes, particularly smaller and medium sized types, to which the crop ran. This export outlet is still open, according to the enquiry which has been received from abroad for early spring shipment, and as only about one-third of the record prune crop remains unsold, growers are hopeful that they can work their prices higher later. At the present time, prices are easier if anything. Top grades of apricots, peaches, pears and other dried fruits are confined largely to standards.

Salt Fish—Since the first of the year there has been a decidedly better demand for mackerel and other salt fish. This is undoubtedly aided by the shortage in production. Stocks are low and in active demand, which seems likely to cause advance.

Beans and Peas—The only firm item in this market is California limas which are selling pretty well at steady to firm prices. Other lines of dried beans are poor and soft. Buckeye peas are also steady to firm and in fair demand.

Cheese—Cheese is showing fair demand now and steady to firm market.

Syrup and Molasses—Sugar syrup is selling a little better but without any change in price. Compound syrup also is in better demand at the recently declined prices. Molasses quiet and unchanged.

Vinegar—Vinegar has not moved out as well as was expected, but the increase in enquiry noted here for the past several weeks has been sustained. Prices are unchanged, and there should be a good replacement business done soon.

### 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	2.25
Baldwins, Commercial	1.50
McIntosh, A Grade	2.50
McIntosh, Commercial	1.50
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, Commercial	1.00
R. I. Greenings, A Grade	2.50
R. I. Greenings, Commercial	1.50
Grimes Golden, A Grade	1.75
Grimes Golden, Commercial	1.25
Hubbardstons, A Grade	1.60
Hubbardstons, Commercial	1.25
Jonathans, A Grade	2.50
Jonathans, C Grade	1.50
Kings, A Grade	2.25
Talman Sweets, A Grade	1.75
Talman Sweets, Commercial	1.25
Hendricks Sweets, A Grade	1.50
Hendricks Sweets, Commercial	1.00
Ontario, Baking Apples	1.75
Pewaukee, A Grade	1.60
Pewaukee, Commercial	1.25
Starks, A Grade	1.60
Starks, C Grade	1.25
Cooking Apples, All Varieties	1.00

Bananas—5½¢@6¢ per lb.

Beets—65¢ per bu.; new from Texas 80¢ per doz. bunches.

Butter—The market has made a number of slight advances since the last report, aggregating 1¢ per pound. The general demand has been good and receipts none too large. Jobbers hold 1 lb. plain wrapped prints at 29¢ and 65 lb. tubs at 28¢ for extras and 27¢ for firsts.

Cabbage—\$2 per bu.; new from Texas, \$3 per crate of 80 lbs.

Carrots—65¢ per bu.; new from California, 75¢ per doz. bunches.

Cauliflower—\$2.75 per crate of 12 to 16 home grown.

Celery—We are now practically dependent on Florida for supplies. Today's market is \$1.80 for 2 doz. box and \$3.50 per crate.

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

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

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

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	\$4.65
Light Red Kidney	9.25
ark Red Kidney	9.75

Eggs—The market has had a weak time of it since the last report, with declines aggregating 2@3¢ per dozen. Receipts are better and the demand does not seem so keen. Jobbers pay 17¢ for strictly fresh. Storage operators offer their supplies this week on the following basis:

XX candled in cartons	18c
XX candled	17c
X candled	14c
Checks	13c

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	3.25
70	3.25
80	3.25
96	3.25

Choice is held as follows:

54	\$3.00
64	3.00
70	3.00
80	3.00

96 3.00

Grapes—\$2.75 for Calif. Emperors in 25 lb. sawdust lugs.

Green Onions—60¢ for Shalots.

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate	\$3.00
Imperial Valley, 5s, per crate	3.00
Hot house leaf, in 10 lb. baskets	.75

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, \$3 per bu.

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

126	\$5.50
150	5.00
176	4.50
200	4.50
216	4.50
252	4.25
288	4.25
344	4.00

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

Floriday 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

Bulk, \$1.65 per bu.

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

Parsley—50¢ per doz. bunches.

Peppers—Green, 50¢ 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; 90¢ per 25 lb. sack.

Poultry—Wilson & Company pay as follows:

Early Springs	21c
Heavy fowls	19c
Light fowls	13c
Ducks	14c
Geese	12c

Spinach—\$1.25 per bu.

Squash—Hubbard, \$3.50 per 100 lbs. Sweet Potatoes—Indiana, \$2.90 per bu.; Tenn., \$2.50 per bu. Both are kiln dried.

Tangerines—\$1.75 per ½ bu. basket; bulk, \$1.65 per bu.

Tomatoes—\$2 for 6 lb. container, Southern grown.

Turnips—\$1.25 per bu. for new.

Veal Calves — Wilson & Company pay as follows:

Fancy	13½c
Good	10c
Medium	8c
Poor	8c



## COURTESY WEEK.

## Elaboration of the Idea By Florida Cities.

Through the united action of numerous Florida Chambers of Commerce "Courtesy Week" has just been observed in the "Sunshine State". And this writer is going to carry on that spirit to the extent of this sunny designation, even though the weather of late has been embarrassingly contradictory of that term.

Courtesy week might well be continued in courtesy month and enlarged into courtesy year. There could be no better investment of endeavor than the promotion of courtesy as a community, state and National characteristic, through the development of personal and individual practice and habit.

Even if the Chambers of Commerce promptings be, to a considerable extent, commercial the resultant effects will not be so circumscribed. It will pay dividends in human happiness even greater than in financial gain. And there is nothing for which people will more readily pay a price in money and effort than for happiness—and which small, though wise, effort oft more easily secures than a large price in pelf.

Most people are kindly in their inner impulse. Some of the most reticent and undemonstrative people have truly warm hearts, unfortunately concealed by natural diffidence or aloofness of habit. Some people have qualities of geniality that are only kindled, it would seem, by a contact of flint with the steel which their demeanor suggests. Once lighted and aroused their nature expands into a friendship true and lasting, always worth the effort.

This writer has frequently noted and remarked upon the difference of habit concerning courtesy and contact in different sections of the country, North, South, East, West. Thirty years ago, in Texas, our attention was first directed to it. In the Lone Star state, then largely peopled by those of Southern birth, we found it the practice for everyone to give a kindly salutation to all, where sensibly possible, whether acquainted or not. Indeed, this writer found himself, at first, considered cold and unfriendly because he followed the practice, then existent—and still too largely the case—in his home State of Michigan, of giving no more than a nod, or even less recognition, to strangers.

Florida is a State of genial fellowship, yet not to the extent that Texas was, probably because it has a very considerable proportion of Northern-born residents, not familiar with the practice of ready salutation to strangers. Hence Courtesy Week was a practical, as well as a pleasant, suggestion for the Peninsular State of the South and it might well be followed by, and in, the Peninsula State of the North. Indeed there are a number of things in this "Sunny South"—these quotations contain no insidious reflections—of which "The Playground of the Nation," and "Where the North Begins and the Fine Fruit Grows" could well take cognizance.

Among the things which they do well

in the South is making it pleasant and pleasurable for the tourists and winter residents. There are localities particularly appealing to various interests and inclinations, each having, to some degree, a different appeal. All tourist towns make effort to provide entertainment of an agreeable nature. Miami, West Palm Beach, St. Petersburg, Sarasota, St. Augustine, Orlando and a host of lesser towns have their individual interest. Jacksonville and Tampa have many winter visitors, but are not primarily, tourist towns, being industrial centers of a substantial sort. Some of these larger towns will be later described. Just now I will refer to the fine little city of Sebring, Highlands county—and the county name is descriptive of its location, in the scenic highlands of the State.

Like every other town of any pretension to tourist entertainment it has a Tourist Club, the purpose of which is to make the tourist happy within the gates of the city, that he may stay long and return often. In this the Club has no more selfish object than that its members may enjoy the companionship of worth while people. Every visiting tourist is urged to register, for his own convenience and that of enquiring friends, quite as much as for the desired information of the Club. The accomplishments of Florida's tourist clubs evidence the intelligence of their direction, and the Club here is very efficiently officered. Its president, hostess and other officers are Northerners, more or less seasonally located. As is common it is sponsored, to some degree, by the city's Chamber of Commerce, but its activities are largely self-promoted and financed by a nominal membership fee. There is a general federation of tourist clubs and visits are exchanged between the memberships of these various organizations. For instance, there is the orange festival at Winter Haven, Jan. 27 to 30, with the 29th as tourist day, with a promoted rivalry for the largest visiting attendance. The Sebring Tourist Club won the silver cup last year for the highest percentage of attendance.

In all tourist towns there are grounds for exercise and games for the visitor—golf and tennis for the more active, shuffle board and horse shoes for those less inclined to pedal activity and checks, dominoes and cards for the more sedentary minded. They have local-group and inter-group contests in all of these. It was only last year that a man from Western Michigan fought to a desperate finish a National horse shoe pitching contest in Florida, finally won by a longer-armed man from the State of Maine. (No native of the Pine-Tree State is ever just from Maine, it is always "the State of Maine.")

I am advised, too, that at some tourist centers they have dancing schools for persons of post-maturity. (This prefix may be spelled with either an "o" or an "a"). Having received the attendant information in confidence we are unable to reveal to Tradesman readers some identities which might be interesting—not to say surprising. However, this writer learned the courtesy of journalistic discretion when

both he and the Tradesman were young.

Speaking of long arms, they are a valuable physical asset in the State of Florida right now, with the biggest fruit crop in its history yet to be picked. Coming from the postoffice arcade yesterday I was suddenly confronted by what, at first, struck me as a dark cloud obliterating an already overcast sun, but which was a black man of ladder-like proportions. A few startled queries brought out the information that he was, "Cotton White, such, yes such. Six-foot seven, suh; jest beah foot, suh. No suh, no sox a tall, suh! Ah done pick oranges from high trees, such, yas suh." And we could easily believe it. Long-armed persons have an advantage in picking grape fruit and oranges, just as they have in a Michigan apple or peach orchard.

There are to be two or three especial events here. A joint annual pageant, called "Nan-cess-o-wee Day", and the country agricultural fair, Feb. 24 and 25, and on March 15, when the "Highlands Hammock" is to be dedicated. The Nan-cess-o-wee pageant is in honor of a legendary Indian Princess, a descendant of the great Chief Osceola—with whom may have originated the title of a progressive Western Michigan county. He was a brave and bloody battler, hence has left a history to be perpetuated in song and sentiment, locally expressed in tribute to the Princess aforesaid.

Unfortunately, there are some persons so obsessed with a craving for fact in the absolute that they have no satisfaction in sentiment. Such a one I met last year. He had the real low down on this Nan person; knew her whole family, all of their connections and associations from the turpentine forests to the everglade swamps. Not a princess, nor yet a prince, in the whole lot. You know people like that, who cannot live peacefully or die content except they put devastating claws on the person of Sanat Claus and similar figures. But, just the same, we are going to have a replica of the Princess Nan-cess-o-wee, in one of our most beautiful maidens, with an attendant eclat worthy a Princess of the blood.

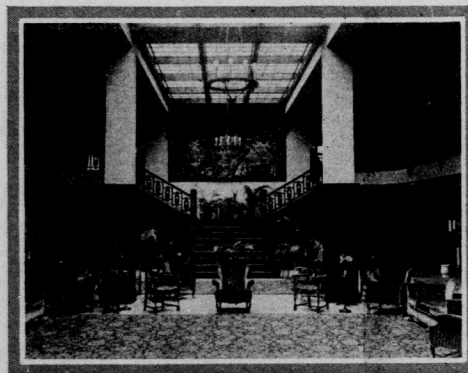
The Highlands Hammock—but recently thus named—is a unique area of native jungle, not duplicated in the

State of Florida, being of a nature usually found only in tropical climes. Its dedication, originally set for an earlier date, was postponed until March, so that some persons of National renown and political importance may be present upon the adjournment of Congress, and it will be designated as a unit of our National and state park system. Here one may see, it is said, more species of tropical and sub-tropical plant life than in any other place in our whole country. This will, perhaps, be the biggest event in local activities this year. The Tourist Club participates, by representation, in these several affairs. Upwards of 10,000 visitors—twice the population of the town—are expected for the latter event.

Rex Beach, noted author of American novels, of thrill, is a regular resident of this town and has a fine home bordering on Lake Jackson. He is a public spirited citizen and liked by his neighbors—which is a higher compliment, we think, than the highest praise of his undoubted literary talent. Mr. Beach, as anyone who has read much of his writings would know, is an out-of-doors man and a lover of nature. He is especially interested in Highlands Hammock.

Most towns in Florida, as in Michigan, have attractive water fronts and a municipal pier is nearly always an accessory. Not all of them rival the exceptional one at St. Petersburg, any more than that one approaches the stupendous one in Chicago, but all of them are useful. Many have buildings or rooms thereon especially assigned to the tourists and where their social activities may be held. When an "unusual" spell of weather prevails, such as has existed during recent weeks, the meetings are held in convenient and hospitable hotels, where the ever spacious lobbies are thrown open for such entertainment. Kenilworth Lodge and the Hotel Sebring have each entertained the Club members and their friends during our stay. During the past three weeks there have been addresses on world travel by persons from many states. To-day—January 22—Grosvenor Dawe, former editor of Nation's Business, is the guest speaker.

Dr. Harry Emerson Fosdick, noted Baptist preacher, is a guest at the Kenilworth this week and will give an address at 8 o'clock Sunday evening,





to which tourists and townspeople are invited. Probably we shall go to hear "in person" this popular pulpiteer, who speaks to as many people from his pulpit and by radio, perhaps, as any other in the country.

With this article is a picture of the Hotel Sebring's lobby, with its glass ceiling and beyond the stair landing, here shown, is a curtained music room, in which is installed a fine Kilgen pipe organ, which is used for lobby and concert music, with a recital every Sunday and it was so used at the Club meetings held there. Its courteous manager, is also manager of the Warren Hotel, Spring Lake, N. J., in the summer season. Harry M. Royal.

#### Color Correlation Chart Ready.

The Spring and Summer color correlation chart of the Textile Color Card Association will be issued to members this week, it was announced by Margaret Hayden Rorke, managing director. The chart lists the fashionable color families for day time and evening wear according to their cast, and for each group are given the coordinate colors for accessories, including shoes, bags and hosiery. The new blues for street wear, for example, are classified as navies, flag blue types and grayed blues. As color combinations will constitute an outstanding fashion theme for the new seasons, special significance attaches to that portion of the chart which suggests the smartest color harmonies and contrasts.

#### Report Peach Dinner Ware Wanted.

Predictions that peach color dinner ware would be in heavy demand for Spring were borne out by orders booked last week at the Pittsburg trade showing, manufacturers and selling agents returning here yesterday reported. Orders for china were placed by buyers are said to compare favorably with those booked at both 1929 and 1930 showings as far as volume is concerned, although popular price merchandise was in greater demand than at the two previous exhibitions. Selling agents and producers of glassware, exhibiting at the Pittsburg event, also report good business, with topaz stemware outstanding.

#### Muskegon Consumers League Six Hundred Strong.

Muskegon, Jan. 23—The Consumers League is now located in room 210, Lyman building, where we would be very glad to welcome you whenever you or your representatives come to Muskegon. We now have over 600 members in the League and are still going strong.

Once again let me assure you that we all greatly appreciate all you have done for us in this movement against the chain store evil. F. H. Long, Sec'y Consumers League.

#### Rug Buyers Reported Active.

An accumulation of small orders placed by floor-coverings buyers last week brought the volume of sales in the New York market to a considerable total, manufacturers and selling agents reported. With the market practically free of distress merchandise, buyers are convinced that prices have been satbilized in the industry, and are placing orders without pressing for special concessions, it was said.

### MICHIGAN HARDWAREMEN.

#### What They Will Do Here Feb. 2, 3, 4 and 5.

Monday Evening, Feb. 2.

6:30 p. m. Meeting of the Executive and Advisory Boards at the Pantlind Hotel.

Tuesday Morning, Feb. 3.

9 a. m. The exhibit hall will be open in the Waters furniture exhibition building at the corner of Ottawa avenue and Lyons street with the entrance on Ottawa avenue. The office of the Secretary will be located at the left of the main corridor as you enter the building. Clerks will be on hand in this office to look after the registration of the Associate and Honorary members. Retail dealers will register, secure identification badges, theater tickets, banquet tickets, etc. on the mezzanine floor at the Pantlind Hotel. This office will be open from 8:30 to 5 p. m.

12 m. The exhibit hall will be closed. Tuesday Afternoon.

12:15 p. m. President's complimentary luncheon in the ball room of the Pantlind Hotel, honoring all past presidents of the Association. Active, associate, honorary members, exhibitors and guests are invited to be at this luncheon. Your badge will admit you, so register early. Preceding the luncheon everybody will stand and sing the first verse of "America," which will be followed by the invocation by Treasurer William Moore, of Detroit.

Introduction of past presidents by Secretary Arthur J. Scott, Marine City.

1:15 p. m. Following luncheon: Convention singing led by Charles H. Sutton, Howell.

1:30 p. m. President's Message: "The Necessity For Better Merchandising." Louis F. Wolf, Mount Clemens.

1:50 p. m. Address: "The Job of Retailing": W. B. Allen, Palo Alto, California, President of the National Retail Hardware Association.

2:10 p. m. Address: "Joint Enterprise": C. J. Whipple, Chicago, Illinois, President of Hibbard, Spencer, Bartlett & Co.

2:30 p. m. Address: "Following Through": E. B. Gallaher, Norwalk, Conn., Editor Clover Business Service, Clover Manufacturing Co. Forum Discussion.

Announcement of committees.

3 p. m. Adjournment. All members appointed on committees should remain and arrange for meeting of their committee.

3:15 p. m. The exhibit hall will be open and remain open until 9 p. m.

Tuesday Evening.

7 p. m. Theater party at R.K.O. Regent theater. Vaudeville and pictures. Two p. m. performances, one program starting at 7 and the other at 9:15. Members are urged to go to the first performance so as to make sure of good seats.

9:30 p. m. Informal dance and reception in the ball room of the Pantlind Hotel.

Wednesday Morning, Feb. 4.

Session Theme: "Retail Hardware Management."

9 a. m. Convention singing.

9:20 a. m. Introduction of subject, "Retail Hardware Management," by President Louis F. Wolf.

9:30 a. m. Address: "Management Points the Way," by J. Charles Ross, Kalamazoo, Past President of the National Retail Hardware Association.

9:55 a. m. "Retail Hardware Management."

The Obligations Of the Management. Sales Control. Margin Control. Expense Control. Scott Kendrick, Flint.

10:25 a. m. "Retail Hardware Management."

Rendering Service, Evert Stadt, Grand Rapids.

10:45 a. m. Demonstration of Association Control Service.

L. S. Swinehart, Field Secretary, Marine City.

11 a. m. Summarizing Address: "The Man in Management."

E. St. Elmo Lewis, Detroit.

11:45 a. m. Adjournment.

Wednesday Afternoon and Evening.

1 p. m. The exhibition building will open and remain open continuously until 10 o'clock. Retail salesmen are especially invited to attend the exhibition in the evening. Admittance tickets will be provided.

Thursday Morning, Feb. 5.

Session Theme: "The Business of Selling."

9 a. m. Convention singing.

9:20 a. m. Introduction of subject, "The Business of Selling," by President Louis F. Wolf.

9:30 a. m. Address: "Are You Sales Minded?" by Edward G. Weir, Grand Rapids.

9:55 a. m. "The Business of Selling."

Selling Outside the Store. Making Community Trade Surveys. H. O. Paul, Pigeon.

10:45 a. m. "The Business of Selling."

Selling Inside the Store. Training Salespeople. E. R. VanDervoort, Lansing.

10:15 a. m. "The Business of Selling."

Planned Selling. Installment Selling. W. G. Judson, Big Rapids.

10:25 a. m. "The Business of Selling."

Advertising. Selling Through Display. The Use of Talking Signs. E. J. Hoekstra, Kalamazoo.

10:35 a. m. Demonstration of Modern Display Selling.

H. E. Pease, Chicago, Illinois.

11 a. m. Summarizing Address: "Successful Sales Promotion Methods."

E. St. Elmo Lewis, Detroit.

11:30 a. m. Election of Officers.

11:45 a. m. Adjournment.

Thursday Afternoon.

1 p. m. Exhibition building will be open until 6 p. m. This full afternoon can be profitably spent in the exhibition building. Don't forget the attractive prizes offered in the buyers' contest.

Thursday Evening.

7 p. m. Banquet and entertainment at the Coliseum (Division street entrance). The main speaker will be Charles Milton Newcomb, humorist and scientist. He is well known as an entertaining and forceful speaker. His subject will be "The Psychology of Laughter."

Friday Morning, Feb. 6.

Session Theme: "The Problem of Buying."

8 a. m. The exhibition building will be open until 12 o'clock noon. Do not go away without placing an order with every exhibitor whose line of goods you can use to advantage.

10 a. m. Convention singing.

10:20 a. m. Introduction of subject, "The Problem of Buying," by President L. F. Wolf.

10:30 a. m. Address: "Buying To Sell": Veach C. Redd, Cynthia, Ky. Forum discussion.

11:15 a. m. Committee Reports.

Auditors: Waldo Bruske, Vice-President, Saginaw.

Constitution and By-Laws: Scott Kendrick, Flint, Chairman.

Resolutions: J. Chas. Ross, Kalamazoo, Chairman.

Legislation: C. L. Glasgow, Nashville, Chairman.

Next Place of Meeting: James B. Draper, Detroit, Chairman.

Unfinished and New Business.

11:45 a. m. Adjournment.

Friday Afternoon.

12:15 p. m. Meeting of Executive and Advisory Boards at Pantlind Hotel.

Special Entertainment for the Ladies. (Ladies are requested to wear their badges on all occasions. The badge will be their identification. This rule will be strictly enforced this year.)

Tuesday Afternoon, Feb. 3.

4-5 p. m. Welcome tea in the Colonial room of the Hotel Pantlind.

Wednesday Afternoon, Feb. 4.

1 p. m. Luncheon at Women's City Club. Meet on Mezzanine floor of Hotel Pantlind at 12:30. Presentation of the Authentic Dress Modes by the Georgia Lee Store, followed by a tour of the Grand Rapids Art Gallery.

5 p. m. Organ recital at Park church. Ladies must obtain tickets for the luncheon before 10 o'clock Wednesday morning.

Wednesday Evening, Feb. 4.

8 p. m. Card Party in Rotary room of the Hotel Pantlind. Meet on mezzanine floor of Pantlind Hotel at 7:45 p. m.

Thursday Afternoon, Feb. 5.

3 p. m. Theater party at Majestic Theater. Ladies will meet on mezzanine floor of Hotel Pantlind at 2:30 p. m.

#### Japanese Imports To Gain.

Importers of Japanese goods, as well as those handling other lines of foreign merchandise, are convinced that the coming year will see business returning to a normal footing, according to David Walker, import manager for Morimura Brothers, New York. In a statement issued before his departure for a three month's buying trip through Japan, Mr. Walker pointed out that importers are preparing to handle a volume of business well above that of 1930 in spite of the handicaps of the new tariff. Adjustment of lines in order to meet tariff restrictions has been completed, he said, and importers are now able to map out buying programs for the year.

Uppishness has caused many a downfall.



### TURNING POINT SEEN.

Some hopeful statements on the general business situation have been made during the past week by leaders whose views receive marked attention. The tenor of these opinions is that the low point in the depression has been passed and that some signs of improvement can be noted.

In support of these expressions is found an increase in the weekly business index which has wiped out the year-end loss with gains in all but the automobile series. The best increase is in steel production and the industry reports a more active demand from a number of consuming lines, though its best business is coming from the automobile manufacturers.

So far it is not possible to find definite evidence of a real upturn in automobile buying. The statistics show the contrary. Nevertheless, there is a general feeling that new cars will sell in large quantities once there is just a little more confidence in the business situation. There is a good deal of talk to that effect.

Vacillating and disingenuous leadership at Washington, with the complications it has brought on social and economic problems, continues to impose a heavy burden on business recovery just as encouragement of the inflation by the previous administration was mainly responsible for the collapse. Federal Reserve officials admitted during the week that a "great many mistakes" had been made from 1927 on. Some of the later mistakes were due to administration pressure.

In the week's developments, the course of wholesale commodity prices once more attracted attention. After holding to a fairly steady level for five weeks there was another sizable decline in the average. The Annalist index dropped to 114.6, a loss of almost a point, with farm products, fuels and chemicals showing the principal decreases. Building materials rose a little despite the absence of any increase in construction activity.

### PURCHASING POWER.

What may be called the protection of purchasing power has made marked progress in this depression, not so much on account of official action but because progressive management has recognized the fact that workers are consumers. Such management has recognized further that to hold together a skilled organization and to keep it well satisfied with working conditions may mean all the difference between profit and loss. In fact, the restriction placed on immigration was the turning point in many employment policies. The concept of a worker as a consumer is the newer idea.

To those who still view a general wage reduction as inevitable it must be pointed out that in the end, if this happens, they will be less well off than now, and that includes producers, distributors, bankers and all business

branches and services. In fact, a manufacturer whose banker advocates such a course might well ask whether the latter is intentionally trying to restrict the market for his goods. After all, the country as a whole would provide a very slim demand for the many new articles of wide use if it were like some of the areas where wages will scarcely buy the necessities of life.

Those who start the business of wage reduction may feel that they are scoring a blow at competitors. What they usually launch is a boomerang, for the reason that many competitors first study all the possible means of reducing costs before they cut wages. They effect economies that the wage cutter has overlooked, and if it finally becomes necessary to reduce wages, they have definite advantages in the ensuing competition.

There is little doubt that certain readjustments in wage and salary scales will be found necessary in the studies which are being devoted to expense reduction. There grew up during the prosperity era a marked disparity as between industries, and a comparison of relative productivity per man is much needed. Management also favored itself and was permitted to do so as long as good dividends were paid. With the passing of those dividends, stockholders may not continue so generous.

### DRY GOODS CONDITIONS.

Trade activity is around its former level and, therefore, somewhat under what retailers would like to see it. Unfavorable weather on some of the best volume days so far this month has been blamed for losses, but it also seems true that the recurrence of wage reductions and the numerous charity appeals have quieted consumer buying. Price reductions are such as to call forth comment, but for the time being have failed to attract the usual response.

Retailers looked for two very difficult periods in this month and February and developments thus far have borne out their views. The many stores which close their fiscal years in another week will find in general, it is said, that their sales will be somewhat lower than the 1930 figures indicated, because of the decline this month.

The present reaction in trade, however, is not an unusual feature of a depression period. The tendency is for trade recession to follow by some months the setback in industry and to continue ebbing for some months after recovery in industry has set in. However, the fluctuations in trade are far less severe than in industry.

### WASTES IN RETAILING.

Growing a little more emphatic in his remarks concerning the wastes of distribution, a prominent merchant declares in a current university publication that our present system is "basically anarchistic and lawless." The average commodity doubles in prices from producer to consumer, he explains, and a large part of the goods handled sells for five times or more what it costs to manufacture them. This is not due to profiteering, but to great wastes, he explains.

His solution is one he has suggested before—a chain of department stores, each department of which would be a

unit in a chain of similar departments.

The department store field is by no means the only form of distribution which suffers from high costs. One finds, for instance, that the cost of gasoline at the refinery is a little over 5 cents, but costs 18 cents at the filling station. Company anthracite costs \$9.15 a ton and delivers for much higher. Many building material prices soar from maker to user.

In the stores, however, it is more than likely that selling what the consumer wants instead of what some individual may guess is wanted will go a long way toward cutting costs, particularly if the large amounts paid out for guesswork are eliminated or greatly reduced. The manufacturer's distribution cost would also be reduced by having goods produced for an established market.

The soundest view to take of present and future developments in retailing, however, is that, once a sure way of reducing wastes is found, it will not be long in adoption.

### SETBACK FOR OBSCENITY.

Two events of recent occurrence will give the chain store leaders a ray of hope.

The action of the Government, in refusing to grant the exclusive privileges craved by W. K. Henderson, will be a source of satisfaction to the chain crowd. The reason given by Uncle Sam for refusing Mr. Henderson's request will appeal to all as fair and reasonable. Mr. Henderson's methods of attack have never met the approval of lovers of fair play. Abuse, billingsgate and near profanity—have no more place on the air than they have in polite society. They do not constitute argument and will not be accepted as argument by thinking people.

The action of the Federal court in Portland in sending Bob Duncan to state prison for six months should meet the approval of every lover of fair play in Oregon. He has never been anything but a blatherskite. His trade journal was made up of vile epithets which have no place in the pages of decent journalism and his talks over the radio were certainly subject to criticism and punishment.

The sooner such men as Henderson and Duncan are relegated to the obscurity which resort to obscenity deserves, the better it will be for the independent merchant whose career suffers by association with such disreputable champions.

### WHAT IS A UNIVERSITY?

President Butler has aroused something of a controversy with his suggestion that there are not more than eight real universities in the United States. There is room for endless discussion as to just what he meant. For our part, we do not believe that he had in mind limiting the use of "university" quite so drastically as it would appear, but that he made the statement attributed to him to emphasize the absurd lengths to which we have gone in dubbing "universities" hundreds of educational institutions which have no warrant to a name which, if it is to mean anything at all, should be reserved for institutions of higher learning conforming to certain well-established standards.

On this point President Butler was eminently right. It would be a healthy development in the academic world if more of our educational institutions followed the example of the former Lake Forest University, now Lake Forest College, which had the courage to renounce a designation to which it knew itself not really entitled and was not ashamed to label itself what it actually was.

### TWO RETAILING POLICIES.

Merchandising plans as developed thus far this year by leading stores indicate two principal courses of action are being developed. These differ sharply from each other and considerable speculation is being voiced in retail circles as to which will prove the most profitable.

The plan which is being adopted by many of the popular-price stores is to lower the initial mark-up on many lines of the goods. Proponents of this course say lower mark-ups will lessen sales resistance and the added volume obtained will compensate for the smaller margin.

Other stores, mainly in the medium and higher-price category, have adopted the plan of maintaining regular or normal mark-ups and of disregarding volume increases by setting up planned sales quotas, which it is felt can be obtained without excessive promotion.

### SPEED DEMONS.

Billy Arnold, America's automobile racing champion for 1930, says something worthy of consideration by all the motorists of the country. He admits that he does not care to drive an automobile fast on the open highways, because: "It's too risky, with all those Sunday drivers to outguess. Those amateur speed demons who like to tell their neighbors how they 'hit seventy' never had a front tire go out when they were making fifty miles an hour." Thus the gentleman who won last year's big racing event at the Indianapolis Speedway declares himself. The speedway, to his notion, is safer than the highway, primarily because the drivers on the speedway know just what they are doing.

The result of the Government investigation into the income of William K. Henderson, as set forth in an official statement of the Radio Commission, published elsewhere in this week's paper, will be an eye opener to those who have assumed that Mr. Henderson was losing money through his espousal of the rights of the independent merchant. The fact that he was able to collect \$373,500 in cash, besides obtaining several hundred thousand dollars through the sale of coffee, biographies of himself and other articles and that he misapplied \$151,800 of the cash receipts to the payment of debts owing by his iron works will be an interesting disclosure to most people. Mr. Henderson has insisted all the time that his receipts were not anywhere near his expenditures, but officials delving into his affairs clearly show that these statements are pure fabrications. In the light of these disclosures no one can place any reliance whatever on anything Henderson may say over the air or otherwise hereafter.



## OUT AROUND.

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

Paul Findlay, who is now sojourning in Florence, Italy, sends me some correspondence which I think I will reproduce in this department, because the subject was first discussed in the Tradesman nearly a year ago, when Mr. Findlay and his wife were spending the spring months in the Yosemite National park. He found that all the souvenirs on sale there were made in Germany and wrote a letter to the Tradesman suggesting that the sale of articles be confined to the handiwork of injured and disabled American soldiers in the kaiser's war. On bringing this matter to the attention of the director of the National Park Service, he received the following reply:

Washington, Oct. 19—This will acknowledge receipt of your letter of Oct. 3 and the clipping from the Michigan Tradesman in regard to your visit to Yosemite National park.

We note your protest against the sale of foreign made articles in National parks and appreciate the spirit in which you sent this protest to us. We are requesting the Superintendent of Yosemite National park to make a thorough investigation and report to this office concerning this practice.

We are glad to note that you enjoyed your visit to Yosemite. Copy of our pamphlet, "Glimpses of our National Parks," is being enclosed herewith, with the thought that you may plan to visit some of our other National parks.

A. E. Demaray,  
Acting Director National Park Service.

To this letter Mr. Findlay replied as follows:

Rome, Italy, Nov. 13—It is no mere figure of speech for me to say I was mightily pleased with your note of Oct. 19, answering mine of Oct. 3. Delay in writing again is accounted for by our being in Rome and other Italian cities for this winter. The booklet about the various National parks was kept at home for us against our return, but I think I already have a copy thereof, obtained in the Yosemite Valley.

I am very happy to know that you take my protest seriously. I believe I made it clear that I wrote in no spirit of narrow nationalism—chauvinism, I believe it is called. Nobody is happier than I when the Germans or any other people put over a good bit of commercial accomplishment. Whole-some rivalry in commerce and industry spells real progress toward mutual understanding and good will among all peoples. But—well, you have the rest of it. Let us make our own National park souvenirs, confining their production to American soldiers in the kaiser's war.

In expectation of spending many more Springs in the Yosemite and seeing others among our wonderful parks, I am yours most sincerely,

Paul Findlay.

The above letter was subsequently supplemented by the following:

Florence, Italy, Jan. 9—This is supplemental to mine of Oct. 3 and Nov. 13 on the general subject of suitable souvenirs and the manufacture thereof for sale in our National parks.

My wife and I have this subject somewhat at heart and in our travels in Italy the past three months have kept our eyes open for suggestions. We find hereabouts a vast plethora of souvenirs of all kinds, this being a major Italian industry designed to increase tourist travel. A suggestion has come to us as a result of thus thinking.

That is that our disabled veterans of the kaiser's war be given an absolute

monopoly of the work of making souvenirs for sale in our National parks. Those men have developed their special talents along new lines to conform to the limitations imposed by their various disabilities. It is a familiar fact that they have evinced ability of adaptation fully commensurate with that attained by all who, deprived of certain faculties, concentrate on what abilities remain to them. Here is a field so specialized as to afford an amply varied opportunity, with an outlet so large that it is likely to prove sufficient to absorb the entire productive capacity of a great many of those veterans.

By strict specialization, those men could unquestionably produce many articles with considerable artistic merit which yet could be sold for moderate prices; and, again, who would not be willing to pay a few cents more per article for things thus produced—and so labeled—than for anything "Made in Germany?" Practice enables Swiss artisans to produce wooden figures—human figures—with charmingly realistic expression which yet can be sold for anywhere from twenty-five cents up to many dollars. Even a blind man can do that sort of work by sense of touch alone. The practice of such work tends to bring out individuality of treatment so strongly that every now and then there is thereby revealed a real artist who then forges ahead with hope and ambition which becomes a life inspiration. Think what that would mean to men wearied by the monotony of unemployment or the sense of futility of employment that arises from the feeling that their work is a makeshift, provided, perhaps, merely to keep them from going insane.

This then, is respectfully submitted for earnest consideration.

Paul Findlay.

Accompanying the above came a personal letter to the writer of Out Around which appears to complete the campaign up to date, as follows:

Florence, Italy, Jan. 9—I am sending you complete correspondence that resulted from my story of German made souvenirs as we found them in the Yosemite park last summer.

Our thought is this: The folks to get this idea put over are the big men in the American Legion. Government men are pretty indifferent. They say nice things to smooth one down, but you get little or no action, except to file papers carefully in pigeon holes. But the Legion is strong enough to GET THINGS DONE if it wants them done and this seems to me a project entirely worthy of vigorous backing from every angle.

I put this job up to you because I am not posted on whom these papers should be sent to. You can do that and I am sure you will be glad to do it for the general good.

Again with every possible good wish to you both from us, who are having a perfectly marvelous time—with perfect—though presently cold—weather in Florence, in a room which directly fronts on the Arno in the block just down stream from Ponte Vecchio and across from the most characteristic bit of Old Florence you could imagine.

Paul Findlay.

Because I want to be helpful in every matter of this kind I will send the executive head of the American Legion this printed page with the suggestion that he give the subject due consideration.

Fifty-nine years ago I was a clerk in the general store of D. M. McClellan, at Reed City. There was no roasted coffee in those days and package coffees were not sold in Northern Michigan at that time. Green coffee

and coffee essence (ground chicory) were the only items we had to offer our coffee drinking customers. The purchaser browned his green coffee in a frying pan or baking tin in a hot oven, stirring frequently to keep the coffee from burning. This involved the use of a coffee mill by every cook and housewife. As a rule, the purchases were confined to Rio grades, which made a pretty rank drink. I learned to prefer East India coffee in those days and have never changed my opinion. I have tried every other kind of coffee ever grown in the world. When I was in Costa Rica in 1912 I saw coffee grown on the beautiful mountain sides of that country under what seemed to me ideal conditions. The methods of harvesting and preparing it for market were sanitary to the nth degree. The berries were large, clean and beautiful to look at. When I returned to this country I bought ten pounds of this coffee from the New York importers and had it roasted with great care. The results were so unpleasant that I presented the remainder of my purchase to our colored yard man, who pronounced it "fine."

When the kaiser declared war against civilization, I realized he would probably commandeer all the green coffee in Holland and purchased a large quantity of Ancola (Old Government Java) coffee which had reached Amsterdam in 1896—eighteen years before war was declared. I still have much of this purchase in storage. It is now thirty-five years old and has changed color twice since I owned it. Just before he died I sent a sample to George S. Wright, of Dwinell, Wright & Co., Boston, who wrote me that it was the finest sample of East Indian coffee he had ever seen. Other coffee experts assure me this coffee will continue to improve in aroma until it is fifty years old, but as I have enjoyed its possession for seventeen years I believe I will now finish drinking it up. In writing to Mr. Findlay recently regarding this coffee I found he does not agree with me regarding the superiority of East India coffees. He writes me from Florence, Italy, as follows:

Coffee? A really well aged Santos—very seldom Rio—at all—is a quite mild drink in itself. I have drunk an old Rio, unblended, that was quite acceptable. But the old Santos takes readily the character of other varieties which are full flavored, full bodied and have distinct character. Thus we are able to produce a splendid drink which yet costs little enough to be a practicable seller. No question that your Ancola is the finest strictly unblended coffee in the world or, I should say, as fine as any for it is a fact that coffee tasters—experts of long years experience—confess themselves unable to detect the difference between old Java or Sumatra and a well selected, native hulled Bogota; and the Bogota costs so much less than the Javas as to be within the reach of ordinary drinkers. Not all of us, you know, can afford to buy and keep on hand several thousand pounds of Ancola—what? What you got on the Pullman when you returned from Panama was quite probably a blend of Santos, Bogota, perhaps Oaxaca Mexican or Guatemala, all except the first two designed to "hold" the flavor after the drink was made; because restaurants and dining cars must make coffee that will "stand up" in the urn as the expression is.

I know how you feel about green tea, too, though my own taste is sufficiently catholic that I can enjoy any tea. I suppose this is because of quite a long experience with various varieties. I can drink Japan tea with relish, so long as it is a good tea and I understand what I am drinking.

In selling my own blends of coffee, I found there are two distinct characters which appeal to our people, and I like them both. One is the Java character, made up of Bogota, Santos and—among low grades—Rio. The other is Mexican character, made up of Mexican with Santos and Rio. We had several grades of these two kinds, the grade cheapening with the greater proportion of the Brazils and lesser proportion of the milds. A half and half Santos and Bogota makes a good restaurant drink, provided it is not held too long. And so on, to infinitude; for coffee can be varied through different admixtures "until you can't rest." Therein lies the unlimited opportunity for so many brands as we have in America.

From a practical standpoint Mr. Findlay's judgment is much superior to my own because he was a retail grocer in Madison, Wis., for many years and his store was known far and wide for the high class goods he carried and the remarkable knowledge he possessed concerning the articles he sold. As I look back over the grocery merchandising field as it was a quarter of a century ago, I can recall only two grocers in this country who equalled Mr. Findlay in accurate knowledge of grocery staples—Charley Slack, of Chicago, and Finley Acker, of Philadelphia. I knew both of these men very well and believe if they were alive to-day they would quickly corroborate what I say about Mr. Findlay. Mr. Findlay's didactic letters have been a feature of the Tradesman for a good many years and I am assured by my grocery readers that they would not miss a single contribution for many times the cost of the paper.

When I note how little knowledge the average grocer has of the details of his business and how much more valuable he would be to himself and his customers if he devoted more time to the careful consideration of his business, so that he could tell his friends off hand where everything he handles comes from and how it is grown, harvested and prepared for market, I wonder if the time will ever come when the grocers of this country will be as well posted as the grocers of Great Britain are compelled to be in order to be permitted to conduct a grocery emporium.

I was pleased this week to receive the usual letter from Harry M. Royal, who is making a second winter sojourn in Sebring, Florida. I am delighted to learn the good people of Florida are beginning to realize that there is virtue in the glad hand and are going out of their way to offer a word of welcome to the strangers who pay them winter visits. I hope this change of heart goes so far as to embrace municipal officials who have not treated investors in Florida securities any too well in the past. I happen to have a friend who thought so well of Florida bonds that he purchased \$100,000 of them, confining his purchases to municipal and improvement



issues covering bridges, roads and irrigation projects on the ridge in Central Florida, where much of the citrus fruit and vegetables shipped from the State are produced. In the setback Florida has received from many causes \$40,000 of these bonds have been defaulted on. In no case has the owner of the bonds been able to obtain any response whatever to the letters he has sent the authorities of the districts in which these bonds originated regarding the reasons for the defaults. In some cases telegraphic enquiries have been treated with the same indifference. That is why I expressed the hope that the wonderful new spirit which has come over the Florida people, according to our correspondent, may include the men in authority who have been anything but courteous in the matter referred to in the past.

If anyone ever had a doubt about the utility of life insurance, carried for the benefit of the insurer's estate, he has only to read what I record below to change his opinion. The late Arthur H. Herpolsheimer left an indebtedness of \$439,500, as follows:

His mother	\$150,000
Grand Rapids National Bank	137,000
First wife	90,000
Son by first wife	27,500
Mortgage on home	30,000
Miscellaneous	5,000

His holdings in stocks, bonds and real estate aggregated \$433,731.49, according to the report of the appraisers, who valued his Hahn Department common at more than \$16 per share, although the present market is around \$8 per share. If this stock had been appraised at actual value at the present time his assets would have been about \$388,731.49, which would not have enabled his executor to pay the indebtedness by nearly \$100,000. Fortunately, he carried more than half a million dollars insurance, on which the executor has already collected \$521,317.40. All of the debts have been paid from the receipts of the life insurance, leaving approximately \$82,000 cash to add to the estate.

Mr. Herpolsheimer received a check for approximately \$343,000 for his interest in the Herpolsheimer Co. when the transfer was made to the Hahn department store, being at the rate of \$196 for every \$100 share he held in the parent company. As the capital stock of the Herpolsheimer Co. was \$1,000,000, the stockholders received \$1,960,000 for their holdings. This covered only the stock, book accounts and good will of the business. The two buildings fronting on Monroe avenue are owned by the William G. Herpolsheimer estate, which is in the hands of the Michigan Trust Co. The other building—formerly known as the Blodgett building—is owned by the Arthur H. Herpolsheimer Realty Co. The Hahn Co. made long-time leases for all of these buildings.

Mr. Herpolsheimer's salary for the first year after the sale of the Herpolsheimer Co. was \$30,000. The next year it was \$18,000. At the time of his death it was \$6,000.

It is commonly understood that Mr.

Herpolsheimer met very heavy losses in stock speculations of various kinds. One of the losses was due to the purchase of 5,815 shares of Hahn department store common at \$38 per share. This stock, which he held at the time of his death, is now selling at \$8 per share, involving a loss of \$30 per share or \$174,450. Within a few weeks after the Hahn organization was formed the stock went up to \$52 and remained there long enough to enable the bankers who had purchased the securities to unload. Mr. Herpolsheimer could not dispose of his stock at this high price, because it was in a pool with others under agreement to withhold the stock from market for a year. By the time this pool agreement had expired the bottom had dropped out of the stock—a condition which still prevails.

At the time of his death it was reported that Mr. Herpolsheimer's financial requirements approximated \$60,000 per year as follows:

Interest on loans	\$24,000
Premiums on life insurance	21,000
Personal expenses	15,000

Against this his receipts were about \$18,000 as follows:

Dividends on stocks	\$12,000
Salary	6,000

This was not a very enviable position for a man in Mr. Herpolsheimer's condition to be in, but there is apparently no proof that the discrepancy between expenses and income had anything to do with his untimely death.

E. A. Stowe.

#### High Wages Do Not Make Prosperity.

Albert H. Wiggin, chairman of the Chase National Bank of New York, is not much given to public utterances. As leader of the world's largest bank, he prefers observation. What he has to say about business or public affairs affecting business he generally addresses to his stockholders at their annual meeting. Upon that occasion this week he spoke his mind freely and pointedly. He is for reduction of the inter-allied debts because it's good business to enable our foreign customers to trade with us. For the same reason he would reduce tariff rates while keeping them protective. In these views he stands with a growing multitude. On the subject of artificial prices of goods and high wages he strikes a note which has been heard hitherto in relatively few quarters. His words on wages are worth repeating here. "It is not true that high wages make prosperity. Instead, prosperity makes high wages. When wages are kept higher than the market situation justifies, employment and the buying power of labor fall off. American business has proved its good will in dealing altogether too generously with labor on this point in the past year, and in many industries may reasonably ask labor to accept a moderate reduction of wages designed to reduce costs and to increase both employment and the buying power of labor. Our restricted immigration, coupled with our relative abundance of capital and natural resources, is sufficient safeguard for American wages." To those who think as well as feel there is material in these phrases for serious reflection.

#### Mill Drops Bathing Suits.

One of the leading Southern underwear mills, which sometime ago introduced a range of pure worsted ribbed bathing suits, starting at \$10.50, has definitely decided to discontinue this line. The company will continue to manufacture cotton bathing suits, however. Extremely competitive conditions in the trade and the fact that the mill had opened its suits rather late in the season were advanced as reason for the move. With the removal of the \$10.50 suit from the market, \$11 is now reported to be the lowest price quoted on this type of suit.

#### Blues Show Color Leadership.

While the demand for black continues a feature, actual demand for Spring merchandise is now definitely beginning to crystalize early color trends. Blues are well ahead in the color preference in business placed in ready-to-wear and piece goods. Navies were said to be particularly outstanding, and are held likely to meet with strong favor well into the season.

Shades on the beige order are rated next to blues in volume favor and are followed by aquatone and rose shades. Grays are in active request.

#### Silks Firming Up in Price.

Prices on broad silks are gradually firming up, with advances of 7½ to 12½ cents per yard reported in some sections of the market on all-silk crepe constructions. It is held likely that increases will become general as current prices on silk fabrics do not reflect the recent rise in raw silk nor the expanding use of the fabric due to favor for pure dye goods instead of weighted types. Reports, however, indicate that stocks of goods on hand are ample and that a continuance of keen competition is indicated.

Your circumstances may be congenial, but they shall not long remain so if you but perceive an ideal and strive to reach it. You cannot travel within and stand still without.

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

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### Long Distance is Fast, Convenient and LOW IN COST

Long distance telephoning has three features which make it attractive to everyone.

*It is fast.* In a very few seconds, usually, you can be talking with your party; even calls to distant points usually are put through while you hold the line.

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*It is low in cost.* You can telephone 100 miles for less than a cent a mile, and longer distances for even less per mile.

The Yellow Pages of your Telephone Directory are a complete shopping guide



## POINTERS FOR CLERKS

Written By a Grocery Clerk of Manistee.

Manistee, Jan. 21—About two years ago I had the pleasure of meeting you in Nielsen's grocery, where I am employed. Your time was very limited, as you were on your way to Grand Rapids. It is needless to say Mr. Nielsen is a subscriber to your trade journal. I look forward to the Tradesman every week. It is full of valuable information from cover to cover. It puts the iron in the backbone of any business. There is more food for thought in your publication than any other trade journal I have ever read.

We do a strictly cash-and-carry business, maintaining no delivery service. Business has been good with us.

I have written a few pointers that I think a clerk should know and practice to be efficient. If you would like to reproduce them in your paper, you are welcome to them. I hope and pray that your career as editor of the Tradesman will never cease.

Robert C. Bailey.

In merchandising to-day there are several important things a clerk must know and do to be really efficient to his employer.

To begin with a person following any vocation must not give counterfeit time and expect money that is good. Counterfeit time brings counterfeit money, and those who do just what they are paid for seldom get paid for what they do.

Good efficient sales people are always in demand, especially in present day conditions. The proof of the pudding is in the eating and the proof of a person is in his ability to produce.

When a customer enters your store step up to him and make him feel you appreciate his coming in. If you are putting stock on the shelf, stop and wait on your trade first.

When you approach a customer, what about your personal appearance? Are you presentable? That is an important factor. Now please remember when you approach a customer you represent the store—clean aprons, clean clothes and other things that tend to make a good impression with the trade. The valued trade of to-day will not speak to you about it, but tell others. As an example, when a car dealer brings a car to a prospect to sell he doesn't bring it full of dirt and mud.

After you approach a customer do not ask him if he wants something. You know he does or he would not have come in. Break the time of day and wait on him for his purchases. Always be courteous and polite; if you don't feel just right, keep that to yourself, for the trade doesn't care to hear about that.

A clerk as well as his employer must know his goods, and be sold on the lines he is selling. The number of slices of pineapple, halves of peaches, varieties and sizes of pears, etc.

Power of possession is another important factor in selling things. In selling grapefruit, for instance, good grapefruit should be heavy. Pick out the fruit and let the customer hold it. That also applies to canned foods. To better illustrate the power of possession take that of a car dealer. He takes a prospect out. He drives, telling the prospect the good points of the car. You are not sold. He gives you

the car to drive alone, telling you to return it at your convenience. You drive over highways and byways. You are behind the wheel. You feel the power of possession and ownership of that car. In most cases you are sold and a satisfied owner.

A satisfied customer is a store's best advertisement. Goods well displayed are half sold. Be suggestive in your work. Gain the confidence of the trade and, above all things, never misrepresent. Sell your goods just as they are and be sold on the line you are selling.

After a customer has made a number of purchases, never say Is that all? You have asked him a question and suggested a negative answer.

Transient trade, as well as your regular trade, know and talk about the appearance of your store. Keep your display windows clean and always filled with merchandise. Clerks behind the counter are never done with their work if they wish to attain a higher rung in the ladder.

On opening the store in the morning my first duty is to take care of the fruit display. A poor orange or other fruit can spoil the whole display in the fruit window.

Don't fail to keep the shelves well stocked and priced. Priced foods sell much faster than goods which are not marked. Of course, if you raise the price of eggs 10 cents per dozen don't put a large basket of them in the window with a large price per dozen on them.

A grocer received a phone call from a customer thirteen blocks away. She wished a nickel's worth of animal crackers delivered and wanted the clerk to omit the tigers as they frightened the baby. That is service to the other extreme.

A clerk should never wait for the boss to tell him what to do. A clerk's work is never done in a grocery store. Always strive to attain higher things in life. Whatever you are, be a good one. Have high standards and ideals. Have your target set high and go after it.

Earlier in the season we had two sizes of strictly fresh eggs. Instead of printing signs, Small pullet eggs 33c dozen—large eggs 39c dozen, we printed signs, Strictly fresh medium size 33c dozen, strictly fresh jumbo size 39c dozen. The trade is more readily convinced of the difference.

Often after grinding a pound of coffee I let the customer smell the coffee before sealing. Freshly ground coffee always smells good and convinces the customer of the quality.

In pricing goods always price in groups. For instance, if you sell bananas at 9c per pound or three pounds for 25c, always feature three pounds.

If you have read any hints that might prove practical, use them; if not, don't. Yours for more business,

Robert C. Bailey.

## Liquid Metal Polish.

Kieselguhr .....	10 parts
Prepared chalk .....	10 parts
Olein .....	10 parts
Stearin .....	5 parts
Oil of turpentine .....	20 parts
Kerosene .....	50 parts



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- 3—Quick turnover and quick profits.
- 4—A reputation of freshness with every product.
- 5—Nation-wide advertising.



## FINANCIAL

### The Year 1931 Will Do Better Than Expected.

The writer's 1930 forecast miscarried. The 1929 horoscope was cast thus: "That the early part of 1929 will witness further marking-up of stock quotations is the general expectation. My humble view is that the strain upon credit will cause the speculative boom to collapse this year. I fear, too, that disturbances in Wall Street will be sufficiently severe to have some adverse effect upon industry and general business. Wall Street suggests Monte Carlo more than the world's leading mart for the calm, sober, sane appraisal of investment values."

That proved only too accurate a reading of 1929.

But look how last year's prognostications missed fire: "Whereas it was not necessary a year ago to resort to 'ifs,' 'buts,' 'perhapses' and other hedging phrases, one hesitates to be equally emphatic at the opening of 1930. However, here is my guess: the stock market will achieve a recovery exceeding current expectations. Candidly, it takes courage—perhaps it would be better to say rashness—to attempt to forecast the course of industry and business. My paradoxical prediction is that business will be reasonably satisfactory but that employment will not be equally satisfactory. General retail trade will do well if it does not prove sub-normal."

What of 1931?

First let me summarize the gist of ninety-nine out of every hundred printed New Year prophecies:

"Things will continue very unsatisfactory for the first three months and may not show any appreciable improvement during the second three months; but recovery thereafter should become more recognizable, and by the end of the year the country should be doing better than in recent months. The course of the stock market should be somewhat similar."

I feel that the year will be less unsatisfactory than commonly anticipated.

I venture the prediction that 1931 will bring numerous uncomfortable days for stock market bears, and that such days will be witnessed long before the second half of the year.

I believe that almost every basic commodity now selling below cost of production will begin, sooner rather than later, to move upwards and that the general commodity price level in the United States will be substantially higher a year from now.

I cannot see how retail trade can continue as restricted as it was during 1930. A distinct quickening of ordering should develop even in the first six months.

The first definite up-turn, one visible to all, is more likely to come in Wall Street than outside of Wall Street, although this up-turn logically will be preceded by symptoms of improvement in trade and industry not discernible to the man in the street.

Expect a lot of failures during the first part of the year—commercial failures, financial failures, miscellaneous failures.

Unemployment, while it may become

somewhat less of a disturbing factor, is hardly likely to disappear this year. Indeed, labor and its troubles are almost sure to prove a depressing influence for many months. Whether wages can be—theoretically—maintained at their boom peak is questionable. We all know, of course, that the Nation's total pay envelope decreased quite sharply last year. A shorter work-week may be adopted at a goodly many points, at the established wage rate per hour or day, but at a reduced total for the week. No general solution of our employment problem is yet within sight. B. C. Forbes.

### Few Failures Shown For Banks of Reserve System.

One bank in every twenty-five closed its doors in this country in 1930 but the high mortality of infant institutions makes the record look worse than it is.

Go beyond the simple statement that 1,326 banks suspended payments last year, to a study of their importance, in a country mothering 24,079 banks with total deposits of \$59,847,195,000 and you will conclude that 1930's banking casualties were not the serious economic loss that their count suggests. For, and here is the point so many miss, one bank in every twenty-five failed but only \$1 of our total bank deposits in every 100 was lodged in the banks that closed their doors.

That is to say the total deposits of banks suspending payment in 1930 was \$903,954,000, which, when divided by the institutions involved, shows an average for each failed bank of only \$681,000. Allow for one suspension known to New Yorkers that held deposits running high in the millions and you can see that the average could never have been pulled down so low except by the suspension of many tiny banks.

Total deposits of the failed banks did not average more than \$250,000 in the States of North Dakota, Kansas, Georgia, Idaho, Oregon, Oklahoma, Montana and Colorado. They did not average \$100,000 in some states. Idaho's suspended bank lodged total deposits of but \$46,000, but at the other extreme was New York, where banks that failed last year carried deposits averaging \$23,250,000.

Yet one point more remains for emphasis in the report of banking casualties. But 188 of the 1,326 suspensions were members of the Federal Reserve system and subject to the watchful eye of the central banking authorities. It recalls a recent statement of Controller Pole that the number of banks with National charters that failed in the year following the 1929 panic was only 104.

What the story teaches is that most of the failures of the banking world in the last year or more have been in small institutions where management is too often incompetent or tinged with a speculative bias and in institutions not under the country's best banking supervision.

Without minimizing the seriousness of a casualty list for 1930 in banks that is twice as large as 1929, and three times as large as 1928, it must on consideration be plain that the repetition of suspension announcements over the



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

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last year has somewhat exaggerated the economic importance of the unpleasant episode.

Paul Willard Garrett.  
[Copyrighted, 1931.]

#### Trusts Withdrawing Stocks.

A basis for estimating the possible effect on listed stocks of investment trust accumulation was provided for the first time by a survey of the holdings of fifteen fixed type trusts conducted by C. P. Keane, editor of Keane's Investment Trust Monthly.

The investigation showed these trusts had withdrawn from the open market more than 3,000,000 shares in 294 companies with a market valuation of about \$211,000,000. Inasmuch as the stocks acquired have been deposited with trust companies and are not to be sold until termination of trust agreements, unless individual companies are adversely affected, their removal tends to reduce the floating supply available for market purposes and investment demand.

Six per cent. of the voting stock of Eastman Kodak and Western Union Telegraph, for instances, has been withdrawn from the market by these fifteen fixed trusts. About 6.2 per cent. of Ingersoll Rand's stock has been taken out of the market.

Large amounts of stock in leading companies are held outright by management trusts, too, so that accumulations of this kind gradually are restricting shares held in brokers' names. More than 4 per cent. of Otis Elevator's shares are held by the fifteen trusts and about 3 per cent. each of Union Pacific and Atchison shares is in these portfolios. More than 2 per cent. of American Tobacco's "B" stock is held.

With sales of fixed trust certificates steadily increasing, in the face of a steady price decline and generally unfavorable market conditions, many believe purchases for trust portfolios will be measurably larger when prices advance. Any shortage thus created would tend to advance prices sharply.

Although only a relatively small ratio of American Telephone's outstanding stock is held by the fixed trusts, the market value of the 80,221 shares owned amounts to more than \$14,300,000, or almost 7 per cent. of the total valuation of \$211,000,000 in 294 companies.

The greatest number of shares of any one concern withdrawn from the market is 167,388. This block of stock is in Commonwealth and Southern. Almost 113,000 shares of North American are held in the portfolios.

William Russell White.  
[Copyrighted, 1931.]

#### Believes Country Will Emerge Stronger Than Before.

Percy H. Johnston is not one of those men in high executive position to whom the country must look in vain for an expression on business in these times when so many leaders have been loath to lead.

In his remarks to stockholders of the Chemical Bank and Trust Company to-day the president of that institution definitely took sides with that slowly increasing number of conspicuous men in finance sharing the view that "the

present depression has about run its course." Mr. Johnston's belief is not only that industry will revive but that business will "return to sounder and more old-fashioned principles" as a result of its 1930 experience which is teaching us that "wealth is created by work and endeavor" rather than as so many suppose "by the process of marking up values overnight."

Now if anybody in Wall Street is qualified to comment on the virtues of "old-fashioned principles" it should be the head of a bank with a history of such distinction running back 107 years that long ago it came to be known as "Old Bullion."

That bank's ability to withstand adversity in earlier periods of financial distress in this country makes significant a little philosophical observation that Mr. Johnston wove into his remarks:

"A by-product of this economic adjustment has been a large number of bank failures, causing hardship and discomfort to many sections of our country. The fundamentals of sound banking are constant. That banks must be managed by competent financial engineers has again been brought forcibly before the people. Favor and benevolence are not the attributes of banking, but strict justice and the rigid performance of contracts are its rightful foundations. The one hundred and seven years' history of this bank has taught us that for a bank to operate successfully it must operate conservatively; it cannot put the money of Peter into the speculations of Paul."

Interesting it is to recall that Mr. Johnston in his report a year ago expressed the belief that in 1930 this country would suffer a material reduction in National income. It adds weight to his present observation that the sad and costly lesson in the end will make this country "emerge stronger and sounder than ever before. Fortunately, we are a creditor Nation and our banks are in a sound and liquid position and are amply fortified to meet the new and expanding needs of business that will inevitably come."

Paul Willard Garrett.  
[Copyrighted, 1931.]

#### Men Lose Jobs To Machines.

Buried in this month's bulletin of the Federal Reserve Board are some figures that make a graphic picture of what is happening in this machine age. We are rapidly expanding the volume of manufacturing with no commensurate growth in manufacturing employment.

No development of the last decade is more discussed in economic circles perhaps in Wall Street than the uneven growth in production and employs in American manufacturing plants. Plot from 1899 index numbers on the volume of production in this country, and on the number of manufacturing employees, and you will find the curves running along fairly close together up to ten years ago.

Since 1921 they have separated widely. In the last ten years the volume of production for American manufacturing plants has greatly outrun the growth in the number of employees. It is no new discovery but the Reserve

## 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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Board in its January number gives figures on this puzzling change.

Manufacturers in the last thirty years have trebled the physical volume of their output with but a doubling in the number of workers. This slower rate of increase in the number of workers employed "was the result both of the introduction of labor-saving devices in established industries and the relatively more rapid growth in the use of new industries—such as petroleum and automobiles—that outlast labor per unit of production."

Says the board: "During the war years the number of factory employes increased at a rate almost as rapid as production. In 1921 the decline in employment was large, and since that time, while the number of factory employes has increased somewhat, the war-time total has not been equaled. During each of the other periods of business recession since the war methods of factory production have been so reorganized as to require less labor, and in the ensuing periods of business activity the total volume of factory employment has not regained its former level."

Disturbing as is this development in some respects the resultant unsettlement to labor comes more from the necessity for shifts in occupation by individuals than from forced unemployment. For, as the Board itself observes, after viewing the situation in perspective, "other occupations . . . have absorbed a large part of the workers released from factories."

Paul Willard Garrett.  
[Copyrighted, 1931.]

#### History Repeating Itself.

President Hoover's clash with the Senate over the attempt to recall three members of the Federal Power Commission recalls another notable incident of a similar kind which occurred nearly half a century ago and which added a mouth-filling phrase to the National vocabulary.

Grover Cleveland was President, serving the first year of his first term. There was a law which required the President to nominate persons to fill all vacancies within thirty days after the opening of each session of Congress. The object of this law was to prevent the filling of vacancies when Congress was not in session and, in particular, to discourage the making of removals by the President without previous consultation with the Senate. It constituted a threat that if a removal was made which the Senate did not relish, it would refuse to confirm the man whom the President proposed to appoint in place of the man dismissed.

In accordance with this law, Cleveland sent to the Senate the names of 643 persons whom he had chosen to fill the places of officials whom he had suspended while Congress was not in session. The Senate's first move in reply was to ask the members of the Cabinet in whose departments these suspensions had been made what the reasons for the actions were. As the giving of the reasons in this way would have constituted an admission that the Senate was entitled to an official explanation from the White House, the members of the Cabinet, by Cleveland's

direction, declined to give them on the ground that "the public interest would not be thereby promoted" or that "the reasons related to a purely executive act."

After some delay the Senate renewed the attack by directing, not requesting, the Attorney General to transmit copies of all documents filed in his department since the first day of the year relating to the conduct of the office of Federal District Attorney for the Southern District of Alabama—one of the offices affected by the removals. The reply of the Attorney General ran: "I am directed by the President to refuse your demand." The Senate Judiciary Committee now brought in a report ostensibly censuring the President. This move evoked a message from Cleveland in which, referring to some old, half-forgotten laws which had been cited, he said: "And so it happens that after an existence of nearly twenty years of almost innocuous desuetude these laws are brought forth—apparently the repealed as well as the unrepealed—and put in the way of an Executive who is willing, if permitted, to attempt an improvement in the method of administration."

The words "innocuous desuetude" caught the fancy of the country. Daily somebody spoke of something as being in a state of innocuous desuetude. It was decades before the phrase itself began to show signs of taking that same course.

The Senate debated the message for two weeks and adopted the report of censure by a vote of thirty-two to twenty-five. Then Cleveland called its attention to the fact that the term of office of the removed District Attorney had expired before the Senate had made its demand for the papers relating to his removal and that the only question before it in that connection, therefore, was the confirmation of his successor. This humorous development ended the battle. At the next session of Congress Senator Hoar, of Massachusetts, a Republican, introduced a bill repealing the thirty-day law—a law which had been denounced by three Republican Presidents and which was widely regarded as probably unconstitutional. On the third of March, 1886, Cleveland had the pleasure of signing the repeal. He had restored to the Presidency the prerogative it possessed under Washington.

#### A Business Man's Philosophy.

Someone has said: "The chance of heroic endeavor of a spectacular kind does not often come. The man who really counts in this life is not the man who thinks how well he could do some bit of heroism if the chance arose, but the man who actually does the humdrum, work-a-day, everyday duties as these duties arise."

Here is a formula that has been used by every man who has ever done anything of solid, permanent worth.

The writers of popular biographies suffer a handicap because of the impatience of readers who insist that the early life of the subject be quickly disposed of. "Get into big-time stuff!" is the cry.

Is there not a need for autobiographies by some man, notably success-

ful in business, in literature, or in politics, which end at the age of twenty-five or thirty, just as the authors are getting into their stride?

Such a book should be written by a man of sixty or over. It should be a simple and honest narrative of his life between the ages of twelve and thirty. The study should be serious, without retrospective smiles at youthful misgivings and heartbreaks.

Such a book should prove an excellent manual for young men of sincere purpose, who are ambitious to make the most of themselves, but who fail to realize that opportunity for distinction lies in doing ordinary things well and not in erratically striving for what are known as grand-stand plays.

William Feather.

The business year ahead is destined to be an extraordinarily competitive period, with the rewards going to business men who show courage and a spirit of adventure in a time of general hesitation, and who at the same time will produce merchandise which cap-

tivates the public fancy. Net profits will be cut out of operating expenses, rather than squeezed out of reluctant ultimate consumers. The wide-awake executive should not forget that the seeds of a new prosperity have been sown during the current depression.

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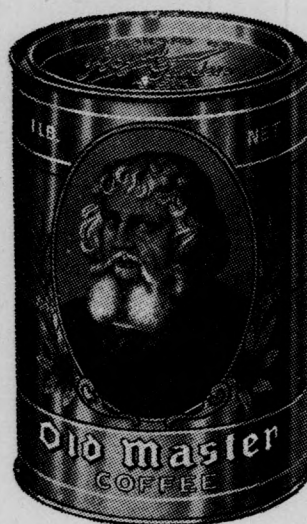
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## MUTUAL FIRE INSURANCE

### Advantage of Having Tenants' Betterment Insurance.

There is a credit interest involved in the insuring of tenants' "betterments and improvements."

The tenant, naturally, must borrow money with which to install his lighting fixtures, partitions, special display windows, sound proofing devices, or hand painted ceilings. If he does not borrow he must invest his own money, or that of his stockholders or partners. If the improvements or betterments are destroyed by fire, water, cyclone, earthquake, explosion, or other hazards and there is no insurance, or more likely if the insurance is improperly arranged for, then the credit standing of the tenant becomes impaired.

Very few bankers, and fewer insurance agents, make enquiries about the way in which such improvements are insured. The answer is important to the credit manager who has extended credit to the tenant. Too often it is assumed that the insurance is all taken care of under the building owner's fire insurance policy.

Improvements and betterments insurance seems to fall in the category of specialty insurance coverages sadly neglected and yet most essential in protecting contractual obligations—leases, mortgages, loans, bills of credit and so on. Such insurance policies similar to demolition insurance, use and occupancy, depreciation insurance, leasehold and so on, cannot be sold in the general sense. These policies must be fitted to the conditions at hand.

There are several ways of insuring tenants' betterments and improvements. It would seem that the simplest method would be for Mr. Tenant to order a separate fire insurance policy to cover his interest in the betterments and improvements for which he is responsible. This is the solution, providing Mr. Tenant is perfectly willing to pay the entire premium for the necessary insurance to protect his interest in these betterments and improvements during the term of his lease. In the event of a loss he is not entitled to collect a sum greater than the value of these betterments or improvements to him at the time of loss, and therefore, to arrive at the insurable amount calls for study. The insurance can be written in this fashion, but perhaps there is a better way.

The improvements revert to the owner of the building at the conclusion of the tenant's lease. Therefore, Mr. Tenant, in association with the building owner, can insure these improvements and betterments in a joint fire insurance policy issued in both names and for the full value of the improvements. Then the tenant and the building owner can split the premium between them and each pay half, or whatever proportion they can agree upon. This is not always simple to arrange although it is the best plan. The tenant's interest in his betterments and improvements diminishes each year and the building owner's interest increases. Therefore, while the amount of insurance would remain the same each year, allowing for depreciation, the tenant should at first pay the largest portion of the premium and as the

term of the lease expires pass along this obligation to the building owner who eventually will come into possession of the improvements.

There is a policy form for insuring improvements and betterments for their diminishing value quite similar to the form for insuring leasehold value, and leasehold profit, or leasehold bonuses. This is not available in all states but a demand for this type of policy will lead to its further adoption.

Let us assume that a merchant has leased two stories of the building for a period of fifteen years. He has installed a new front entrance, also a hard rubber tile floor to make the store more attractive. Perhaps he has added metal ceilings and constructed a balcony. Possibly he has attempted other decorations, including new lighting fixtures which required special wiring and also rearranged the basement and added a number of new partitions. These improvements, he figures, will attract customers and increase his sales. Assume that he invested \$80,000 in such improvements. According to his lease he has fifteen years in which to realize on his investment of \$80,000. At the expiration of the fifteen years the building owner automatically becomes the owner of the alterations, or else enters into a new lease. We will assume that the merchant tenant is amortizing the value of his improvements at the rate of 6% per cent. a year in order to reduce the book value of these improvements at a rate which at the expiration of the lease will bring them down to a cipher.

If the tenant maintains these improvements during the entire period of tenancy it is only proper that he should depreciate the value at the rate of 6% per cent. a year, because if the property were destroyed in the last year of tenancy he could collect only 1/15 of the value of these improvements.

This policy form recommended is designed much along the lines of a leasehold policy and provides for insuring the diminishing value of these betterments and improvements to the tenant. This provision reads:

"That the value of such interest lessens each month as the lease expires."

The form specifically provides that such betterments and improvements constitute a part of the building and do not cover any fixtures or fittings not permanently attached to the building. The date of the lease is indicated on the form and the number of years it has to run, and also the expiration date of the lease.

The premium is arrived at as in the leasehold interest policy. The liability on the first day of the month of the policy term is added to the liability on the first day of the last month of the policy term and divided by two to arrive at the average amount of liability. For practical illustration—if on the first day of January, when the policy is issued, the liability is \$12,000, and on the first day of December, the last month of the policy, the liability is \$1,000, the total of the two would be \$13,000, which divided by two produces an average liability of \$6,500 during the term of the policy.

The amount recoverable under the above mentioned form is reduced pro

rata from month to month and in case of loss the amount paid would not exceed the value of the interest of the assured at the time of loss or the amount of the policy. It is important to know that, under this form, if there is a fire and the lease is not cancelled the maximum amount collectible is based upon the replacement cost of only such improvements and betterments damaged by fire. If the lease is cancelled by fire the maximum amount collectible is the total replacement cost of all improvements and betterments whether or not damaged by fire.

There is much more to improvements and betterments insurance than appears on the surface and the credit manager, as well as the interested tenant, and even the building owner, should consult a well trained insurance agent who is connected with an experienced fire insurance company thoroughly familiar with such insurance. If the tenant and the building owner each insure the improvements separately there is a question of "double insurance." In some parts of the country the insurance laws permit the lessee to have the insurance written in his name only along with a provision to the effect that such insurance applies to his benefit without respect to any insurance that the owner may carry on the building. The points of co-insurance should be watched, also the matter of replacement costs.

There are these three possible methods by which to insure betterments and improvements. First, as separate insurance written in the name of the tenant only and paid for by him. Be-

fore insuring in this manner he should carefully read his lease and also have some knowledge of the building owner's fire insurance contracts. He would also want to decrease his amount of insurance from time to time. Secondly, he can insure the improvements jointly with the building owner. Third, he can consider a diminishing form as proposed. Should the tenant carry a general cover under which he insures his contents on a monthly reporting basis he can include his improvements and betterments in such a policy.

C. T. Hubbard.

### Boston Receivers Puzzled Over Mexican Tomato Case.

Boston, Jan. 26—Local receivers of Mexican tomatoes are in a quandary now as to just what to do with consignments that have come to them with a heavy duty attached, which must be paid, plus freight charges, before the car is released. In some cases the cars have been shipped on consignment, and the consignee cannot look at the car without paying the duty which, in instances, has been as high as \$600 car. They have all refused to do this, as many cars have arrived practically worthless. An appeal to Washington has been fruitless and, at last accounts, it was said that the cars would all be sold at auction late this week.

It would be quite a blessing to the country if public officials would remember that sound business principles remain sound, even in time of emergency.

After the first rung the climbing is less hard.

### Affiliated with

### The Michigan Retail Dry Goods Association

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

### THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

### OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer



## COMPETING WITH CHAINS.

Independent Grocer and Wife Net  
Eight Thousand Dollars.

Most boys, I believe, at one time or another, harbor the secret desire to some day be a storekeeper.

Perhaps this is one reason why we find so many people engaged in retailing at one time or another and, unfortunately, too, I am afraid that indirectly it may be the cause of some of the failures among retailers, which we find are much too numerous. One of the most frequent causes of such failures is the lack of business experience and business ability. Many people seem to believe that anyone can keep a store, and that if one wants to live in ease and comfort all he has to do is to open up a grocery store or a small shop and his future is assured. Possibly at one time in our history that may have been partly true, but the grim facts of business statistics show us that it is not true at present.

Retailing is fast becoming a science—I almost said a profession—and the man or woman who expects to make a success of what seems to so many the simple thing of keeping a store must master and apply these basic principles and must study his business with meticulous detail.

Retailing is the crucial step in all business activity. The bottle neck of all business lies at the retail counter. The manufacturer can produce and the wholesaler can distribute only as rapidly and as much as the retailers are able to pass on to the final consumers.

But, all retailers are not successful. In some of the studies we have made, we have been amazed at the vast number of failures and unsuccessful attempts to run a retail store. When the Department of Commerce undertook a study of the grocery business in Louisville, Ky., at the request of local and National grocery associations, we were told that on the basis of three years' statistics there were on an average thirty retail grocers going out of business in that city every month. And, they said further, there were thirty-two new ones coming in to take their places.

That meant 360 grocers going out of business every year out of a total of about 1,000 independent grocery stores in that city—a turnover of more than one-third every year.

These facts emphasize the enormous waste and loss which business is suffering through these failures in retail stores.

To a certain extent manufacturers and wholesalers are responsible for encouraging or assisting individuals to go into the retail business who do not have the ability or the training to make the business successful. The demand for more outlets to take care of the ever increasing pressure of mass production has resulted in encouragement and financial assistance in the opening of stores to many individuals who ought never to have gone into business on their own account. Such individuals with a few hundred dollars of savings, perhaps with a little more borrowed from friends or relatives, will be given a line of credit by a supply house. Lacking the knowledge and ability to make the business successful,

they soon give away their own capital and that which they have borrowed and go out of business with serious losses to the wholesaler or the manufacturer who financed them.

There is, however, another and a brighter side to this picture. We find many retail dealers who are managing their businesses in a competent and successful manner. In the Louisville Grocery Survey the Department studied in detail the operations of twenty-six retail grocers. We found among these stores examples of very good as well as very poor merchandising, but many of these stores were meeting chain store and other competition successfully and were making good profits from their business.

For example, one of these twenty-six stores was doing about \$120,000 worth of business in a very ordinary neighborhood. About 65 per cent. of his business was on a credit and delivery basis. Yet, after a very careful study of all the costs involved, allowing for a salary to the owner and his wife—who spent part of her time in the store—and also for the rent on the building, which he owned—as well as including all expenses, we found this man making a net profit of approximately \$8,000 a year.

Chain store competition was not worrying this grocer, although he had it to meet. But he was putting into his store the same kind of efficient management that the chain store used and, in addition, he was able to merchandise his products far more effectively than the average hired manager of a chain store.

Some of the elements responsible for the success of this grocer included a careful control of his stock based upon accurate records. We made two physical inventories of the stock carried in this grocery and found it each time in the neighborhood of \$3,000 and on this investment he was selling \$120,000 worth of goods a year, representing an annual turnover of approximately forty times. Yet he was not buying in excessively small quantities. He knew his trade and he placed his orders to meet their needs from one delivery period to the next. Brands or items which were in slight demand by his customers were not carried, yet this did not prevent him from trying out new products as they appeared.

Another important element in his success was aggressive merchandising through the free use of the telephone, and in modern store arrangement and display of goods. The use of the telephone to solicit orders for delivery made it possible to spread the filling of these orders over the day more evenly than in the case of a strictly cash and carry grocery with its peaks of customers and, hence, a smaller force of clerks was required for the same volume of business. Needless to say, he kept a careful scrutiny of his charge accounts with the result that his bad debt losses were insignificant.

On the other hand, some of the stores studied in Louisville presented a striking contrast to these successful ones. Some of these were found to be veritable grocery museums, often with antiquated merchandise which had been on the shelves or under the counter for years. One man had seventeen

HEKMAN'S

At Every Meal  
Eat  
HEKMAN'S  
Cookie-Cakes  
and Crackers

Cookie-Cakes  
and Crackers

MASTERPIECES  
OF THE BAKER'S ART



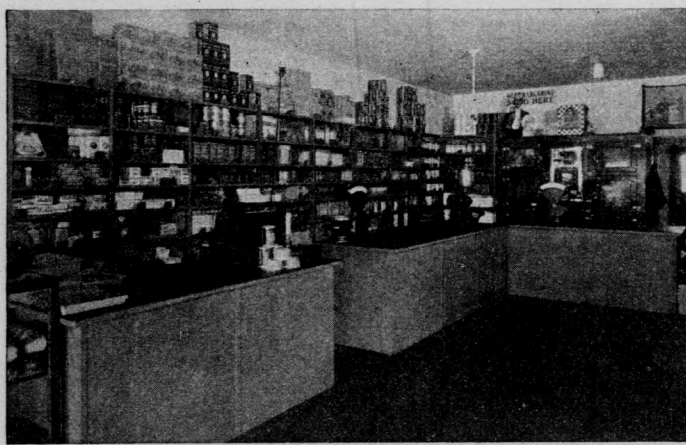
for every occasion



Hekman Biscuit Co.  
Grand Rapids, Mich.

## WHY KEEP UP-TO-DATE?

Here's one answer. Because it is the up-to-date merchant who is successful. No longer is it possible to retain customers if the store equipment is antiquated, the stock unattractive, the shelves disorderly, the stock untidy.



Terrell steel wall and counter shelving will make your store attractive. Easily erected from standardized parts, with adjustable shelves, Terrell shelving is lasting, attractive, flexible, sanitary and economical.

LET US HELP YOU MODERNIZE YOUR STORE

TERRELL'S EQUIPMENT  
COMPANY

GRAND RAPIDS, MICHIGAN



brands of coffee, whereas he should have been able to serve his trade with not more than four or five well-chosen brands. Other grocers were buying goods from twice as many sources of supply as were economical. Few of them were taking advantage of the selling power of modern store arrangement and display.

As a result of the Department's work many of these Louisville grocers remodeled their stores, eliminating antiquated counters that formerly fenced the customers from the shelves; using central display tables, and assembling rapidly moving staple items near the wrapping counter. In every instance such remodeling resulted in an increase of business from 10 to 50 per cent. and permitted it to be handled with less effort and often at less expense.

It is along these lines that the wide-awake, capable retail merchant of today can increase his business and lower his costs with resulting benefit to himself and with lower prices and better service to the consumer. It is of interest to point out here that the number of actual failures among retail grocers in Louisville declined 80 per cent. in comparison of 1929 with the 11 months of 1930. Louisville organizations attribute this result in large measure to the beneficial results of the grocery survey which pointed the way to more profitable practices.

Frank M. Surface.

#### Questions and Answers of Interest To Grocers.

No. 1—Question—What vegetable has been styled "A cabbage with a college education?"

Answer—Cauliflower has been styled "a cabbage with a college education" for it is a cabbage whose characteristics are the result of careful selection and cultivation. The vegetable proper is a white compact mass, instead of leaves as in other varieties of cabbage.

No. 2—Question—What is dry ice?

Answer—Carbon dioxide gas that solidifies under pressure is called "dry ice." It has all the cooling effects of ice, but evaporates without leaving a trace of moisture.

No. 3—Question—Should inventory be figured at cost or replacement value?

Answer—Inventories are figured at the lower of either cost or replacement. If an article can be replaced at a lower price than it cost, then it should be figured at the replacement price. If it is now worth more than it cost, it should be figured at cost price. This method gives an accurate picture of real values and prevents self-deception as to real worth.

No. 4—Question—What food adds lime to the body?

Answer—Milk is the chief food for lime. Lime is used especially in the bones and teeth, but is also found in other tissues, and in the blood. Lack of lime in the diet causes soft teeth and poor bones.

No. 5—Question—How long will white flour keep?

Answer—Under proper storage conditions flour should keep entirely satisfactorily for three months. Much of the high grade wheat flour is kept for a considerably longer period of time, even for a year or more and such flour

is satisfactory for bread-making purposes.

No. 6—Question—Why are bran muffins considered healthful?

Answer—Bran, the dark, fibrous portion of the wheat, is less completely digested than the rest of the kernel. As bran is sold commercially it has some food value from the starch as well as from the minerals and vitamins associated with the fibrous parts, but it is used chiefly for its laxative properties. In moderate quantities, and especially as it comes ground up in graham flour, it is usually considered to be a desirable addition to the diet.

No. 7—Question—What is citron?

Answer—Citron is the rind of a fruit grown principally in Corsica and Sardinia. The large size fruits are often nine inches long and weigh up to 20 pounds. The rinds are pickled, later soaked in sweetened water, and finally boiled in a heavy syrup and dried in heated rooms. It is popular for use in cakes, preserves and fruit syrups.

No. 8—Question—What is Boston brown bread?

Answer—Boston brown bread is made from rye, corn meal and graham flour well sweetened with molasses, made by steaming, boiling or baking and usually served smoking hot. It originated in New England but now sells throughout the United States in canned form.

No. 9—Question—Is there any difference between huckleberries and blueberries?

Answer—In New England the distinction is very clearly drawn. The huckleberry is restricted to plants of the genus *Gaylussacia*, and contain large brittle seeds. The blueberry is applied to species of the genus *Vaccinium* in which the seeds, though numerous, are so small that they are not noticeable when the berries are eaten. The latter is superior from a market standpoint.

No. 10—Question—Are lemons picked before or after ripening?

Answer—Lemons are never harvested after they are ripe. They are picked as soon as they have attained a certain size and they are usually as green as the leaves on the tree.

No. 11—Question—How long does it take to make raisins of grapes?

Answer—The average time necessary for drying and curing a tray of raisins is three weeks, depending on the weather. The earliest picked grapes dry in ten days, the later ones often taking four weeks or more. In the raisin districts of this country some of the grapes are ripe by the middle of August. This drying season often lasts into November.

No. 12—Question—Why are crab-apples so-called?

Answer—The word "crab" in the name crab-apple is used in the Middle English sense. It refers to the disagreeable, sour, astringent taste of the apple.—Kentucky Grocer.

#### Literary Gentlemen.

"It has been said there is no money in literature and now I know it is true," said Mrs. Jones to her caller.

"How's that?"

"Well, ever since John's got to know those gentlemen who make books he never seems to have a cent."

# QUAKER COFFEE

Now Vacuum Packed  
insuring Quaker Coffee  
to be

Always Fresh.

A beautiful can and  
with a quality that will  
please the discriminating  
house wife.

Ask our Salesmen about  
our special introductory  
deal.

LEE & CADY



## DRY GOODS

Michigan Retail Dry Goods Association.  
President—J. B. Mills, Detroit.  
First Vice-President—Geo. E. Martin,  
Benton Harbor.  
Second Vice-President—J. T. Milliken,  
Traverse City.  
Secretary-Treasurer—Thomas Pitkethly,  
Flint.  
Manager—Jason E. Hammond, Lansing.

### Style Changes in Women's Wear Force Economy.

Changing trends in the merchandising of women's wear because of a greater demand for the latest styles is shown in a survey in the wholesale dry goods business by the Department of Commerce, according to a statement Jan. 21.

One Middle West wholesale distributor has discontinued women's ready-to-wear apparel from his regular wholesale line and is handling it through a subsidiary, selling to buyers who visit the house. A department for accessories is conducted in the same manner, it was stated, while another department handles ready-to-wear house dresses and bungalow aprons made in the building used by the regular wholesale departments. The full text of the statement follows:

That growth in favor of up-to-date styles of feminine apparel even in the rural sections of the country is causing changes in the wholesale merchandising methods for such goods is indicated by results of a survey in the wholesale dry goods field recently completed by the Department.

Some of these changing trends, as exemplified by the practices of a wholesale distributor doing a \$5,000,000 a year business in the Middle West, are brought out in the official report of the survey entitled "Problems of Wholesale Dry Goods Distribution."

Sales of women's clothing through the medium of salesmen traveling a territory were found to be failing to yield satisfactory profit, the report states, and the wholesaler discontinued women's ready-to-wear from his regular wholesale line. Three new departments to handle women's wear were set up, which are conducted under a different policy from that of the general lines handled by the house. Women's ready-to-wear coats and dresses are handled by a subsidiary, incorporated as a garment company, but conducted under the same roof. The garment company makes sales only to buyers who visit the house and personally select the merchandise they want. Mail and telephone solicitation is used to facilitate movement of new style items, with a "follow up" on a card system every thirty days by telephone. By such methods it is possible to give a style service not feasible under the former policy.

A second ready-to-wear department handles house dresses and bungalow aprons which are manufactured by the company itself in the same building that houses the regular wholesale departments. There is also a department for lingerie, corsets and other accessories which is conducted, as in the case of the garment company, by house sales rather than featured by specialty salesmen.

A special section of the Commerce Department's report is devoted to a

detailed analysis of the hosiery department of the house, with special reference to the effect of style and color obsolescence upon the turn-over of women's hose.

Copies of "Problems of Wholesale Dry Goods Distribution" may be obtained at 10 cents from the Government Printing Office, Washington, D. C., or from branch offices of the Bureau of Foreign and Domestic Commerce located in principal cities throughout the country.

### Slippers and Mules Have Futuristic Patterns.

Both slippers and mules are being worn in leisure hours. Their trim beauty gives the finishing touch needed to set off the gown. They are more vivid than they were when short skirts ruthlessly exposed them; perhaps it is because of the fact that they must "register" beneath long hem lines that shoemakers are fashioning them of brighter hues in futuristic patterns.

Gold and silver kid are much used, together, or in conjunction with other materials. Heavy crepes are usurping the erstwhile popularity of satin; lame holds its own for the limited purpose of conventional dress wear; and suede is utilized for fragile sandal strap-pings.

The most exquisite models expose as much of foot and stocking as possible—an effect achieved by the cut-out toe. The sandal toe, which has been steadily increasing in popularity, has called forth many and ingenious forms of treatment. The sandal with its double straps is well known and liked. Newer and much more enticing are "grilled" vamps: the kid is cut into a kind of open lattice over the toes, and can be worked into various patterns. In slippers or sandals of gold and silver kid each tone is used in alternating bands. A smart open-toe sandal is of suede (in claret color, emerald or black) whose applique strap-pings, piped with gold, lie in a simple geometric figure over the instep. Like many of the best sandal models it has a heel strap. A few are shown with ankle straps.

Amusing are the models made with what might be termed a half and half design—they are two-toned; the modernistic pattern is carried out in one color on the right side of the vamp and repeated in the other on the left. The elegance of footwear adapted to the leisure hour is manifested in its finish; sandals are satin-lined, and where they are trimmed with gold or silver the heel seat is of corresponding kid.

Little in the way of jeweled ornamentation is seen in this type of shoe, since they affect a modernistic simplicity. Where the ornamental motif enters it is apt to be extravagant, as in a mule, which, because of its heavy incrustation of brilliants, is called the "wedding ring" model. It is made of satin.

The modernistic mule is still courting the square toe, though pointed ones are seen. The octagonal semi-high heel is smart. Plain slippers and mules can be enlivened with all sorts of entertaining trimmings. There are formal little flowers of leather, made to match the color of the shoe, two-toned velvet bows of two or more

loops, severe and at the same time soft; to go with the gown that is a bit frou-frou there are lace bows made up with diminutive silk flowers.—N. Y. Times.

### Nightgowns Are Going Romantic.

Styles in nightgowns are becoming less extreme, that is to say, elaborate models are simplified, and those of tailored cut are softened. Both are fine in detail, with lines that repeat the accepted mode in dress and refinements of trimming. Embroidery, drawn work and lace are in vogue; the lace is applied to accentuate the silhouette, the embroidery is done in floss that matches the material.

A princess gown, just received from Paris, has the high waist line of the Empire, which some of the couturiers are showing in evening gowns. It is made of pale pink crepe de chine embroidered with tiny clusters of flowers. The material is cut on the bias, which gives the gown elasticity and permits it to fit the figure snugly. Double folds of pink georgette finish the neck and bottom of the gown, lending it an airy daintiness. A blue and pink harmony is shown in a semi-tailored gown of pink crepe eyelet embroidery. The gown is finished in blue piping to match the color of the embroidery.

Fashion, which in its effort to be romantic has sought out the medieval for costumes, has carried the note over into nightgowns. A medieval model "is one which has a round, fairly high neck, and long Vionnet sleeves wide at the armholes and tapering at the wrists."

New nightgowns are made of rows of silk and lace, others are finished off with narrow lace frills. The bodices have the off-the-shoulder neck line and are made with circular ruffles to match the skirt. They come in blue, pink, white and even black. The mid-Victorian influence is further found in a nightgown with a surplice neck and three ruffles around the hips.

### Arncos Blankets Are Reduced.

The 1931 lines of Arncos part-wool blankets and Arnall cotton blankets were opened last week by the Catlin-Farish Co., selling agents, at levels in line with the market, reductions averaging 10 to 20 per cent. on the part-wool numbers and 20 to 35 per cent. on the cotton styles. A new number, known as the Duke, has been introduced in the Arncos line, including 66 by 80, 70 by 80 and 72 by 84 sizes in plaids. The tucolor blankets, made in pairs, but each single of a different color, is being stressed. The Arnall line of cotton blankets is featuring the Crescent plaid in three sizes. A new number introduced is the Twilight sheet blanket, also in three sizes.

### Gift Buyers Turn To Spring Goods.

A noticeable increase in the demand for items in the regular Spring lines of gift wares, and a corresponding decline in the call for sales merchandise, is remarked in the New York market. Buyers for establishments specializing in gift lines are said to have filled most of their wants in promotional items and are now ready to round out their regular stocks. Orders placed this week were for limited quantities, but

covered a wide variety of the new products. Articles in most demand are those retailing between \$1 and \$3, with a fair call for those in the \$5 range.

### Slight Pick-Up in Window Glass.

There was a slight pickup in orders for window glass during the week. The completion of inventories found jobbers' stocks unusually low and some of the new business developed this month was undoubtedly for replenishment purposes. There is little evidence, however, that the price readjustment of a month ago has influenced buying to any extent. In other sections of the flat glass market, conditions held virtually without change. Movement of plate glass continued slow, a condition also true of rough rolled and wire glass products.

### Bridge Table Prices Firmer.

Prices on Spring, 1931, lines of bridge tables, which were opened in the market this week, have stiffened slightly in comparison with last Fall, according to buyers who have been inspecting the new offerings. Manufacturers and their selling agents say that the season has been slow in getting started, but predict a greater degree of activity next month. At present most of the stores seem interested in tables retailing between \$1.95 and \$3.25. Tables selling at higher prices, but equipped with backgammon layouts, are also in good demand.

### Umbrella Orders Small As Yet.

The usual seasonal increase in orders for umbrellas has failed to materialize as yet. Buying by retailers has been almost entirely concentrated on job lot and sales items. As a result, it was added, the orders placed by umbrella manufacturers for fabrics, frames and similar goods have been held down. The trend for the new season in women's umbrellas is toward the sixteen-rib, twenty-inch type featuring bordered silks in simple designs. The trade is hopeful that the drought experiences which held down sales in 1930 will not be repeated this year.

### Propose Width For Men's Fabrics.

Recommendation that the width of men's wear woolen and worsted fabrics made on broad looms be from 56 to 58 inches was announced last week by the Wool Institute. This standard was determined upon by the trade practice committee of the institute after consideration of suggestions submitted by distributors and manufacturers. The recommendation conforms with the present specifications of more than 90 per cent. of the mills in the industry making these types of fabrics, it was stated by Bart Murray, director of the institute.

### Home Wares Sales Improved.

Signs of a reviving interest in home furnishings and a general improvement in the trend of business in that field are noted by manufacturers of a variety of home wares. Orders placed for furniture, rugs, china and glassware, lamps, draperies and curtains and smaller items for home uses so far this month, exceed those booked at any similar period last fall both in volume and variety of selection.



## 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.

### Getting Things Done in 1931.

When is Easter? April 5.

What is going on in the windows the first week in February with you? How about blue for Spring? What suggestions have you on the tip of your tongue to sell another pair of shoes when you get home besides the first pair they ask for and extract from you? What plans have you for training men? What kind of a season are you going into? How do the hosiery and shoes hook up and what are you going to do about it?

What are you going to have to say to them when you get back? What is the best selling hose for Spring? What is the best selling price for February? And March? And why? And how often is it in the windows? How often in the last three months has the best selling number in your stock been in the windows? How often has it been in the advertisements?

Will it be

1. Pumps.
2. Oxfords.
3. Straps.

Or will it be the other way around, and in what percentages? Do you know? Of course you say you'd be a millionaire if you did know.

And some more questions: What are you doing about saving space for your advertisements and putting kick in them at the same time? Have you worked on space savers in the newspapers? Maybe the newspaper publisher doesn't like to hear that but he should like to hear it.

Have you plenty of sizes behind the best seller for Spring? How often are you going to get your folks together? What are you going to do about it when you get back?

Shopping experiences, this morning:

1. A great store—not the one you are thinking. The shoe section. I asked for a certain thing. The man let us stand. He said, "No, I don't think we have any of that. I don't think so. We might have. What color did you want?" Still standing. "What size do you wear?" Still standing. Finally he asked us to sit down. We sat down. While we sat three men argued so we could hear them, twenty feet away, argued with each other. One said to the other, "Why the hell don't you get over there where you belong and get in line?"

"Well, you were standing right in my way."

"Well, get up there where you belong. See, you are next. Goodnight! We shouldn't have to stand around here and tell you what to do."

A customer walked in, walked right between them while they were arguing. Wonderful store! He walked by them, sat down. Nobody looked at him. Then the man came back and said to us, "No, we ain't got it. I'm sorry."

That was the language. That's all right. Suppose he didn't go to college, he's probably better off, but couldn't he have sold us something else? Could

not he have given us a suggestion or something?

2. Sitting in a shoe chair. Salesman tried on three pairs next to me, nowhere a fit, and finally he said, "Madame, you have got a funny foot!"

You laugh. But I was telling some stories like that in San Francisco the other day. I went into that big store and I walked up to a girl and said, "Do you have little things that you pass out, little inserts that you stick in packages?"

She said, "Sure, we've got lots of 'em."

"Well, could I see some?"

"Why yes! Help yourself."

She didn't move, didn't get up. Why should she?

I went over and picked up one and it said, "Go up on such-and-such a street, take a certain street car and see ten rooms of charm—our beautiful furnished home."

I said, "I guess I will go up and see that place."

She said, "Don't go."

I said, "Why not?"

"The place is closed."

"What are you passing on these slips for?"

"Well, I have fifty of them to use up, see?"

Next day up in what they call the big theater in that store I was telling them about it. The head of the business sat down here in the big seat in front, leaning comfortably against the back of his chair, more comfortably than all the rest of them, complacent smiles on all their faces. I didn't tell where these funny things happened but I could see written all over their faces, "Gee! This couldn't happen in our store."

I am not going to tell you any more about shopping. Some spots were very, very good, but I want to ask you what are my first impressions of your store in 1931? As I walk up to it, what do I get first? Nice-looking, smart-looking windows with the shoes nicely placed and well grouped? And do the cards say something to me about why this shoe is the fashion? And what it goes with? Or does it say, "Oxford"? What in the world is it but an oxford? And then the price.

Is the front of the store good looking? The sidewalks? The doors? Do they open easily? Couldn't you just hang a mattress on your face, or something, disguise yourself and go back to the old place and shop it now that you have been away in Windsor for a few days? Why not just try? Go there as a perfect stranger and shop your own store.

What are my first impressions? Bright, interesting displays? In head-on positions just inside the door? You pay for head-on positions on the road. They are the kind of positions in your store. How does the place look? Is there a little color here and there? Is your name placed here and there?

There sits a man over there. I was in his store in New York; I don't know how many of them there are, but I was in one of them and do you think for a minute that Mr. Adler let me forget for one single second that I was in his store? I saw that name all over the place. When I sat down in a shoe chair it was even woven into the

rug in front of me and it was on the footstool and it was on the wall and it was on the front and on the back and on the paper and on the envelopes and on the ticket and everything. I wondered he didn't have it hanging on the salesmen. The fact was he did have it hanging on the salesman because that fellow said "Adler" to me seventeen times before I had been there seven minutes!

I have been in stores, purchased something, and so have you, and have walked out and gone home and put it on and worn it and forgotten where it was purchased. There is no reason why you should be ashamed of the place in which you are doing business.

The other day a merchant opened a wonderful shoe store, not in Detroit. It was a marvelous-looking place. Everything was perfect inside that place, and I went out at three o'clock in the afternoon when the crowd was biggest on opening day, where they were giving free hosiery or something, and what did I find?

On the front sidewalk in the entryway I found two cigarette butts, four cigar butts, two biscuits from a school child's lunch, three old newspapers, one merchandise bag and a hole in the sidewalk.

What are my first impressions of your store?

A man said to me the other day in Iowa in a good-sized city, "Listen. You get out of here. You go out on the street and you come back in and see what you get when you walk in my store. See what they do to you."

I figured, "This is a frame up." And

I still figure it was. I walked in the store and here was a swell-looking girl over here with a big smile on at the jewelry counter and another one over here at the bags, and they all had lovely smiles and they were good looking and everything was dolled up and perfect.

I said to myself, "This is 9:30 in the morning. Let's wait until 5:25, five minutes before the store closes and they are covering up and powdering up and checking up and looking up—at the clock."

I did, and I went back that evening. What happened to me? That jewelry girl's smile was still working and she sold me \$2.10 worth of junk I didn't want. That was selling.

They say that the word "Good morning!" never becomes threadbare but I was in another store at 9:30 in the morning and on the fourth floor, and on four floors I saw eight or ten people or more before anybody said "Good morning," and across the street at 9:45 in another store I took the elevator back to the fourth floor and went to the offices. In that time eight people said "Good morning," three of them said, "It's a nice morning, isn't it?" And it was threatening rain outside!

What kind of a first impression do I get in your store? Is fashion out in front? Do they treat me nicely? What do they say first? The eye holds what it gets twenty-two times as well as the ear holds what it gets. And that is what these professors in the colleges say. If they are cock-eyed, and fifty per cent. wrong and it's only a ten to

(Continued on page 30)

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

Organized in 1912

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ON ALL CLASSES OF INSURANCE  
WE CAN SAVE YOU MONEY

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## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooning, 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.

### Why Italians Drink Wine Instead of Water.

Money—that is, ready cash—is scarce in Italy. Buy anything for 10c, hand out the equivalent of 25c, and chances are you will have to wait until everybody's pockets are searched or somebody goes next door for change. On a drive in an interurban bus our joint fares were 16 lire, 84c. Gave the collector—pardon me, cohn-doot-i-ory—20 lire, or \$1.05. He kept the change until he had run quite a distance and gathered the 4 lire, 21c, to hand back to me.

I cannot avoid saying that wine is astonishingly cheap. This has been true all along our journey, but when one gets off the lionized places into the byways, where one lives as the natives live, the cost seems like nothing. To get a bottle, size about a fifth gallon, for 21c, served in a country hotel, seems like finding it, yet here the landlord must make his profit to cover service. We are not exactly connoisseurs in this line—plain amateurs in fact. Our taste is not exactly trained on wines. But these taste good and have the mildly exhilarating effect one looks for in wine, so what's the odds?

Cheaper hotels in country places are like ours in one respect: they give you cold plates for all foods. Surprising this, because a point about French and Italian cooking is that food is served hot and, of course, hot food on cold plates stays hot a mighty short time. But to live completely, with three meals, including drinks, for \$2 per day is some offset surely.

During much of November was the grape season and we got lots of them everywhere. Hard to say what kind they were because we were where nobody spoke more than a few absolutely needful words of English—might say as much English as my Italian, and of about the same quality. But these reminded me of Thompson Seedless though not quite so sweet.

The vineyards in districts bordering the Bay of Naples and to the South thereof have been pictured for ages as literally clinging to the hillsides. But no picture can convey the correct impression adequately. No picture can carry the real and true character of infinite labor through many centuries evinced by the structure of the supports of these vineyards.

The hills of solid rock rise abruptly from the seashore for hundreds of feet up to 1,000 feet in places. The sides are so steep that nobody could keep a footing except here and there. But against such slopes, beginning at the foot of the hills, have been built stone walls which, rising vertically, make room for narrow terraces of earth, one step after another, terraces from eight to twelve feet, usually, of earth on each step.

These walls follow the contour of the hillsides literally for tens of miles, running up to the tops, each step planted to vines which are, in turn, supported on pergola-like frameworks which keep the grapes in the sunshine. Of course, stone is the cheapest, most accessible, most universal building material in Italy. To build such walls requires merely that the stone be gathered out of the immediate surroundings and piled up.

The marvel is how true these walls are. No mortar or other cement is used except here and there at corners—not even at most corners. The walls stand by virtue of perfect construction. Here they are as they have been raised through the ages, withstanding storm and stress, weathering such earthquakes as have shaken down cities. I do not know where else such evidences of man's successful toil exist—nothing so abundant in testimony to the efficacy of persevering human labor applied with innate skill.

Man power—woman power, too, and that in preponderance—is the cheapest commodity in Europe. Hence these vineyards are planted, tended, cultivated and garnered to-day, bunch by bunch, almost grape by grape, as they were when this land was young.

If we would understand the place of wine in these lands, we must examine the water supply, for much wine was drunk in days of old because water was not fit to drink. And at this writing, if you stand by the central municipal fountain in a town like Amalfi and watch the populace filling its daily—or hourly—jugs, which then are carried on women's heads to the various homes, you will gain some true insight into this water vs. wine drinking.

Let us think—if we can—of living in a town of 12,000 to 20,000 in 1931 and having to go to the central public fountain for every bit of water for either drinking or cooking; let us consider that such fountain flows slowly; that from its lower basin horses drink; that it is so placed as to be readily contaminated by street dust; that nobody is any too particular to guard against pollution; and we shall perhaps find good reason other than mere preference for drinking wine instead of water. Then let us realize that such conditions, which seem hopelessly antiquated to us, are tremendously in advance of what formerly obtained. At this point of realization we are perhaps ready to endorse wine drinking by and among these people.

Menu card listed Pouding Diplomat. It proved to be bread pudding, well made. Well, what would you? Is it not quite diplomatic to call such a pudding by the name indicated?

Italy formerly led the world in chocolate manufacture. I am not sure she has lost her place. I know that one gets wonderfully good chocolate in all its forms and combinations in Italy. No matter where or what kind I have bought it has all been excellent. Then, too, the service in any of the little places, of which there are endless numbers everywhere, where light lunches are served, is splendid as regards chocolate. One gets it heavy, rich and thick; piping hot; plenty of

(Continued on page 31)

Always Sell

## LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham

Rowena Golden G. Meal

Rowena Pancake Flour

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Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.



Leading Grocers always have a supply of

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as they are in Demand in all Seasons

Fresh Daily

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## 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

201-203 Ellsworth, S. W.

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## 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.

## In More Homes Everyday

## HOLSUM

America's Finest Bread

## SANCTUM BAKORIUM NEWS

If a man makes a better bread than his neighbor he should tell the world about it. We do—both.



## MEAT DEALER

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

### Salesman Must Know His Meat.

In the merchandising of meat, the retail salesman should be as well versed as he can make himself on the merits of his products. He should know exactly why certain cuts of meat are worth more money to the housewife than others, and he should know the advantages of the various brands of meat which his store handles.

With those two facts in mind he is able to be of assistance to the consumer beyond taking her money and giving her the package of meat. But his responsibility does not stop with these two points. If he is to retain his customer's good will, which of course ultimately means her business, he must give an extra service.

In some meat shops extra service may mean credit and delivery. In cash stores it may mean that the price must be lower than in the credit and delivery stores. In either case, it also means that the salesman must be able to tell the housewife how to use the product so that she can get the greatest possible value from it.

The salesman should be able to tell the housewife how she should take care of her meat when she brings it into her home. He should be able to tell her about the method of cooking to which the cut of meat she has purchased is best suited. He should be able to tell her what foods go well with her meat, and approximately how many people it will serve. It is not difficult to acquaint oneself with these facts. The methods of caring for meat in the home are simple. The wrapping paper should be removed from the meat and it should be placed in the coldest compartment of the refrigerator at once, either uncovered or with rice paper over it to keep it from drying out. Another method of preserving meat is to sear the surface, allow it to cool and put in the refrigerator. This method is an effective way of retaining the meat juices in the cut.

The average housewife usually knows approximately how she should cook the meat she has purchased. If the salesperson is able to tell her of a novel method, or of some improvement on the better known methods of preparing the cuts she has purchased, the suggestions will be appreciated by the housewife.

Methods of cooking meat are comparatively simple and recipe books are always available to salespeople who are interested. The time spent in becoming familiar with this information will reflect directly in increased sales. The logic of making such suggestions as those mentioned is simple: the customer likes to feel that the salesman is taking a personal interest in her needs.

The importance of the salesperson in a retail store is becoming more apparent continually to merchandising experts. As the only link in the chain from producer to consumer having personal contact with the consumer, his

ability to sell is a prominent factor in the success or failure of a product.

The word "clerk," with its former meaning, is going out of style. People catering to the needs of consumers should be "salesmen" and should be considered as such by food manufacturers, processors, distributors and consumers. John Meatdealer.

### Purchasing Power of Farmer.

The problem of the American farmer is one of getting more money for his goods, actually and relatively. During the past ten years the farmer's dollar has purchased only 87 cents' worth of other goods.

The secretary of Agriculture reports that on Jan. 1 of this year the farm population of the United States was 27,000,000 people. In other words, one-fifth of the men and women of the United States have for ten years been reduced 13 per cent. in their purchasing power.

Such a condition was bound sooner or later to make itself felt in other lines of endeavor. No community, no State and no great class of our people can remain sick over a long period of years without spreading the disease to others.

Business in general is now undergoing the same deflating process that the farmer has known for ten years. If, during the pain of extracting the bad teeth, the purchasing power of the farmer's dollar can be brought more closely to a parity with the dollar in general, then the farmers' buying power will be increased, resulting in a general upward swing in business, thus creating employment for the thousands of men and women who have been thrown out of work because of the drop in buying power.

Louis L. Emmerson,  
 Governor, State of Illinois.

### To Beat Check Swindlers.

How easy it is to nab a check swindler in Chicago is told by John Nepil, meat dealer at 1830 South Cicero avenue. A check was presented to his brother-in-law, who operates a paint store. Asking the customer to wait while he went upstairs to get the money, explaining that he did not have enough in the cash drawer, he telephoned to the police. A cruising police squad, summoned by the radio system now operated by the police department, arrived in two minutes and the man was placed under arrest. The check was found to be a forgery.

If this plan were adopted by merchants in every case in which the person tendering a check is not positively known, much grief would be saved. Keep the person waiting. If he is a swindler he will soon become alarmed and go, leaving the check with you.

### The Refrigeration Menace.

A policeman was walking his beat in a residential district when a badly battered house-to-house salesman rushed up to him.

"Say, officer," he panted, pointing to a redheaded iceman who had just climbed on his wagon, "I want that man arrested. Just look what he did to me!"

Stalking majestically into the street, the policeman waved the ice wagon to

a halt, and demanded, "Did you hit this man?"

"Oi did," was the shameless reply.

"What for?"

"Alienation av affections," replied the iceman. "He sold Bridget Nolan's missus wan av thim electric iceboxes."

Taking care of forests pays and pays well. The village of Ebern, Germany,

not only collects no taxes from its residents, but each household receives a load of fire-wood and sixty marks cash. This represents some of the profits of the enormous forests, owned by the town and so well managed that they more than pay all community expenses. U. S. A. take notice.

Taking your ease doesn't lead to Easy Street.

## VINKEMULDER COMPANY

Grand Rapids, Michigan  
 BRANCH AT PETOSKEY, MICH.

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



### ORDER THIS QUICK SELLING LINE FROM YOUR WAGON DISTRIBUTOR.

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

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

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

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

## EGGS - EGGS - EGGS

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

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

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

KENT STORAGE COMPANY - GRAND RAPIDS

## GRIDDLES - BUN STEAMERS - URNS

Everything in Restaurant Equipment

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### Grand Rapids Store Fixture Co.

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N. FREEMAN, Mgr.

### 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.

### NORTH STAR LINE, INC.

R. E. TIMM, Gen. Mgr.

Crathmore Hotel Station.

Phone 81138

Grand Rapids, Michigan



Manufacturers of Sausage and Meat Products.

Wholesale only.

### HERRUD & COMPANY

542 Grandville Ave., Grand Rapids, Mich.



## 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.

### Suggestions For the Hardware Dealer in February.

Toward the close of every month, the far-sighted hardware dealer makes careful plans for the month ahead. Understanding the importance of being well prepared, he sits down and figures how best to advance the interests of his business, and what steps to take in order to get the best results in the coming month.

From the standpoint of trade, February is normally one of the dull months. Hence, it is all the more important that the hardware dealer enter upon this month with clear-cut plans for the energetic stimulation of business.

An important point is to get your stock-taking finished, if it is not already complete. Some dealers postpone the annual inventory from day to day. Others, after actually starting, allow the job to drag needlessly. It is important to get your stock-taking finished before beginning your preparations for spring trade. No merchant can afford to let his inventory drag beyond the first or second week of February, at the very latest. After that, stock-taking is apt to interfere very seriously with the regular spring business.

January is generally recognized as the stock-taking month, one reason for this being that it leaves the first part of February open for special sales. In many hardware stores the after inventory sale has become an annual fixture.

Such sales help the hardware dealer to clear out odds and ends of stock that otherwise are apt to accumulate. They also help to stimulate sales of regular lines at pretty close to regular prices. The logical time to hold a big clearing sale is right after taking stock; since the inventory will undoubtedly have uncovered a lot of goods that it would be sound policy to get rid of.

So, if you have finished stock-taking toward the end of January, commence your after-inventory sale right now. If you have not finished stock-taking, get it done as soon as possible; and follow at once with your mid-winter sale.

After the middle of February, business begins to pick up, and in normal years at least a special sale is hardly necessary to stimulate trade. But trade in February will take a good deal of stimulation.

In February, considerable time and thought may very well be given to plans for the spring trade. These plans should be worked out as early as possible. Also, see that your stock—on hand or ordered—is up to the mark. Every hardware dealer knows how difficult it is to get prompt deliveries on short notice at any time; and it is especially difficult when business is rushing, as it is apt to be in the spring months. Look ahead and order ahead—not hugely, but intelligently.

In February it may be worth while to do some outside canvassing. The hardware dealer, for at least part of the month, will not find his time fully

taken up by his work inside the store. Here is an opportunity to get out and get after business. Building prospects may not be so numerous as in normal years, but it will pay you to get into close touch with any local building activity. By calling on owners and builders you should be able to pick up some good orders for builders' hardware.

Then, a tour of the local factories ought to uncover some business in tools, belting and paint. A good many plants that have been inactive for the past few months will be re-opening, and will need equipment of this sort. You might as well get the business; and the fact that you are right on the ground should give you the inside track. Some effort should be made to develop trade in repair work on old houses. In every community there are numerous houses and other buildings where new locks, window fasteners and similar articles are needed. It might pay to get hold of a reliable repair man who is out of work, and work in conjunction with him.

If time permits, and you are catering to rural trade, it will be good policy to make a few trips through the country and canvass the farmers for wire fencing, cream separators and general hardware lines.

In the slack months it does not pay to wait passively for trade to come. Trade, especially in times like these, doesn't come unsolicited. You must go out after it. A good many people stop shopping in cold weather except for the absolute essentials. The dealer can offset this tendency by an aggressive outside canvass.

Outside the immediate sales resulting from outside work of this sort, such a canvass gets you into personal touch with a lot of customers and prospects; and at a very good time, just before the spring trade opens up. You are, in a way, preparing the ground for the coming season, and can feel out a lot of prospects in regard to paint, washing machines, stoves and similar lines.

Looking ahead to spring business, you may find it desirable to rearrange your store. Now is the time to do it.

Don't be satisfied with a perfunctory cleaning up of the store interior. Take time to look the store over with a really critical eye. Imagine yourself a complete stranger to the store and the community. How, under such circumstances, would these fixtures and interior arrangements strike you? Is the exterior woodwork faded, peeled and unsightly? Does your display window present that spick and span appearance so essential to a modern hardware store, or are there unsuspected defects? Are your silent salesmen and show cases and counters arranged to the best advantage? Or could some changes be made in your arrangements of fixtures and stock which would help your appeal for spring trade?

Give your store, inside and out, a careful, critical inspection. Then get to work on the problem of rearrangement wherever it is necessary.

Remember, too, that even where arrangements may seem perfect, a chance is often advantageous. Customers get accustomed to seeing the same goods in the same place day after day. A new arrangement, even if, theoretically,

it is less perfect, arrests their attention, and anything that arrests the customer's attention is good business.

A new window to light up a dark corner, or a new lighting fixture, will often prove a good investment. Counters and shelves can often be decidedly improved at little cost. Work of this sort should be done now, when it will cost less and interfere very little with business. To wait until the early spring trade emphasizes the need for these improvements is a mistake.

In February, window dressing should receive careful attention. The normal tendency in slack times is for the merchant to become careless about selling methods. "Oh, what's the use?" is the dismal philosophy which leads the hardware dealer to satisfy himself with perfunctory and half-hearted displays.

There are two reasons why the hardware dealer should put his very best thought and effort into his February window trims. One is, to maintain, and, as far as possible, to perfect his art as a window trimmer; to learn as far as actual practice and earnest thought and study can teach him how to make the very best use of his dis-

play facilities. He can acquire now a mastery of good window trimming practice that will help him later when the rush of business leaves him relatively little time to put together his displays.

Second, when business is hard to get is the very time to be a real getter. The window display is your best and most efficient advertising medium. Its cumulative results may not be so great as come from persistent newspaper advertising; but in immediate returns it excels any other line of publicity. In February you want to pull business into the store; and, next to a personal canvass, nothing will pull business so much as a series of live displays.

So it will pay you to strive for new heights of display achievement in February. If you've never given the subject scientific and intelligent study, do it now. You will have time to do the work well; and it will be a good opportunity to train yourself and your salespeople in the art of systematic, careful and effective window dressing. Study new ideas and combinations. Instead of just throwing goods into the window, try to make your display

## BROWN & SEHLER COMPANY

Automobile Tires and Tubes	Farm Machinery and Garden Tools
Automobile Accessories	Saddlery Hardware
Garage Equipment	Blankets, Robes
Radio Sets	Sheep Lined and
Radio Equipment	Blanket - Lined Coats
Harness, Horse Collars	Leather Coats

### GRAND RAPIDS, MICHIGAN

Manufacturers and Distributors of  
SHEET METAL ROOFING AND FURNACE SUPPLIES,  
TONCAN IRON SHEETS, EAVETROUGH,  
CONDUCTOR PIPE AND FITTINGS.  
Wholesale Only. We Protect our Dealers.

### THE BEHLER-YOUNG CO.

342 Market St., S. W.

Grand Rapids, Mich.

## Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting  
Goods and  
FISHING TACKLE



carry an intelligible message. Get one or the other of the staff to work with you, and teach them the art of display, and bring out their ideas and suggestions.

February is a good month to make a strong onslaught on back accounts. If unpaid bills are allowed to run along until the consumer comes in with his spring requirements, there will be more trouble than ever in securing an ultimate settlement. If you can't get the entire bill paid, get some understanding as to when and how it will be paid. The credit customer who puts off paying an account until he can pay the entire amount is apt to postpone until he is in financial deep water. If you can't get the entire amount, take half or a quarter; take whatever you can get. If you've never had any definite understanding with credit customers as to terms of settlement, now is a good time to put your credit house in order.

February, too, is a good time to go over your prospect lists, eliminating those prospects that are "dead" in a business sense—sold or removed from the community. Outline your advertising program for the spring. Near the end of the month, if not earlier, fire the opening gun of your spring paint campaign. Get your salespeople together from time to time and talk over the forthcoming season's business; train them for successful teamwork in business-getting. Get together your advertising and sales ideas for use when the spring campaign gets going.

Victor Lauriston.

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

Grand Rapids, Jan. 19.—In the matter of Clarence Gamble, Bankrupt No. 4164, the matter of the re-reference to the referee in the matter of amendment of schedules by the addition of one creditor has been completed and the matter has been returned to the district court, as a case without assets.

Jan. 16. On this day was held the adjourned first meeting of creditors in the matter of Ralph A. Kefgen, Bankrupt No. 4310. The bankrupt was present in person and represented by attorney Menso R. Bolt. No trustee was appointed for the present. The adjourned final meeting then adjourned without date.

Jan. 19. On this day was held the final meeting of creditors in the matter of Evert Fibre Furniture Co., Bankrupt No. 3320. The bankrupt corporation present only by Dilley & Dilley, its attorneys. Creditors and the trustee were present by attorneys Judson E. Richardson and Wicks Fuller & Starr. The trustee also was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as the funds would permit. There were no dividends. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Jan. 9. On this day was held the sale of assets in the matter of Barney E. Mann, Bankrupt No. 4297. The trustee, auctioneer and numerous bidders were present in person. The stock was sold to Sam Sewall, of Saginaw, for \$360. The fixtures were sold to Sam Gerber, of Kalamazoo, for \$575. The sales were confirmed, and the matter adjourned without date.

In the matter of Joseph D. Martelle, Bankrupt No. 4357. The sale of assets has been called for Feb. 3, at the premises formerly occupied by the bankrupt, 514 Ship street, St. Joseph. All assets will be sold, consisting of furniture, fixtures, equipment, tables, chairs, cooking utensils, dishes, glassware, together with kitchen tools and equipment, all used by the bankrupt in the operation of a restaurant, scheduled by the bankrupt to be of the value of \$2,000, also equipment of eight bed rooms, except bedding, rugs and small articles used in the operation of a rooming house, scheduled to be of the value of \$500. All interested in such sale should be present at the date and time above stated.

In the matter of James M. Peterson,

Bankrupt No. 4362. The sale of assets has been called for Feb. 6, at the premises formerly occupied by the bankrupt, at the corner of Walker avenue and Leonard street, N. W., Grand Rapids. All assets will be sold, consisting of fixtures used in a grocery store, together with soda fountain fixtures, consisting of iceless refrigerator and ice machine, soda fountain and back bar, soda fountain glassware, electrical fixtures, shelving, show cases, cash registers, scales, counters, tables and chairs, etc., all scheduled by the bankrupt to be of the value of \$975. All interested in such sale should be present at the date and time above stated.

In the matter of Howard Trask and Charles Raschke, copartners doing business as Central Market and Grocery, Bankrupt No. 4359. The sale of assets has been called for Feb. 3, at the premises formerly occupied by the bankrupt, 1003 Main street, St. Joseph, all the stock in trade will be sold, consisting of staple groceries, coffee, tea, canned goods and other sundry items, all scheduled to be of the value of \$1,200, together with attendant fixtures, scheduled to be of the value of \$4,115. All interested in such sale should be present at the date above stated.

In the matter of the Mamer Co., Bankrupt No. 4341. The sale of assets has been called for Feb. 3, at the premises formerly occupied by the bankrupt, on Paw Paw avenue, Benton Harbor. All personal property as set forth in inventory and appraisal of personal property filed in the office of the referee under date of Jan. 12, except 1 power banding machine, 1 24-in. Pels Punch with motor; 1 Pels Comb. shears and punch; 1 air compressor and tank and 1 electric welder, said personal property consists of office furniture and fixtures, machinery, tools and equipment, including truck, together with all stock in trade consisting of structural iron, cement, tile, structural steel and numerous other items of constructional and builders material, appraised at approximately \$8,287.50. Also real estate free and clear of any and all liens and encumbrances, except taxes, appraised at \$36,730. Also twenty shares Premier Warm Air Heater stock of Dowagiac, appraised at \$500. All interested in such sale should be present at the date and time above stated.

Jan. 19. On this day was held the final meeting of creditors in the matter of Gardner-Muskegon, Inc., Bankrupt No. 4007. The bankrupt was represented by John G. Anderson, attorney. Creditors were represented by the trustee in bankruptcy. Claims were proved and allowed. The trustee's final report and account was approved and allowed. Several claims were objected to, heard, and disallowed to the trustee. An order was made for the payment of expenses of administration, preferred claims in full and a first and final dividend to creditors in general of 3 per cent. No objections were made to the discharge of the bankrupt. The matter then adjourned without date, and the case has been listed for closing in due course.

Jan. 21. We have to-day received the schedules, reference and adjudication in the matter of Robb C. Rynd, Bankrupt No. 4373. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$1,071. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Johannes Kookier, Bankrupt No. 4062, the trustee has filed his return showing assets over liens, mortgages and exemptions, and the case has been closed and returned to the district court, as a case without assets.

Jan. 22. On this day was held the first meeting of creditors in the matter of Archibald E. Ellis, Bankrupt No. 4345. The bankrupt was present in person and represented by attorneys Dilley & Dilley. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Lavern B. Blowers, Bankrupt No. 4339. The bankrupt was present in person and represented by attorney Richard C. Annis. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Clarence D. Luther, Bankrupt No. 4348. The bankrupt was present in person and represented by attorney Charles G. Turner. 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.

been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Clyde B. Sabin, Bankrupt No. 4203. The bankrupt was present in person but represented by no attorney. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Leland Castle, Bankrupt No. 4344. The bankrupt was present in person and represented by attorney R. J. Wade. Creditors were present in person. Claims were filed only. The bankrupt was sworn and examined without a reporter. No trustee was appointed for the present. The matter then adjourned to Jan. 29.

In the matter of James H. Carr, doing business as Jimmie Carr, Bankrupt No. 4201, the trustee has filed his return showing no assets, and the case has been closed and returned to the district court, as a case without assets.

Jan. 23. We have to-day received the schedules, reference and adjudication in the matter of William M. Baxter, Bankrupt No. 4375. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$100 with liabilities of \$7,003.50. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Jan. 23. We have to-day received the reference and adjudication in the matter of Sturdy Mfg. Co., of Sturgis, Bankrupt No. 4356. This is an involuntary matter and the schedules have been ordered filed.

Jan. 14. We have to-day received the schedules, reference and adjudication in the matter of Aloysius H. Carmody, Bankrupt No. 4363. The bankrupt is a resident of Grand Rapids, and his occupation is that of a general road contractor. The schedule shows assets of \$825 of which \$350 is claimed as exempt, with liabilities of \$2,518.42. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Jan. 14. We have to-day received the schedules, reference and adjudication in the matter of Walter A. Douck, Bankrupt No. 4364. The bankrupt is a resident of Coopersville, and his occupation is that of a laborer. The schedule shows assets of \$50 with liabilities of \$2,587.88. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Jan. 15. We have to-day received the schedules, reference and adjudication in the matter of Henry Witteveen, Bankrupt No. 4365. The bankrupt is a resident of Holland, and his occupation is that of a laborer. The schedule shows assets of \$7,850 of which \$4,250 is claimed as exempt, with liabilities of \$6,737.42. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Jan. 15. We have to-day received the schedules, reference and adjudication in the matter of Ruth J. Robinson, Bankrupt No. 4367. The bankrupt is a resident of St. Joseph, and her occupation is that of an operator of a beauty shop. The schedule shows assets of \$1,764.42 of which \$850 is claimed as exempt, with liabilities of \$3,938.71. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Jan. 15. We have to-day received the schedules, reference and adjudication in the matter of John W. Rooks, Bankrupt No. 4368. The bankrupt is a resident of Grand Rapids, and his occupation is that of a painter. The schedule shows assets of \$932.64 of which \$455 is claimed as exempt, with liabilities of \$5,607.57. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Jan. 16. We have to-day received the schedules, reference and adjudication in the matter of August Shikoski, Bankrupt No. 4360. The bankrupt is a resident of Kalamazoo, and his occupation is that of a merchant. The schedule shows assets of \$1,372.33 of which \$500 is claimed as exempt, with liabilities of \$3,632.23. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

City of Kalamazoo	\$ 14.67
Mrs. E. I. Allen, Kalamazoo	108.00
Nat. Cash Register Co., Kalamazoo	265.00
American Sign Co., Kalamazoo	166.26
Lemmer & Zeedyke, Kalamazoo	175.00
Brophy Chevrolet Sales Co., Kala.	350.00
Flex Optical Co., Rochester, N. Y.	76.80
James Wilson, Kalamazoo	76.07
Agfa Ansco Corp., Binghamton, N. Y.	154.98
Gilmore Bros., Kalamazoo	18.83
Field Elec. & Furn. Shop, Kala.	6.81
Carl Zeiss, Inc., New York	200.00
Industrial Finance Corp., Kalamazoo	96.14
Union Trim Lumber Co., Kala.	Unknown
Kromdyke & Son, Kalamazoo	343.75
Booth News Paper, Inc., Kalamazoo	10.00
First National Bank & Trust Co., Kalamazoo	225.00

Doubleday Bros., Kalamazoo	9.00
Central High School News, Kala.	6.00
Q. R. S. DeVry Corp., Chicago	390.00
Medo Photo Supply Co., New York	3.33
Crosman Arms Co., Rochester, N.Y.	3.38
Drem Products Corp., New York	15.87
Kal. News Agency, Kalamazoo	7.43
Eastman Kodak Co., New York	.70
Mich. Bell Tel. Co., Kalamazoo	14.12
Charles L. Hoyland Co., Chicago	32.00
Mattison Drug Co., Kalamazoo	27.03
Eastman Kodak Co., Detroit	229.73
Vermeulen's Furn. Co., Kalamazoo	12.50
S. C. S. Box Co., Palmer, Mass.	15.00
Willoughbys, New York	25.84

(Continued on page 31)

## 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.

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

## Nucoa

KRAFT K CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and  
MUSTARD

OTHER SPECIALTIES



## SARLES

Detective Agency

Licensed and Bonded

Michigan Trust Bldg.

Grand Rapids, Mich.

## Jennings' Pure Extracts

Vanilla, Lemon, Almond, Orange,  
Raspberry, Wintergreen.

Jennings Flavoring Extract Co.  
Grand Rapids, Mich.

## Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.

Grand Rapids.

SAGINAW BRICK CO.

Saginaw.



## HOTEL DEPARTMENT

### News and Gossip Concerning Michigan Hotels.

Los Angeles, Jan. 19—The raid of a hotel in Chicago last week reveals new and astounding phases of gang supremacy. It looks to me as if all theories of criminology must be adjusted to this man Capone—the millionaire bootlegger and highjacker. He crime. We have to go back to the robbery. We have to go back to the robber barons of the Middle Ages to find another like him. Like the robber barons of the Rhine he has definite geographic boundaries over which he reigns. He has supernumeraries and retainers whom he protects in return for their fighting strength. He keeps their digestive tract busy and they stand ready to fight for him. Unlike most criminals, he is not in revolt against property rights. In fact his whole success depends upon the recognition and preservation of property rights—even, to a degree, upon the financial prosperity of the victims. His is not the starving claw pushed against the throat of the rich as a revolt against starvation. It is doubtful if Capone has ever extracted tribute from any victim as rich as himself. His power is growing so rapidly that all rival gang leaders are being crushed, swept aside, pulverized, eliminated. Capone is, in a way, a public benefactor. He pays tribute to the Government in the way of enormous income taxes and he is one of the largest, if not the largest, contributors to the cause of prohibition. But with these facts in mind, it must be conceded that he has built up the greatest scientific crime machine the world has ever known, so great that criminologists concede that it is almost beyond the power of the law to unhorse him.

But the terrible thing about this proposition is that there also seems to be a direct connection between him and governmental authorities which acts as a bar against his apprehension and punishment. His whereabouts are seldom secret. His influence is to be felt in the future and there is no use of kidding ourselves on the subject. In spite of the noble experiment referred to so frequently by President Hoover and his not, at least, economical crime commission, and unless the punishment of such gigantic offenses as his, are taken out of politics, it is within the range of distinct possibility that some super Al Capone will control the administration of the National Government, exactly as is being done in Chicago and several other of the larger cities. This element fights practically unhampered. Only their will-to-win and their fighting judgment dictate the choice of weapons. The police are hampered and tied by a hundred political "pulls" and interests. They know that to tread on the Capone toes means loss of their jobs.

President Hoover will, in my estimation, accomplish more for moral and protective government if he will turn his entire prohibition enforcement organization toward crushing this modern czar, than by juggling with elderberry wine and home-brew.

Scientists tell us that the energy of a man's speaking voice is 100,000 times smaller than the jazz orchestra. When he yells, the electrical energy is only about half a watt, or enough to give a flash from a small lamp. That is about the amount of enlightenment I have long felt comes from the shouting reformers.

Some time since I made mention of the fact that the Detroit Hotel Association was taking steps to secure a special classification of insurance rates. Through its efforts and the backing of the American Hotel Association, the National Board of Fire Underwriters has announced that special considera-

tion will be given to this particular feature. The reclassification will be effective after certain legal and statutory provisions are complied with and the mechanical details developed. In making this announcement it must be taken into consideration that because of the tremendous amount of readjustment necessary it will be some little time before the actual tabulation begins under the new plan. The hotel industry, as has long been apparent, has suffered materially by reason of the fact that hotels have been thrown in with many other industries for fire insurance purposes in a way that has made it impossible to secure a true accounting of the premiums paid and the losses sustained. Under the new plan, when tabulations are made, these figures will be a matter of public record which will be available to hotels and will be of decided assistance in obtaining fair and equitable insurance rates.

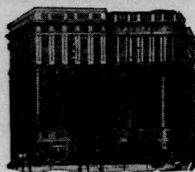
Our friend Milton Magel who was transplanted from the Michigan to the Milwaukee hotel field last year, has just been elected vice-president of the Milwaukee Hotel Association, at a meeting of that organization held at one of his hotels, the Knickerbocker, in that city. On the same occasion, Harry Halfacre, now manager of Hotel Pfister, was elected president. Mr. Halfacre is well known, through a prominent Ohio connection, in former days, to a great many of the Michigan fraternity. Mr. Magel controls both the Knickerbocker and Plaza Hotels, in Milwaukee, both prominent residential hostels.

Even more than the hotel business, the restaurant industry of the country is suffering from the over-optimism of those who see in the operation of a dining place the open sesame to comfort and independence if not to fame and fortune. The greater affliction in the restaurant field is due largely, no doubt, to the fact that either capital or promotional ability is required on the part of the individual desiring to erect a new hotel, whereas it is assumed that anyone with the price of a month's rental on quarters selected can open a dining place, obtaining from equally optimistic equipment people and dealers the necessary furniture and supplies. A few of the larger corporations and smaller ones long-established have been making a fair showing during the past eighteen months, but statistics just submitted indicate that about 72 per cent. of these institutions are constantly shifting in ownership and have very poor prospects of success in the hands of anyone. Personality goes a long ways in the feeding game, but there must be a requirement and a location.

Much along this line was a philosophical observation made by a friend of mine who is interested in hotel financing. Here it is: Somebody, who knows nothing about hotel operation, but is nevertheless in the "wizard" class, builds a hotel. He fails. The second mortgagee buys it in. He fails. The first mortgagee takes it over and can't operate. He sells. The new owner gets himself a second mortgage. The new owner fails. The second mortgagee bids it in. He fails. And there you are just where you started.

Zach D. Jenkins, who was for eighteen months manager of Hotel Whitcomb, St. Joseph, with a highly satisfactory record, has been appointed manager of Hotel Faust, Rockford, Illinois.

With a three-cornered rate fight among carriers getting under way, hotel men on the Pacific coast have visions of increased passenger travel from the Middle West. Air plane fares have been cut liberally and all the stage lines have just announced sweeping reductions. Until now the rail lines have appeared passive but they also



### NEW

Decorating and Management

FAMOUS Oyster Bar.

Facing Grand Circus Park. 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.

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.

### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWART 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

### 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.



are now getting into the fight. Their recent action in cutting the time of many of their passenger trains is expected to be followed soon by a program of rate slashing in order to meet the growing competition of airplane and motor bus lines. The Interstate Commerce Commission has just granted railroads in the Southwest permission to reduce passenger fares to a basis of two cents per mile, which is really lower than the Mountain and Pacific States have ever enjoyed, especially on local traffic. It is known that palatial trains hauling a dozen sleepers, have reached their Los Angeles terminals with less than that number of passengers, all told. Then, of course, there is the tourist with his automobile, who must be reckoned with.

What the public thinks about the hotel industry is one of the most important problems in hoteldom. If, in the conduct of his business, one gives the impression of being grasping and un hospitable, the proposition is bound to suffer from lack of support and without public co-operation there is not only going to be a curtailing of revenues but the attendant possibility that legislation derogatory to hotel interests may be encouraged. I believe it is true, however, that a majority of the fraternity are realizing the fact that with the overbuilding of hotels throughout the entire country, it is going to be quite necessary for "every little movement to have a meaning of its own," and endeavor to fill the gap by commercializing personality to a larger degree than ever before. In fact we are going to get back to the point of demarcation establishing the line between the real honest-to-goodness landlord and the type known as "managers," who are puffed up with authority and a consciousness of seeming importance.

It will come as a real grief to a lot of Eastern people who come to California each season, and who have visited the cooking school sponsored by the Los Angeles Times, under the guidance of Mrs. (Chef) Wyman, to know that that esteemed woman passed to the Great Beyond this week. For many years her husband, now deceased, an accomplished chef, conducted a free domestic science department in the newspaper mentioned, accompanied by practical demonstration. Upon his demise his wonderful wife took up the work, with marked success, and it has so happened that this cooking class proved very attractive to visitors, many of whom became her intimate friends. I was much interested in her work from the standpoint of practicability, and it will be a long time before they will be able to fill her place.

John Philip Sousa, the famous bandmaster announces that he is about to improvise a song based on the sentimental ditty of "Annabel Lee." I don't believe I will care so much about it. I like to think of this noted individual as the author of that famous air, the "Stars and Stripes Forever," to the reassuring strains of which millions have marched in every quarter of the globe, but "Annabel Lee,"—never.

California is getting a bunch of nice, soaking rain water this winter and I am wondering what some of her native "croakers" are going to worry about for the next few months. With seventeen feet of snow within forty miles of Los Angeles and not a single frost reported, is a record that would excite comment in many localities I have been familiar with.

Whatever may be the sentiment of the American people over the report of the Wickersham committee, there is a dead moral certainty that the saloon will never come back. Nobody I ever heard of ever offered any argument in

its favor at any time. True, it was designated by some, as the poor man's club, but except in a very few isolated cases, was never conducted honestly, and the poor man, if you want to call him such, never got a break. The demands of the future may bring about some changes in the prohibition laws, but opponents of the eighteenth amendment will find scant satisfaction in any changes made in the immediate future by Congress. It is no doubt true that many members of Congress and of the Senate, are in secret, favorable to liquor and use it, but so long as they are afraid of the cars, their inactivity will be of material benefit to the temperance cause. The most serious aspect of the whole proposition, as I look at it, is an absolute disregard by the general public for legal enactments of almost any kind, and the abandoning of efforts on the part of the anti-saloon league to create an interest in temperance. We have heard all this hooey about prohibition having been accomplished, which fact is now denied by the Wickersham committee, and which the most of us knew was not true, but during this period when prohibition has been forced upon a lot of people who did not want it, or felt they did not need it, we have actually forgotten about those faithful little bands of workers known as the Good Templars and the blue ribboners, who certainly did wield an influence over many, especially among the younger element. We have watched with an eagle eye for an opportunity to make uncomfortable the existence of the individual who was fascinated with the art of home-brewing, and allowed the wolf to approach the schoolroom door. Father Francis Murphy's adherents still continue to function in a modest, practical way, and still teach and act temperance, but the more pretentious organizations have been forgotten or absorbed with the notion that "George was doing it," when George was fast asleep in the haystack. Temperance, and not "enforcement," is still a wonderful drawing card. Instead of "living" the hard-boiled adults into "learning new tricks," try and "coax" the juveniles what real temperance is. Now, I've had my say, let someone else tell one. Frank S. Verbeck.

#### Late Mercantile News From Ohio.

Akron—An involuntary petition in bankruptcy has been filed in the U. S. District Court at Cleveland against Isadore Evans and Simon Talis, doing business as Evans-Talis Co., 561 S. Arlington street, general merchandise and men's furnishings, by Attorneys Carson-Howes, representing W. Bingham Co., \$981; Hardware & Supply, \$172, and Cornblum Pants Manufacturing Co., \$188. Assets are more than \$500 and liabilities are more than \$1,000.

Cincinnati—Fred Young, retail men's furnishings, 1559 Central avenue, has filed a deed of assignment in probate court here to David N. Rosenbaum, attorney. Assets are estimated at \$1,000 and liabilities at \$4,000.

Fremont — Involuntary bankruptcy proceedings have been filed in the U. S. District Court at Toledo against the Farm & Home Co. by Attorneys Seeley, Wolfe & Rogers, representing Showers Bros. Co., \$686; American Furn. Co., \$82; Kimlark Rug Corp., \$175.

Hubbard—Lisko Stores, Inc., general merchandise, have filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing liabilities of \$42,350 and assets of \$22,820.

Columbus—The U. S. District Court here authorized the payment of a divi-

dend of 10 per cent. in the case of Beatrice, Inc., which is in voluntary bankruptcy. Another dividend of approximately 10 per cent. is expected to be paid.

Alliance—Verna Grove, trading as Verna's Hat Shoppe, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing liabilities of \$2,559 and assets of \$221.

Cincinnati—Schedules filed by Isaac Spievack, trading as Spievack Garment Co., retail ready-to-wear, list assets of \$5,672, of which \$5,500 is stock in trade and \$100 machinery, tools, etc. Liabilities are \$12,493, all unsecured. Unsecured claims of \$500 or more are: New York—L. D. Bellinson, Inc., \$637; Flo-Maid Dress Co., Inc., \$853; Irben Dress Co., \$720; Ribner Dress Co., \$275 and \$603; Wm. Avedon Co., Inc., \$682.

Cleveland — Little Rae Hat, Inc., wholesale hats, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$10,459 and assets of \$1,394.

Dayton—New York Umbrella Co., 215 South Ludlow street, has filed a voluntary petition in bankruptcy in Federal Court here. Charles G. Jones, Harvey T. Brown, Russell R. Ede, Clarence H. Martin and Jacob Schultz, all of Dayton, comprise the New York Umbrella Co. Russell R. Ede claims liabilities of \$77,500 and no assets. Brown lists \$6,000 liabilities and no assets. Martin lists \$2,000 liabilities and \$2,000 assets. Schultz lists \$2,800 liabilities and \$1,300 assets.

Columbus—Arthur M. Wood has resigned, effective Feb. 1, as sales promotion manager of F. & R. Lazarus & Co. store here, to join the Boston Store, Milwaukee, in a similar capacity. A. L. Spencer, basement advertising manager, has been appointed store advertising manager, to succeed A. W. MacDonald, who has resigned after having held the position for several years.

#### Gabby Gleanings From Grand Rapids.

The Kroger store at 750 West Leonard street has uttered a loud groan and given up the ghost. Peace be to its ashes.

Chas. G. Graham has secured the exclusive selling agency of the entire line of wool blankets made by the Springfield Woolen Mills, Inc.

William H. Anderson left the city about ten days ago for a saunter through Florida. He called on Charles W. Garfield and O. F. Conklin at Deland and then proceeded to Bradenton, where he is the guest of his friend, Samuel Young. Stories of big fish catches are now in order.

Russell G. McNeal, formerly merchandise manager of the Wurzburg Dry Goods Co. has severed his connection with the department store, and is reported to have gone to Texas. Raymond A. Volz, formerly controller at the Wurzburg store, has taken over the duties of merchandising manager in connection with his other duties.

#### Ten New Readers of the Tradesman.

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

D. L. Heath, Saugatuck.  
Jay H. Petter, Grand Rapids.

D. R. Drummond, Grand Rapids.  
Willard Smith, Mesick.  
M. A. Heyman, Grand Rapids.  
Frederick Sales Co., Frankfort.  
L. J. Pettengill, Comstock Park.  
J. F. Smith, Lansing.  
E. G. Taylor, Portland.  
Eno R. Ayers, Portland.

Rice—There is little activity to the rice market during this week, and the situation in the South remains unchanged. The growers are now being paid the prices they ask on short grains, and the millers are expected soon to pass this increased cost on to the distributors. As it is only fractional, however, no serious effects are expected. Blue Rose is moving better on the spot and export demand continues good. All long grains and Japans are scarce and firm.

Pickles—There is a rather routine enquiry for pickles, but the market has not yet snapped out of its lethargy. Buyers for the most part are interested in varieties which are particularly short this season, namely large genuine dills. Buying is on a small lot basis, but should improve owing to the cold weather.

1876

1931

## INVESTMENT SECURITIES

Our experience in over 55 years may be helpful to you in your selection of securities for investment. Write for suggestions.

## E. H. ROLLINS & SONS

Founded 1876

Grand Rapids Savings Bank Building, Grand Rapids

New York Chicago Philadelphia  
San Francisco Los Angeles Boston  
London Paris Milan

### 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, La Porte, 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.

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Secretary—R. A. Turrell, Crosswell.

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### Good Drug Store Locations.

Except in the down town sections of cities there is a trend for the corner drug store to move from the corner. The main reason for this is that corner locations suited for drug store sites are being sought for filling stations and since filling stations are able to pay higher rents than drug stores, these corner locations are likely to become too expensive for retail store purposes. A druggist who secured a desirable corner site before the era of filling stations had the foresight to purchase the land and building. In addition to his own store there are three other stores in the building. At any time he wishes he can sell the property for several times what he paid for it. Had he not bought it, he would have had to seek a new location three or four years ago or pay a rental that the business could hardly bear. As it is, he finds himself in a very advantageous position. He can sell the business and the property or the property alone at a tidy profit any time that he wishes to accept the offers that are constantly being made.

Finding a new location, however, which is a good one, is not such a simple matter. There are a number of things that have to be considered. The ideal location for a neighborhood drug store would be a site closer to other stores, next to a filling station that is doing a good business, nearer to the best patronized motion picture theater than any other drug store in the vicinity and also nearer the high school and other upper grade schools and one having ample parking facilities for automobiles with no restrictions as well as being at a transfer point of the traction system and on the side of the street that people naturally use so that the smallest possible number of people will have to cross a busy thoroughfare just to reach the store. A location having all these points, of course, is exceedingly rare. Few if any can be found.

However, each of the points has decided advantages and not the least of these is parking facilities. Perhaps the most important point in selecting a location, however, is to select it on the right side of the street. At a street intersection that is one corner on which more business can be done than on any other corner. This is the corner that most people pass as they are leaving their homes to go somewhere. There may be another corner of the intersection which just as many people pass, but they are on their way home. They

have done their shopping and probably have no money left to spend.

Women on their way down town, to the movies or some other place especially if they have to wait in front of the store for a car or a bus may drop into the store and buy something at the soda fountain, the candy department or some other department while they are waiting. However if they have to cross the street to do this they will not spend that money in this store. They may spend it down town or they may not spend it at all. This class of business alone may make the difference between just making ends meet or making a satisfactory net profit.

One store located at a street intersection may never succeed, another on another corner of the same intersection may just break even, the third store make a slight profit and the fourth prove very profitable. Though these stores are not more than forty to sixty feet apart there is a tremendous difference in the amount of sales. Yet each store may be under equally as efficient management. The difference in the amount of business done is due entirely to the location.

The same rule applies in the middle of blocks. One side of the street is a good business side and the other is not. Ordinarily the profitable side is the going away side and the unprofitable side the coming home side. The reason for this is perfectly logical. When people are going away they have money to spend. When they are coming home they have probably spent that money. Almost invariably it will be found that the most prosperous stores are on the right side of the street as one stands facing in the direction people take when going down town. Where this is not the case there are other important controlling factors.

Next to the right side of the street comes the parking problem. In some cases the parking space that can be used is not on the right side of the street. Whether or not this will make the wrong side of the street sufficiently desirable is a question that deserves very careful consideration. Probably it will not. However, it may. Each case of this kind requires extremely careful study.

If the street is wide enough so that cars can be parked at an angle to the curb and if cars can also be parked in the side streets and there are no parking restrictions, then the parking problem is well solved for the moment. If all the stores have been built back far enough from the sidewalk so that cars can be parked on the private land in front of the stores and those stores are connected together by a walk, the parking problem is solved to an even better degree. The parking problem is one that needs more and more careful consideration every year because so many people use their cars when shopping even though they live but a few blocks from the store. Some people will take out their car to drive to a store only a quarter of a mile away and others do not seem to want to walk even a block.

Located on the right side of the street and with ample parking facilities, any drug store is in an advantageous position, but it is usually better to be at the end of a row of stores than in

the middle. This is partly due to the fact that a drug store keeps open more hours a day than other stores. Suppose it is located in the center of a block with a filling station on the corner at the street intersection at each end of the row of stores that occupy the block and the drug store is in the center of this row of stores. At night the filling stations are brightly lighted. The show windows of the stores that are closed may be as brightly lighted as the drug store windows are. Some of them may be even more brightly lighted. The result is that the casual observer is not sure whether the drug store is open for business or not.

Change the location of the drug store to the end of the row of stores. Place it next to one of the filling stations. The filling station is visited by motorists in need of gas, oil, water or air. While there someone in the car may go into the drug store to buy cigarettes, candy or something of that nature. All the occupants of the car may go in for something at the soda fountain, something to drink or some ice cream. People who pass this row of stores at night do not fail to notice that the drug store is there and that it is open for business.

If across the street or around the corner nearer to this store than to any other drug store there is a popular motion picture theater, or if the theater is on the same side of the street in the same block it will draw customers to the store during the afternoon and evening. If in addition, there is a high school nearby or other upper grade school, so located that most of the pupils pass the store on their way to and from school, these pupils will form the habit of trading at this store and this habit serves two purposes. It immediately increases the sales volume and in a very few years many of these pupils will have homes of their own and once the habit is formed of trading at this store they are likely to continue to trade there even though they go somewhat out of their way to do so.

Upper grade and high schools are more desirable neighbors of a drug store than are lower grade schools, both because the pupils have more money to spend and because it will not be so long before they marry. There is a very decided advantage in regard to future business in catering to high school pupils.

It is more important now than it has been in the past to locate the drug store in a group with other stores. This is so largely because people are inclined to do less walking and use their cars more. Though it is easy to cover distances with automobiles, if there are two equally good drug stores and one is located in a group with other stores and the other has no store of any kind nearer to it than a block and a half, the average person will trade at the store that is in the group because that saves once stopping and starting of the car. Fifteen or twenty years ago there was not so great a difference. Most people would have walked from their homes to the stores and if the isolated drug store was so located that most of them walked right past it, they would have been just as inclined to trade at that store as at the one located in the group.

To-day, the store that is isolated is likely to find it far more difficult to attract customers than it ever has been. The tendency is for stores to form small groups. We do not find them scattered in among residences to the degree they once were. At an intersection or on one side of the street for a block or so there will be stores. Then will come residences and again a group of stores. This is taking place whether or not zoning regulations compel it. It is taking place because it is found from actual experience that each store can do more business at less expense if there is a considerable group of stores of all kinds with no residences separating the stores. Such little shopping centers are in fact getting a good deal of the business that formerly had a habit of going down town.

In some cases the large department stores in our cities are finding it worth while to establish branch stores in just such neighborhood shopping centers. They do it because it seems the only way to get the business of those who travel by automobile on their shopping trips. In some cities parking has been prohibited altogether in part of the down town sections and in all cities it is becoming more and more difficult to find a place to park a car in the congested parts of the city. This is making these neighborhood shopping centers more valuable as store locations than many of the down town sites are.

J. E. Bullard.

### Desire For Farm Life Growing in Cities.

The strain of city life, business depression, and unemployment apparently is proving too much for many city residents, and as a result the number of letters to the Department of Agriculture asking information on how to take up country life has increased markedly in the last year, according to oral statements Jan. 23 in the Farm Management Division of the Department.

There is always a flow of letters to the Department on this subject, asking where to go to take up farming, how to go about making the change, and how much land is needed, M. R. Cooper, in charge of commodity studies for the Division, stated orally. The increase in the number of the letters, he said, which has caused considerable comment in the Division, began as early as 1929, and the number through 1930 was notably greater than in prior years. The total number cannot be estimated accurately, he said, because the letters are routed to many different divisions of the Department in accordance with the type of information desired.

Letters of this kind reaching the Division of Land Economics in the last year have included, more often than usual requests for information on the renting of farm land, according to O. M. Johnson, in charge of land tenure investigations for that Division. His inference from this fact, he said, is that more of those who wish to get on farms are short of funds and wish to make the change with the smallest possible investment. Probably a considerable number of these are unemployed, he believes. Some of the let-







# 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

Salt  
Spices

## DECLINED

Cheese  
Evaporated Milk  
Pork

### 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, 12-38 oz., doz.	2 35

### BAKING POWDERS

Arctic, 7 oz. tumbler	1 35
Royal, 10c, doz.	95
Royal, 4 oz., doz.	1 85
Royal, 6 oz., doz.	2 50
Royal, 12 oz., doz.	4 95
Royal, 5 lb.	25 40
Calumet, 4 oz., doz.	1 95
Calumet, 8 oz., doz.	1 95
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
Lizette, 16 oz., 12s	2 15

### BLUING

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

### Perfumed Bluing

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

### BEANS and PEAS

Brown Swedish Beans	9 00
Pinto Beans	9 25
Red Kidney Beans	9 75
White Kidney Beans	5 90
Col. Lima Beans	8 75
Black Eye Beans	5 60
Split Peas, Yellow	6 50
Split Peas, Green	6 50
Scotch Peas	4 95

### BURNERS

Queen Ann, No. 1 and 2, doz.	1 35
White Flame, No. 1 and 2, doz.	2 25

### BOTTLE CAPS

Dbl. Laguer, 1 gross	16
pkg., per gross	16

### BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Pep, No. 224	2 70
Pep, No. 202	2 00
Krumbles, No. 424	2 70
Gran Flakes, No. 624	2 45
Gran 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

Instant Flake, sm., 24s	1 80
Instant Flake, sm., 48s	3 60
Instant Flake, lge., 18s	3 40
Regular Flake, sm., 24s	1 80
Regular Flake, sm., 48s	3 60
Regular Flake, lge., 18s	3 40
China, large, 12s	315
Chest-o-Silver, lge., 12s	3 25

### 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 75
Ex. Fancy Parlor 25 lb.	10 00
Ex. Fcy. Parlor 25 lb.	10 00
Toy	1 75
Whisk, No. 3	2 75

### BRUSHES

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
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#### 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	8 00
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#### 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	2 25
Flannan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, Keyless	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, Im. 1/4, ea.	10 22
Sardines, Cal. 1 1/2, ea.	2 25
Tuna, 1/2, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/2 Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 00

### CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 80
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua, sil.	1 85
Beef, 3 1/2 oz., Qua, sil.	2 25
Beef, 5 oz., Am. Sliced	3 00
Beef, No. 1, B'nut, sil.	4 50
Beefsteak & Onions, s	1 75
Chili Con Car., 1s	1 35
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/4s	3 85
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/2	1 35
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

### Baked Beans

Campbells	1 05
Quaker, 16 oz.	85
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 30
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 60
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 50
Pride of Mich., No. 2	1 60

### CATSUP

Beech-Nut, small	1 6
Beech-Nut, large	2 4
Lily of Valley, 14 oz.	2 2
Lily of Valley, 1/2 pint	1 6
Sniders, 8 oz.	1 5
Sniders, 16 oz.	2 2
Quaker, 10 oz.	1 3
Quaker, 14 oz.	1 8
Quaker, Gallon Glass	12 0
Quaker, Gallon Tin	7 2



**Hominy**  
Pearl, 100 lb. sacks -- 3 50

**Macaroni**  
Mueller's Brands  
9 oz. package, per doz. 1 30  
9 oz. package, per case 2 60

**Bulk Goods**  
Elbow, 20 lb. ----- 6 1/2 @ 8  
Egg Noodle, 10 lbs. -- 14

**Pearl Barley**  
0000 ----- 7 00  
Barley Grits ----- 5 00  
Chester ----- 3 75

**Sage**  
East India ----- 10

**Tapioca**  
Pearl, 100 lb. sacks -- 09  
Minute, 8 oz., 3 doz. 4 05  
Dromedary Instant -- 3 50

**Jiffy Punch**  
3 doz. Carton ----- 2 25  
Assorted flavors.

**FLOUR**  
V. C. Milling Co. Brands  
Lily White -----  
Harvest Queen -----  
Yes Ma'am Graham, 50s ----- 2 20

**Lee & Cady Brands**  
American Eagle -----  
Home Baker -----

**FRUIT CANS**  
Mason  
F. O. B. Grand Rapids  
Half pint ----- 7 50  
One pint ----- 7 75  
One quart ----- 9 10  
Half gallon ----- 12 15

**Ideal Glass Top**  
Half pint ----- 9 00  
One pint ----- 9 50  
One quart ----- 11 15  
Half gallon ----- 15 40

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

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

**JELLY GLASSES**  
8 oz., per doz. ----- 36

**OLEOMARGARINE**  
Van Westenbrugge Brands  
Carload Distributor

**Nucoa**  
Nucoa, 1 lb. ----- 20 1/2  
Nucoa, 2 lb. ----- 20

**Wilson & Co.'s Brands**  
Oleo  
Certified ----- 24  
Nut ----- 18  
Special Roll ----- 19

**MATCHES**  
Diamond, 144 box -- 4 25  
Searchlight, 144 box -- 4 25  
Ohio Red Label, 144 box 4 20  
Ohio Blue Tip, 144 box 5 00  
Ohio Blue Tip, 720-1c 4 00  
\*Reliable, 144 ----- 3 15  
\*Federal, 144 ----- 3 95

**Safety Matches**  
Quaker, 5 gro. case ----- 4 25

**MULLER'S PRODUCTS**  
Macaroni, 9 oz. ----- 2 20  
Spaghetti, 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

**NUTS--Whole**  
Almonds, Tarragona -- 19  
Brazil, 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

**Salted Peanuts**  
Fancy, No. 1 ----- 14

**Shelled**  
Almonds Salted ----- 95  
Peanuts, Spanish -----  
125 lb. bags ----- 12  
Filberts ----- 32  
Pecans Salted ----- 87  
Walnut Burdo -----  
Walnut, Manchurian -- 55

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

**OLIVES**  
4 oz. Jar, Plain, doz. 1 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, Stuffed, doz. 2 25  
9 1/2 oz. Jar, Stuff., doz. 3 75  
1 Gal. Jugs, Stuff., dz. 2 70

**PARIS GREEN**  
1/2 s ----- 34  
1 s ----- 32  
2 s and 5 s ----- 30

**PEANUT BUTTER**



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

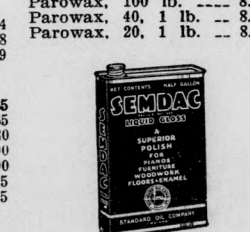
**PETROLEUM PRODUCTS**  
From Tank Wagon  
Red Crown Gasoline -- 19.7  
Red Crown Ethyl ----- 22.7  
Solite Gasoline ----- 22.7

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

**ISO-VIS MOTOR OILS**  
In Iron Barrels  
Light ----- 77.1  
Medium ----- 77.1  
Heavy ----- 77.1  
Ex. Heavy ----- 77.1

**Polarine**

**Iron Barrels**  
Light ----- 65.1  
Medium ----- 65.1  
Heavy ----- 65.1  
Special heavy ----- 65.1  
Extra heavy ----- 65.1  
Polarine "T" ----- 65.1  
Transmission Oil ----- 65.1  
Pinol, 4 oz. cans, doz. 1 50  
Pinol, 8 oz. cans, doz. 2 30  
Parowax, 100 lb. ----- 3.3  
Parowax, 40, 1 lb. ----- 8.55  
Parowax, 20, 1 lb. ----- 8.8



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

**PICKLES**  
Medium Sour  
5 gallon, 400 count -- 4 75  
Sweet Small  
16 Gallon, 2250 ----- 27 00  
5 Gallon, 750 ----- 9 75

**Dill Pickles**  
Gal. 40 to Tin, doz. -- 10 25  
No. 2 1/2 Tins ----- 2 25  
32 oz. Glass Picked -- 2 80  
32 oz. Glass Thrown 2 44

**Dill Pickles Bulk**  
5 Gal., 200 ----- 5 25  
16 Gal., 650 ----- 11 25  
45 Gal., 1300 ----- 30 00

**PIPES**  
Cob, 3 doz. in bx. 1 00 @ 1 20

**PLAYING CARDS**  
Battle Axe, per doz. 2 65  
Torpedo, per doz. ----- 2 50

**POTASH**  
Babbitt's, 2 doz. ----- 2 75

**FRESH MEATS**  
Beef  
Top Steers & Heif. ----- 19  
Good Strs & H's, 15 1/2 @ 17  
Med. Steers & Heif. -- 13  
Com. Steers & Heif. -- 11

**Veal**  
Top ----- 15  
Good ----- 13  
Medium ----- 11

**Lamb**  
Spring Lamb ----- 13  
Good ----- 16  
Medium ----- 14  
Poor ----- 10

**Mutton**  
Good ----- 12  
Medium ----- 11  
Poor ----- 10

**Pork**  
Loin, med. ----- 13  
Butts ----- 13 1/2  
Shoulders ----- 11 1/2  
Spareribs ----- 10  
Neck bones ----- 05  
Trimnings ----- 03

**PROVISIONS**  
Barreled Pork  
Clear Back ----- 25 00 @ 28 00  
Short Cut Clear ----- 26 00 @ 29 00

**Dry Salt Meats**  
D S Bellies ----- 18-20 @ 18-17

**Lard**  
Pure in tierces ----- 10  
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

**Sausages**  
Bologna ----- 16  
Liver ----- 18  
Frankfort ----- 20  
Pork ----- 31  
Veal ----- 19  
Tongue, Jellied ----- 35  
Headcheese ----- 18

**Smoked Meats**  
Hams, Cer. 14-16 lb. @ 24  
Hams, Cert., Skinned 16-18 lb. @ 23  
Ham, dried beef ----- @ 38  
Knuckles ----- @ 38  
California Hams ----- @ 17 1/2  
Picnic Bolled -----  
Hams ----- 20 @ 25  
Boiled Hams ----- @ 39  
Minced Hams ----- @ 18  
Bacon 4/6 Cert. 24 @ 31

**Beef**  
Boneless, rump 28 00 @ 36 00  
Rump, new ----- 29 00 @ 35 00

**Liver**  
Beef ----- 17  
Calf ----- 55  
Pork ----- 10

**RICE**  
Fancy Blue Rose ----- 5.65  
Fancy Head ----- 07

**RUSKS**  
Dutch Tea Rusk Co. Brand.

36 rolls, per case ----- 4 25  
13 rolls, per case ----- 2 25  
12 rolls, per case ----- 1 50  
12 cartons, per case -- 1 70  
18 cartons, per case -- 2 55  
36 cartons, per case -- 5 00

**SALERATUS**  
Arm and Hammer -- 3 75

**SAL SODA**  
Granulated, 60 lbs. cs. 1 35  
Granulated, 18-2 1/2 lb. packages 1 00

**COD FISH**  
Middles ----- 20  
Tablets, 1/2 lb. Pure 1 1/2  
doz. ----- 1 40  
Wood boxes, Pure ----- 30  
Whole Cod ----- 11 1/2

**HERRING**  
Holland Herring  
Mixed, Kegs ----- 95  
Mixed, half bbls. ----- 11 35  
Mixed, bbls -----  
Milkers, Kegs ----- 1 05  
Milkers, half bbls. -- 12 50  
Milkers, bbls. ----- 22 25

**Lake Herring**  
1/2 Bbl., 100 lbs. ----- 6 50

**Mackeral**  
Tubs, 60 Count, fy. fat 6 00  
Pails, 10 lb. Fancy fat 1 50

**White Fish**  
Med. Fancy, 100 lb. 13 00  
Milkers, bbls. ----- 13 50  
K K K K Norway ----- 19 50  
8 lb. pails ----- 1 40  
Cut Lunch ----- 1 50  
Boned, 10 lb. boxes -- 16

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

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

**SALT**  
Colonial, 24, 2 lb. ----- 85  
Colonial, 30-1 1/2 ----- 1 10  
Colonial, Iodized, 24-2 1 35  
Med. No. 1 Bbls. ----- 2 85  
Med. No. 1, 100 lb. bk. ----- 95  
Farmer Spec., 70 lb. 1 00  
Packers Meat, 50 lb. 65  
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 90  
50, 3 lb., per bale ----- 2 30  
28 lb. bags, Table ----- 37  
Old Hickory, Smoked, 6-10 lb. ----- 4 50



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

**BORAX**  
Twenty Mule Team  
24, 1 lb. packages -- 3 35  
18, 10 oz. packages -- 4 40  
96, 1/4 oz. packages -- 4 00

**CLEANSERS**



30 can cases, \$4.80 per case

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

Gold Dust, 12 Large 3 20  
Golden Rod, 24 ----- 4 25  
La France Laun., 4 dz. 3 60  
Old Dutch Clean, 4 dz. 3 40  
Octagon, 96s ----- 3 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  
Sapallo, 3 doz. ----- 3 15  
Soapine, 100, 12 oz. ----- 6 40  
Snowboy, 100, 10 oz. 4 00  
Snowboy, 12 Large ----- 2 65  
Speedee, 3 doz. ----- 7 20  
Sunbrite, 50s ----- 2 10  
Wyandote, 48 ----- 4 75  
Wyandot Deterg's, 24s 2 75

**SOAP**  
Am. Family, 100 box 6 10  
Crystal White, 100 ----- 3 85  
Big Jack, 60s ----- 4 75  
Fels Naptha, 100 box 5 50  
Flake White, 10 box 3 50  
Grdma. White Na. 10s 3 75  
Jap Rose, 100 box ----- 7 85  
Palm, 100 box ----- 4 00  
Palm Olive, 144 box 9 50  
Lava, 100 box ----- 5 00  
Octagon, 120 ----- 5 00  
Pummo, 100 box ----- 4 85  
Sweetheart, 100 box -- 5 70  
Grandpa Tar, 50 sm. 2 10  
Grandpa Tar, 50 lge. 3 50  
Trilby Soap, 100, 10c 7 25  
Williams Barber Bar, 9s 50  
Williams Mug, per doz. 48

**SPICES**  
Whole Spices  
Allspice, Jamaica ----- @ 35  
Cloves, Zanzibar ----- @ 47  
Cassia, Canton ----- @ 40  
Cassia, 5c pkg., doz. @ 40  
Ginger, Africa ----- @ 19  
Ginger, Cochir ----- @ 19  
Mace, Penang ----- 1 39  
Mixed, No. 1 ----- @ 32  
Mixed, 5c pkgs., doz. @ 45  
Nutmegs, 70 @ 90 ----- @ 59  
Nutmegs 105-1 10 ----- @ 54  
Pepper, Black ----- 26

**Pure Ground in Bulk**  
Allspice, Jamaica ----- @ 40  
Cloves, Zanzibar ----- @ 53  
Cassia, Canton ----- @ 39  
Ginger, Cochir ----- @ 33  
Mustard ----- @ 32  
Mace, Penang ----- 1 39  
Pepper, Black ----- @ 30  
Nutmegs ----- @ 43  
Pepper, White ----- @ 57  
Pepper, Cayenne ----- @ 40  
Paprika, Spanish ----- @ 45

**Seasoning**  
Chili Powder, 15c ----- 1 35  
Celery Salt, 3 oz. ----- 95  
Sage, 2 oz. ----- 90  
Onion Salt ----- 1 35  
Garlic ----- 1 35  
Poneltz, 3 1/2 oz. ----- 3 25  
Kitchen Bouquet ----- 4 50  
Laurel Leaves ----- 20  
Marjoram, 1 oz. ----- 99  
Savory, 1 oz. ----- 90  
Thyme, 1 oz. ----- 90  
Turmeric, 2 1/2 oz. ----- 90

**STARCH**  
Corn  
Kingsford, 40 lbs. ----- 11 1/4  
Powdered, bags ----- 4 50  
Arco, 48, 1 lb. pkgs. 3 60  
Cream, 48-1 ----- 4 80  
Quaker, 40-1 ----- 07 1/2

**Gloss**  
Arco, 48, 1 lb. pkgs. 3 60  
Arco, 12, 3 lb. pkgs. 2 62  
Arco, 8 1/2 lb. pkgs. 2 97  
Silver Gloss, 18, 1s ----- 11 1/4  
Elastic, 64 pkgs. ----- 5 35  
Tiger, 48-1 ----- 3 30  
Tiger, 50 lbs. ----- 06

**SYRUP**  
Corn  
Blue Karo, No. 1 1/2 ----- 2 69  
Blue Karo, No. 5, 1 dz. 3 78  
Blue Karo, No. 10 ----- 3 58  
Red Karo, No. 1 1/2 ----- 2 90  
Red Karo, No. 5, 1 dz. 4 04  
Red Karo, No. 10 ----- 3 84

**Imit. Maple Flavor**  
Orange, No. 1 1/2, 2 dz. 3 25  
Orange, No. 5, 1 doz. 4 99

**Maple and Cane**  
Kanuck, per gal. ----- 1 50  
Kanuck, 5 gal. can ----- 6 50

**Maple**  
Michigan, per gal. -- 2 75  
Welchs, per gal. ----- 3 25

**COOKING OIL**  
Mazola  
Pints, 2 doz. ----- 6 75  
Quarts, 1 doz. ----- 6 25  
Half Gallons, 1 doz. -- 11 75  
Gallons, 1/2 doz. ----- 11 30

**TABLE SAUCES**  
Lea & Perrin, large -- 6 00  
Lea & Perrin, small -- 3 35  
Pepper ----- 1 60  
Royal Mint ----- 2 40  
Tobasco, 2 oz. ----- 4 25  
Sho You, 9 oz., doz. 2 25  
A-1, large ----- 4 75  
A-1 small ----- 3 15  
Caper, 2 oz. ----- 3 30

**TEA**  
Blodgett-Beckley Co.  
Royal Garden, 1/4 lb. -- 75  
Royal Garden, 1/2 lb. -- 77

**Japan**  
Medium ----- 35 @ 35  
Choice ----- 37 @ 32  
Fancy ----- 52 @ 61  
No. 1 Nibbs ----- 64  
1 lb. pkg. Sifting ----- 14

**Gunpowder**  
Choice ----- 40  
Fancy ----- 47

**Ceylon**  
Pekoe, medium ----- 57

**English Breakfast**  
Congou, medium ----- 23  
Congou, Choice ----- 35 @ 36  
Congou, Fancy ----- 42 @ 43

**Oolong**  
Medium ----- 39  
Choice ----- 45  
Fancy ----- 50

**TWINE**  
Cotton, 3 ply cone ----- 40  
Cotton, 3 ply Balls ----- 42  
Wool, 6 ply ----- 18

**VINEGAR**  
Cider, 40 Grain ----- 23  
White Wine, 80 grain -- 26  
White Wine, 40 grain -- 19

**WICKING**  
No. 0, per gross ----- 80  
No. 1, per gross ----- 1 25  
No. 2, per gross ----- 1 50  
No. 3, per gross ----- 2 30  
Pearless Rolls, per doz. 90  
Rochester, No. 2, doz. 90  
Rochester, No. 3, doz. 2 00  
Rayo, per doz. ----- 75

**WOODENWARE**  
Baskets  
Bushels, narrow band, wire handles ----- 1 75  
Bushels, narrow band, wood handles ----- 1 80  
Market, drop handle ----- 90  
Market, single handle ----- 95  
Market, extra ----- 1 60  
Splint, large ----- 8 50  
Splint, medium ----- 7 50  
Splint, small ----- 6 50

**Churns**  
Barrel, 5 gal., each ----- 2 40  
Barrel, 10 gal., each -- 2 55  
3 to 6 gal., per gal. -- 16

**Pails**  
10 qt. Galvanized ----- 2 60  
12 qt. Galvanized ----- 2 85  
14 qt. Galvanized ----- 3 10  
12 qt. Flaring Gal. Jr. 5 00  
10 qt. Tin Dairy ----- 4 00

**Traps**  
Mouse, Wood, 4 holes ----- 60  
Mouse, wood, 6 holes ----- 70  
Mouse, tin, 5 holes ----- 65  
Rat, wood ----- 1 00  
Rat, spring ----- 1 00  
Mouse, spring ----- 30

**Tubs**  
Large Galvanized ----- 8 75  
Medium Galvanized ----- 7 75  
Small Galvanized ----- 6 75

**Washboards**  
Banner, Globe ----- 5 50  
Brass, single ----- 6 25  
Glass, single ----- 6 00  
Double Peerless ----- 8 50  
Single Peerless ----- 7 50  
Northern Queen ----- 5 50  
Universal ----- 7 25

**Wood Bowls**  
13 in. Butter ----- 5 00  
15 in. Butter ----- 9 00  
17 in. Butter ----- 18 00  
19 in. Butter ----- 25 00

**WRAPPING PAPER**  
Fibre, Manila, white 05 1/2  
No. 1 Fibre ----- 06 1/2  
Butchers D F ----- 06 1/2  
Kraft ----- 07  
Kraft Stripe ----- 09 1/2

**YEAST CAKE**  
Magic, 3 doz. ----- 2 70  
Sunlight, 3 doz. ----- 2 70  
Sunlight, 1 1/2 doz. 1 35  
Yeast Foam, 3 doz. ----- 2 70  
Yeast Foam, 1 1/2 doz. 1 35

**YEAST-COMPRESSED**  
Fleischmann, per doz. 30



### Getting Things Done in 1931.

(Continued from page 19)

one shot, isn't it high time we got busy on the eye?

Let's not make the inside of these stores look so nice that you can't see any shoes, however. Let's have some shoes right out in sight. You know the West Coast. You know the marvelous little units that they shoot into those departments out there in department stores and in other kinds of stores. They just make your mouth water and you can't walk around them. You have to stop and see them and first thing you know somebody is at your elbow and they don't say, "Was there something for you?" hoping there isn't. They say, "There is something nice, isn't it?" And they begin with a positive suggestion.

There are a hundred and one other things on first impressions. When you go back look them over. I was in a restaurant the other night in Chicago. I noticed this about that restaurant before I had been in there five minutes; I made a sort of a list of things.

I noticed that they called it "The Colonial Room." I noticed that it was paneled to keep up that idea of Colonial. That the prices were reasonable. That the name of the girl who waited on me was in a little printed slip on the table. That the girls who ushered us to our seats wore Colonial costumes. That there was a Colonial girl playing the piano softly—"No orchestral din"—just softly. That the lighting was rather soft and nice. That the girls said "Thank you" when they gave us their tickets and my waitress also asked if I would like to have an extra cup of coffee or more rolls.

Did that place make an impression on me? It did! First impressions!

Signs that are readable. Have you in your business a fellow with a wild idea about putting diamonds and furbelows and underlines and tippy-looking letters on your signs? What is the object of those signs, I ask you? To be read. But I have been through Detroit to-day in three hours and I have seen six hundred signs with tippy letters on them and a couple of hundred more where the letters were shoved so closely together that they were difficult to read.

The colors were punk. Do you know which colors go best on signs? Here they are. These colors are most readable in signs—there's no question about it:

- 1 is black on yellow,
- 2 is green on white,
- 3 is red on white,
- 4 is blue on white
- 5 is white on blue.

Why not know and have them in the first five that are best at least, rather than trying to do some cock-eyed thing because that fellow who makes the signs learned to do it that way?

You may not always want a black on yellow sign. You may want it in a sale, but these are undoubtedly the most readable. 6 is black on white.

Look how far down comes black on white! But all six of those are good and I have several others that come along and if you want the rest of them you can have them.

Short words. Copy that has a kick in it. Reasons why a thing is fashion-

able—not just say "This is the latest thing." Tell why it is the latest thing and why it is good and what it goes with—not necessarily what it matches, but what it blends with. And let's not show or talk a single shoe without a stocking that goes with it, or a bag.

So much for first impressions.

What is the next thing to do in a store, to get things done in 1931? Famous for one thing in each division of your business, in each section, in each department. The more famous you can become for that one thing, since distance is dead and people will come back a hundred miles for your hosiery or your shoes or your bags, become famous for that sort of thing—that one thing that that woman likes, that one thing that is a best seller and play that to the limit and sell the other goods in the department as a result of playing that one.

A merchant in New York spends 94 per cent. of his total appropriation for suits, mens suits, in advertising one single suit by name. Therefore, let's play the winners, as my friend A. P. says (translated Amos Parrish) and let's get it done on that one thing and become famous for it.

Kansas City. Big store. Head of the business saying goodbye to me. He said, "Listen! You want to take home a box of Josephines with you."

I said, "What in the world are Josephines? It's a crazy name for anything."

"Oh," he said, "it happens to be the name of the wife of the founder of the business."

I said, "Well, I'm sorry but I'll bite. I'll take some."

"It's candy," he said.

So he took me down to the candy counter and they did up a box of these things and passed it out to me and I said, "How much?" He wasn't giving it to me, and I wasn't disappointed at that.

I said, "How much?"

The salesgirl said, "A dollar and a half."

I said, "For how many pounds?"

She said, "One."

I said, "Put it back."

He said, "Taste 'em."

That's where I fell. Do you think I can get in the gate at home, now, coming back from Kansas City, without a box of Josephines? Without a pound or two?"

But that isn't the joker. He makes a sweet profit at a dollar and a half. I'll bet that candy doesn't cost him over sixty-two cents, if it does that, but it is wonderful candy. When that girl sees me coming, what does she say? "I know what you want. I'll do it up for you right away—a box of Josephines—but listen! You know we have a special to-day on salted almonds. You ought to have at least a pound of those to take along back, and look at this peanut brittle! It's wonderful and right off the pan; it's almost hot now. Don't you want to take along some of that?"

What does she do? She raises my ante from a dollar and a half to three and a half, three times out of four. That is selling. That is famous for one thing. That is getting them in, but that's only the start.

So in 1931 let's be famous for one

thing and in order to be famous, let's not let the poor little newspaper advertisement do the whole job. Let's repeat the headline in the window, the same headline, and let's write a headline for the newspaper that will bear repetition in the window and inside the store and on the books of the sales person. Let's have that thing repeated all the way down through.

Frederick Loeser's in Brooklyn last year, all over the store, what did you see? "You can't escape the cape. Wherever you look you will see it. Wherever you go you will wear it." Did they sell capes? I'll tell you they sold capes, because they centered on that one thing, which was a fashion.

So let's become famous for one thing in each department of our business and let's find out now when we get home if we are famous for one thing instead of being spattered all over the place thin.

How do you make an advertisement pay? Did you ever mail it home? If you have three sales people, did you ever mail them an advance proof a couple of days before? Did you ever put it up by the time clock, have the employees mail three copies to friends of theirs?

Repeat the lines in the window. Show the shoes in head-on position, and use the sello-phone. That is what it is if you use it. Do the hosiery girls talk it? Make an advertisement pay.

What about enthusiasm in the old place? Have you got it? I walked into a beautiful store the other day in Newark and I said, "This is the nicest store in town, isn't it?"

And the salesgirl said, "Oh, I guess so."

In another store I said, "This is the finest store in town. It's a wonderful store, isn't it?"

She said, "Yes, I suppose so—if you have to work."

How about selling something besides what the customer walked in to buy. Here is a clipping from Life. The blonde has a caller and the blonde says, "I always make a practice of saying just what I think."

And the man says, "That is swell! We will have a nice, quiet evening."

James R. Ozanne.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 27—The zero weather hit us last week, causing much rejoicing to our local coal dealers as well as the ice men, and if the cold continues more of our fellow citizens may decide on that Florida trip again. Still there is lots of fun going on here, regardless of the temperature.

The Soo hikers held their second hike on Sunday, accepting the cordial invitation of Herbert Fletcher to make his cottage on the shore headquarters for the day. Some of the hikers spent part of the day hunting rabbits. Fred Shaw took first prize in shooting the largest number of rabbits. Wesley Clark was chief cook, which accounts for the big feed. Nels Hall, Bob Cowan and Dr. McCandless were the principal speakers. Rinnie Knox was awarded first prize on telling stories. Isaac De Young and A. Jean were the official chauffeurs. George Bailey, the secretary-treasurer, took charge of the funds, paid all of the expenses. The other members present who did not care for further hiking played Michigan. We are reporting some of the fun that is going on here during the

winter, so that one may not wonder why more don't go South.

Seth McGregor, manager of the Mackinac Motor Bus Corporation, announces another change in time of the schedule of the bus from St. Ignace to the Soo. The bus will leave St. Ignace at 8:30 a. m., arriving here at 11 a. m. The bus will leave the Soo at 3 p. m., arriving at St. Ignace at 6 p. m.

Archie Bowermann, proprietor of the Ideal delicatessen lunch, has discontinued business, but has not made any announcement for the future. He may spend the winter in the copper country.

J. C. Pinch the well-known Canadian Soo grocer, suffered a \$9,000 loss by fire last week, when his main store at 526 Queen street caught fire, shortly after 6 o'clock in the morning. This was one of the finest grocery stores in the city.

A reduction in rates announced by the Edison Sault Electric Co., of one cent per kilowatt for the first 35 kilowatt hours is granted as the first measure to cut expenses of residence lighting. For the next 100 kilowatt hours the price will be four cents, the same as at present. But the charge for all electricity used in addition to 135 kilowatt hours is to be sold at the rate of two cents. With the reduction in rates it looks as if we had about the lowest rates in the State, which should encourage industries using much power to locate here.

The Government isn't always right. Since it cut the size of the paper currency, it has been harder than ever to accumulate any of it.

H. P. Hossack, the well-known merchant of Cedarville, was a business caller here last week. While here he called on his old friend, Joseph Fenlon, now a patient at the hospital.

The creditors of E. E. Thomas met last week in the bankruptcy court in the Federal building and found that the indebtedness was about \$18,000, with no resources or assets, so that the creditors decided it was useless to appoint a trustee. Mr. Thomas has been in business here since May 1. He is considered honest, but lacked the proper business ability.

William G. Tapert.

### Silk Employment Off 8 Per Cent.

Total employment in the silk industry declined approximately 8 per cent. during 1930, as compared with the 1929 average, according to figures issued this week by the Silk Association. December employment, the Association reports, shows a decline as compared with the November figures of 6.4 per cent. on broad silk looms, 7.3 per cent. on narrow looms and 3.1 per cent. on spinning spindles, or a total decline of 4.6 per cent. for the month. Operation of broad silk looms in December was 2.5 per cent. less than in the preceding month. A heavy decline of 25 per cent. occurred in narrow silk loom operation, while spinning spindle activity dropped 9.3 per cent.

### Buy At Home.

Said the lady, "I'll take this couch. Send it to my home in Xville."

"But my dear madam," answered the salesman, "you shouldn't come here to buy, you should buy in your home town of Xville. You should buy at home."

The proprietor overheard the salesman, took him down cellar and shot him. He was tried for murder before a jury of the Chamber of Commerce, acquitted, and presented with a dozen loaded revolvers.

(We have a great respect for buy-at-home movements; but keep your eye on the boomerang.)



## CAN FEED FOUR PERSONS

For Seven Dollars and Twelve Cents  
Per Week.

The housewife can provide four adults with three nutritious meals a day for a week at a cost of only \$7.12 by following recommendations made public Jan. 22 by the Bureau of Home Economics, according to the Bureau.

The cost figure is an average based on costs in twelve cities, the Bureau said, the highest cost found in any one city being \$7.83. The suggested diet is to be taken as a minimum, it was added, and where finances permit there should be additions to it. The statement follows in full text:

## Family Food Guide

## Every Meal

Milk for children, bread for all.

## Every Day

Cereal in porridges or puddings.

Potatoes.

Tomatoes (or oranges) for children.

A green or yellow vegetable.

A fruit or additional vegetable.

## Two To Four Times A Week.

Tomatoes for all.

Dried beans and peas or peanuts.

Eggs (especially for children).

Lean meat, fish or poultry, or cheese.

With only \$7.12 a housewife can provide four adults with three meals a day for one week, if she follows the food guide developed by the Bureau of Home Economics, United States Department of Agriculture.

This is the average cost for a week's market basket, outlined in this article. The sum is derived from figures gathered in 12 cities throughout the country. New York City tops the list with a cost of \$7.83, followed by Charlotte, N. C., with \$7.57. Detroit prices are the lowest, with a figure of \$6.39, and Pittsburg comes next, with \$6.75.

The variety of the foods listed in the market basket is not great, but they are what is known as protective foods. Dr. Louis Stanley, Chief of the Bureau, explains this as meaning that there is a good supply of vitamins, protein, calcium, phosphorus, and iron, as well as enough calories, to provide for growth and health.

At the request of the woman's division of the President's Emergency Committee for Employment, of which Dr. Lillian Gilbreth is head, the Bureau developed this food guide to meet the needs of those families who must live on a very small sum of money as a result of the present situation. It was designed as a minimum food guide, and wherever the family pocketbook permits the allowance should be increased.

The Bureau suggests that the cheapest and best way to augment the weekly allowance is to increase the milk and tomatoes one pound per person per week. The quantities of milk, vegetables and lean meat listed are absolutely necessary to maintain health, and Doctor Stanley cautions against reducing these essentials. The food guide furnishes an excellent foundation upon which a more expensive diet may be built.

A family of four adults should buy every week:

Flour, cereal, and rice (1½ pounds bread count as 1 pound flour), 22 to 27 pounds.

Milk, 4 to 8 quarts.

Potatoes (14 pounds in 1 peck) 1 to 1½ pecks.

Dried beans, peas, lentils, 1 to 3 pounds.

Tomatoes, 3 quarts.

Other vegetables (including some of green or yellow color, and inexpensive fruits), 20 to 25 pounds.

Fats, such as lard, salt pork, bacon, margarine, butter, etc., 4 pounds.

Sugar and molasses, 5 to 6 pounds.

Lean meat, fish, cheese, eggs, 5 to 10 pounds.

The menu suggested for one day includes liver and bacon. The Bureau has made extensive experiments with beef, hog, calf and lamb liver with the following results: Hog liver compares very favorably with beef and calf liver and is usually half as expensive. Its flavor is much improved by scalding for about half a minute before frying in bacon fat. Lamb liver is also cheap but it is usually sold whole and not by the single pound.

The vegetable and fruit allowance of 20 pounds includes some leafy green vegetables and some yellow vegetables, and some oranges, bananas, and dried fruit. The choice necessarily must depend on the price. A good division might be 15 pounds of vegetables and 5 pounds of fruit.

Mild flavored vegetables should be cooked quickly, until tender, in as little water as possible, and all juices used either with the vegetables, or in soup. In this way the valuable minerals, so necessary for health, are not wasted, the Bureau advises.

## Menu For One Day.

## Breakfast

Cooked cereal with raisins and milk; fried corn meal mush with molasses; coffee.

## Dinner

Beef or pork liver with bacon, served with gravy; stewed tomatoes; bread; margarine or butter.

## Supper

Fish chowder; rice pudding; bread; margarine; tea.

Hopping John with tomato sauce: Two cups dried beans, ½ pound salt pork, 2 cups cooked rice, 2 medium-sized onions, 2 teaspoonsful salt (depending upon saltiness of pork), pepper.

Soak the beans overnight in 4 cups water, and in the morning add 4 more cups, and cook gently until tender. Cut the salt pork into small pieces, brown in a skillet. Add these cubes to the beans. Chop the onion fine, brown in the salt pork fat, mix with the beans, add salt and pepper. Combine the beans with the cooked rice, continue cooking for 10 minutes, and serve with tomato sauce.

Tomato sauce: Four cups canned tomatoes, 4 slices onion, 2 teaspoons sugar, 2 whole allspice, 2 whole cloves, flour, salt and pepper.

Simmer the tomato, onion, sugar, and spices for 10 minutes. Strain through a fine sieve, and measure the liquid. For each cup of liquid blend 2 tablespoons flour with enough water to make into a smooth, thin sauce, add to the tomato juice with salt and pepper to season, and stir until thickened. Continue to cook over hot water for 5 or 10 minutes. Serve hot over the Hopping John.

Cabbage and Carrot Salad: Use equal parts of grated carrots and finely shredded cabbage. Mix the carrots and cabbage together with seasoning (salad dressing, if desired) until well blended. Serve on crisp, green lettuce.

Cheese with Spaghetti or Macaroni: 4 cups macaroni or spaghetti, broken into small pieces, 4 tablespoons flour, 8 tablespoons fat, 4 cups milk, 2 teaspoons salt, 1 lb. sharp-flavored cheese, shaved thin.

Cook the macaroni or spaghetti in 4 quarts of boiling salted water until tender, and drain. Make a sauce of the flour, fat, milk, and salt. Cook over hot water for 5 to 10 minutes. Take it from the stove, add the cheese and stir until the cheese is melted. Pour the cheese sauce over the hot spaghetti and serve at once.

## Why Italians Drink Wine Instead of Water.

(Continued from page 20)

sugar and rich hot milk. The resulting drink is a meal in itself.

Olive trees live on for ages. I question whether anyone knows their life limit. I know there are producing trees in Palestine which yielded fruit while Christ walked the earth. We were reminded of this on our trip to Trivoli, a suburban city of Rome, whose origin is lost in the mists of antiquity, but which was a favorite resort in the days of the kings who preceded the Roman emperors. Here are olive trees of such size, so gnarled, twisted and deformed, that one instinctively knows they have been on the job for many centuries.

Typical wayside lunches for two: At Porta San Lorenzo, generous chocolate, equal two cups for each, four raisin rolls, and a slab of sweet chocolate, all for 35c. At Trivoli, big portions of bread, gorgonzola cheese and beer for two, cost 60c.

But I can hardly get used to the slight value of these Italian coins. I have a pocket full thereof—change pocket quite heavy. Examination shows real, U. S. value of 9c. Again, what seems to weigh around half a pound, all told in pockets where various denominations are kept to obviate confusion, counts up to 57c on our basis of values. Paper money is large and ragged. Legend on face is "Pagabile a vista al portatore." Being recently much in touch with that European functionary, we thought this meant take it to the porter, but it means nothing worse than payable to bearer on sight.

Paul Findlay.

Proceedings of the Grand Rapids  
Bankruptcy Court.

(Continued from page 23)

Trestre Instrument Co., New Y.	20.28
Hopkins Elec. Co., Detroit	16.99
John G. Marshall, New York	1.97
Housch Co., Boston	6.21
Augusta Beacon, Augusta	5.00
Weber Neumaier Co., Kalamazoo	8.00
Sergeant Coal Co., Kalamazoo	6.50
R. E. Fair, Kalamazoo	3.04

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Gundlach Manhattan, Rochester,  
New York ----- 126.00

Jan. 16. We have to-day received the schedules, reference and adjudication in the matter of Lester L. Beals and Percy G. Beals, copartners doing business as Beals Auto Body Co., Bankrupt No. 4370. The bankrupt concern is located at Sturgis. The schedule shows assets of \$1,100 of which \$900 is claimed exempt, with liabilities of \$2,204.02. The first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

C. M. Hoof, Chicago	\$ 61.00
Blumenthal, Chicago	154.00
Volverine Finishing Co., Grand R.	39.00
Murphy Varnish Co., Chicago	24.00
Gibson Co., Indianapolis, Ind.	151.00
Nesbaum Motor Supply Co., Kala.	60.00
Sturgis Motor Supply Co., Sturgis	130.00
Richard Collins, Sturgis	23.00
Oscar's Welding Shop, Sturgis	7.00
Kirby Grocery, Sturgis	26.00
Dan Swihart, Sturgis	428.00
Sturgis Daily Journal, Sturgis	54.00
Mich. Associated Tele. Co., Sturgis	26.00
Sturgis Advertiser, Sturgis	15.00
Bronson News Paper, Bronson	6.00
Colon News, Colon	6.00
Toledo Plate Glass Co., Grand Rap.	27.00
Carl Rehm, Sturgis	9.50
Dr. Miller, Sturgis	6.00
Dr. Robinson, Sturgis	2.00
City of Sturgis	12.00
Nicholson Co., Sturgis	9.00
Dr. Falkerson, Kalamazoo	5.00
Bellinger, Booth & Bellinger, Kala.	50.00
Dr. Gifford, Kalamazoo	150.00
South Side Lumber Co., Kalamazoo	28.00
Frank E. Russell, Alamo	86.00
Mullie & Koosterman, Kalamazoo	9.00
C. Lyendyke, Kalamazoo	14.00
Howel Advertising Co., LaGrange, Ind.	150.00
Garret Bishhouse, Kalamazoo	6.00
William Howe, Kalamazoo	26.00
Dr. Bennett, Kalamazoo	6.00
Economy Wall Paper Co., Kalam.	15.50
Battery Shop, Kalamazoo	12.00
Claude DeFrance, Kalamazoo	35.98
Vosler & DeLoof, Kalamazoo	32.08
Hat Shop, Kalamazoo	28.75
Glanper Insurance Agency, Kala.	27.00
Walls Little Plumber, Kalamazoo	7.00
Killians Budget Shop, Kalamazoo	134.21
Percy G. Beals, Sturgis	unknown

## Revival in Sterling Silver Orders.

Sterling silver became active in the New York market last week, following the arrival of a large number of buyers in search of articles to replenish stocks. The orders placed covered a wide variety of pieces and averaged larger quantities than at any time for the last six months. Among the items which attracted special notice from the buyers were candlesticks, center pieces and other varieties of hollow ware. Flatware, according to selling agents, was neglected. All of the goods bought were for immediate delivery.

## Business Wants Department

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

**WANTED—TO BUY A GENERAL STORE** in country town in the vicinity of Grand Rapids or Kalamazoo. Write every detail. Address No. 369, c/o Michigan Tradesman. 369

**For Sale Or Rent—Two-story brick building, good condition, well lighted, on alley, entrance front and rear; half block from business center. Successful grocery and meat business conducted here for thirty years. Building suitable for department store. Only reliable parties considered. Write Smith & Lake, Petoskey, Mich., c/o Lake Drug Co. 370**

**For Sale—A real bargain. Modern meat market in heart of business district, thriving town 6,000 population. Address No. 372, c/o Michigan Tradesman. 372**

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Established 1909



## DETROIT DOINGS.

## Late Business News From Michigan's Metropolis.

Considerable interest is being manifested in the Women's apparel market and exposition to be held at the Statler Hotel Sunday, Monday and Tuesday, Feb. 1, 2 and 3, according to Milton Aronheim, president of the Women's Apparel Club of Michigan, sponsors of the event. Many letters have been received from merchants throughout the State requesting further information and some local hotels have received room reservations. More than 100 lines will be on exhibition. Manufacturers and importers of National reputation will be represented. Several local dress, coat and millinery firms representing Eastern makers will have exhibits. The exposition will be held on the fourteenth floor of the Statler.

The further agreement of the debtor regarding offer of composition, as accepted at meeting of creditors on Dec. 26, has been filed in involuntary bankruptcy proceedings against Colonial Department Stores. Twenty-five per cent. in promissory notes and 15 per cent. cash is offered in lieu of 85 per cent. in first preference stock, which, with 15 per cent. in cash, constituted the original offer. The agreement of the debtor firm, as filed, further provides that creditors desiring to take up preference stock and issue notes therefor shall notify the referees or the debtor firm within thirty days of confirmation of the offer.

An involuntary petition in bankruptcy has been filed in U. S. District Court here against J. Schnaar, Inc., retail furs, 3410 Woodward avenue, by Lawhead & Kenney, attorneys.

An invitation to the National Shoe Retailers Association to hold its annual convention in Detroit again next year will be sent to the convention committee of that organization, it was decided unanimously at a recent meeting of the Detroit Shoe Retailers Association. The invitation will be prepared by M. A. Mittleman, president of the Detroit Association, who was general chairman of the local convention committee at the recent N. S. R. A. convention in this city. Mr. Mittleman was re-elected president of the local association. Other officers chosen were V. V. McBryde, vice-president; Clyde K. Taylor, secretary and treasurer; Stewart Rackham, assistant secretary and treasurer. It is especially urged that considerable expense could be eliminated because of facilities and equipment provided for the 1930 meeting, which would again be available without additional cost. A number of manufacturers also are reported as favoring a return to Detroit for next year's convention because of their success in opening new accounts at this year's meeting, which has caused them to express the belief that better results for exhibitors are available by holding the gathering in this section twice in succession.

Emphatic denial of rumors that B. M. Greene, vice-president and knit goods buyer of A. Krollick & Co., has any intention of resigning was made in New York last week by Hy Thron,

manager of the National Textile Distributors Corp., of which Krollick's is a member. Mr. Greene will continue an active part in management of the company as in the past. Mr. Thron added.

In cutting prices on various models from \$10 to \$45, the Ford Motor Co. merely did what the rest of Detroit had been expecting. The industry regards the step as stabilizing the price situation for the time being. It has anticipated either a new model or a price reduction on the present Model A.

The reduction of prices by Ford is regarded as disposing, for the present at least, of the rumors of a new eight. The report of a new car had been given universal circulation and some credence.

Feeling that Ford is following, rather than leading, the trend toward lower prices this year, motor car executives here do not anticipate anything in the nature of a price war. Their attitude is that, when competing manufacturers in the popular price field wrote their price tickets on the 1931 models, they went to bed-rock and that the current levels consequently must stand.

Detroit's thirtieth annual automobile show, although a local display in that dealers do the exhibiting, this year resembled the National shows more than ever. One of the reasons was the huge dealer attendance.

The annual meeting of the Society of Automotive Engineers held here last week turned out to be a record-breaker. One thousand engineers attended the five days' program. Each day was featured by three sessions. More than forty technical papers were read. Two of the high lights of the week were the induction of President Vincent Bendix into office and the visit of the entire group to the General Motors proving grounds on the final day.

Commercial vehicle manufacturers and operators are uniting to resist anticipated adverse legislative proposals during the next few months. Forty-four of the forty-eight State Legislatures are meeting. The National Automobile Chamber of Commerce is directing the presentation of the truck interests' side of the legislative picture. Its field representatives are organizing State units to resist the enactment of unfavorable laws. Already such organizations are functioning in New Jersey, Pennsylvania, Connecticut and Kentucky.

## Radio Commission Exposes Hypocrisy of Henderson.

The broadcasting of abusive and undignified language may be considered as contrary to the public interest, and while the radio commission has no powers of censorship, the use of such language may be considered in passing upon a station's applications for air rights.

This, in effect is the ruling of Elmer W. Pratt, examiner for the Radio Commission, in recommending denial of an application for full time on the air sought by station WKWH of Shreveport, Louisiana, owned by W. K. Henderson of "Hello, World" fame.

In its application the station

sought to increase its power and take over the full time which it now shares with station WWL at New Orleans.

"Much of the language used by Mr. Henderson on the air is inimical to the moral and esthetic development of the youth of America and is inconsistent with the proverbial standard of Southern culture," the examiner reported. "While the commission has no power of censorship, it certainly may consider the broadcasting of abusive and undignified language as contrary to public interest."

In another part of his report the examiner says:

"Although an interesting radio personality, Mr. Henderson is given to the use of derisive and abusive language which is neither restrained nor controlled when he is broadcasting. Many of his talks are filled with vituperation and near-profanity and, in spirit, at least, contravene section 29 of the radio act of 1927, which declares that 'no person within the jurisdiction of the United States shall utter any obscene, indecent or profane language by means of radio communication'."

The primary object of Henderson's station the examiner found "is the solicitation and accumulation of money, much that has been collected having been devoted to the payment of the personal obligations of the sole stockholder of the licensee company."

An interesting paragraph of the report deals with Henderson's merchandising efforts, carried on in connection with his fight against chain stores.

"The reading of telegrams by Mr. Henderson and his comments thereon constitute the major part of many a night's broadcast from station WKWH. A great deal of direct advertising and selling is done. Among the articles so advertised and sold by Mr. Henderson over this station are the following: Motor car lenses, life and accident insurance, coffee ('Hello World Doggone') brand at \$1 a pound, with sales reaching 100 pounds a day in the winter time, pecan trees, 'Life of W. K. Henderson' (a book of which 5,046 copies have been sold at \$1 a copy)."

Henderson was charged with collecting \$373,500 from some 35,000 independent merchants as aid in his fight against the chain stores, of which \$151,800 was used in paying off the indebtedness of the W. K. Henderson Iron Works and Supply Co., the examiner found. The report concluded with this statement by the examiner:

"Under all the circumstances there may be nothing legally wrong in the use of the funds involved, but there nevertheless is a strong indication that station WKWH is being used by an ingenious man for the purpose of soliciting funds for his personal aggrandizement and the settlement of his personal obligations."

## Emergency Employment By the City.

To handle the emergency employees who are assisted to tide over the present period of unemployment the city has established a new supply store at 21 and 23 Campau avenue in charge of William Geldersma, formerly connected with the weights and measures department. Staple groceries are handled exclusively — no cigarettes, cigars, candy or condiments. Goods are priced at about the same as those prevailing in the independent stores. A small stock of shoes and working garments is also carried. The store service is handled by fifteen clerks. The transactions Jan. 23 were \$2,489.50. The next day they were \$1,971.75. The employees are paid 50c per hour in scrip, good for electric light, gas, taxes, water or merchandise at the supply store. Those who are not clothed sufficiently well to endure rigorous weather are furnished supplies to a limited extent in advance. Men with one or two children are permitted to work two days per week. Men with large families are permitted to work four days per week. This store does not supersede the regular supply store maintained by the city on the island, which takes care of indigent people regularly. As showing how the prices charged in the emergency store line up, the following partial list is submitted:

Sugar, 5 lbs. (not more 10 lbs.)	30c
Sugar (light brown) 1 lb.	10c
Coffee, 1 lb.	20c
Tea, ½ lb. (Green)	15c
Tea, ½ lb. (black)	15c
Cocoa, 1 lb.	15c
Beans, 10c lb., 4 lbs.	25c
Peas, green-dry, 10c lb.; 4 lbs.	25c
Prunes, 10c lb.; 3 lbs.	25c
Macaroni, 10c lb.; 3 lbs.	25c
Rice, 10c lb.; 3 lbs.	25c
Oatmeal, 5c lb.; 6 lbs.	25c
Wheat Cereal 5 lbs.	15c
Wheat Grits, 3 lbs.	15c
Corn Flakes (small), 10c; 3 for	25c
Salt 2 lb. box	10c
Soap Laundry, 3 bars	10c
Soap Hand, 4 bars	25c
Chips, box (small)	10c
Rinso, box (small)	10c
Starch, 1 lb.	10c
Kitchen Cleanser, per can	10c
Bread Small	5c
Bread, large	10c
Matches, large, per box	5c
Codfish, box	20c
Oleomargarine, 1 lb.	15c
Brooms, each	40c
Eggs, dozen	25c

## Annual Meeting of Lee &amp; Cady.

At the annual meeting of Lee & Cady, held Jan. 19, the following officers were elected:

Chairman of the Board—Herbert I. Lord.

President and General Manager—Geo. E. Kelly.

Secretary and Treasurer—Geo. R. Treble.

Board of Directors—Herbert I. Lord, Geo. E. Kelly, John J. Hill, Geo. R. Treble, Wm. L. Berner, Hoyt N. Smart, W. E. Fitzgerald.

Fulton—Fire destroyed the grocery store and delicatessen owned and conducted by John L. Sherman. The loss is partially covered by insurance.