

MICHIGAN TRADESMAN

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Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 4, 1931

Number 2472

THE CHAMBER OF SLEEP

I have a castle of Silence, flanked by a lofty
keep,
And across the drawbridge lieth the lovely chamber
of sleep;
Its walls are draped with legends woven in threads
of gold,
Legends beloved in dreamland, in the tranquil days
of old.

Here lies the Princess sleeping in the palace, solemn
and still,
And knight and countess slumber; and even the
noisy rill
That flowed by the ancient tower has passed on its
way to the sea,
And the deer are asleep in the forest, and the birds
are asleep in the tree.

And I in my Castle of Silence, in my chamber of
sleep lie down,
Like the far-off murmur of forests come the turbu-
lent echoes of town,
And the wrangling tongues about me have now no
power to keep
My soul from the solace exceeding, the blessed
Nirvana of sleep.

Lower the portcullis softly, sentries, placed on
the wall,
Let shadows of quiet and silence on all my palace
fall;
Softly draw my curtain . . . Let the world labor
and weep,
My soul is safe environed by the walls of my
chamber of sleep.

Daniel O'Connell.

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Your customers look for DATED COFFEE

They want fresh coffee, and they know that the date on every can of Chase & Sanborn's Coffee means freshness.

Cash in on this demand. Chase & Sanborn's Dated Coffee comes to you direct from the roasting ovens twice a week. You order as much or as little as you can sell in a short time. This means small stocks, quick turnover and bigger, quicker profits from a small investment.

CHASE & SANBORN'S DATED COFFEE

Distributed by Standard Brands Incorporated

5 BIG REASONS why you should push STANDARD BRAND PRODUCTS

- 1—Prompt service and frequent deliveries.
- 2—Small stocks properly regulated and small investments.
- 3—Quick turnover and quick profits.
- 4—A reputation for freshness with every product.
- 5—Nation-wide advertising.

IMPORTANT TO REMEMBER

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

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

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

C. F. MUELLER COMPANY
JERSEY CITY NEW JERSEY



MICHIGAN BELL TELEPHONE CO.

LOW COST

Long Distance telephone service is an efficient aid in social and business affairs

The business man, by means of LOW COST Long Distance telephone service, can call business associates in other cities, discuss transactions with them, and receive an immediate answer. When time is short and when tactful, personal conversation is desirable, Long Distance telephone service will



prove especially convenient and useful.

For social usage, Long Distance telephone service enables you to keep in touch with out-of-town friends and relatives, extend or accept invitations, and enjoy telephone visits with those whom you do not see often.

Long Distance rates are *surprisingly low* . . . the service is fast and easy to use.

For any article or service you require, refer to the Classified Telephone Directory. The Yellow Pages tell you "Where To Buy It"



Old Master COFFEE

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

SOLD ONLY BY
The Blodgett-Beckley Co.

Main Office Toledo
Detroit Office and Warehouse
517 East Larned Street

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Number 2472

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.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

M. A. Mittelman, chairman of the recent Detroit convention committee and elected a director of the N. S. R. A., was re-elected president of the Detroit Shoe Retailers' Association at its annual meeting in the Book-Cadillac Hotel. Other officers re-elected were: V. V. McBryde, vice-president; Clyde K. Taylor, secretary and treasurer, and Stewart Rackham, assistant secretary and treasurer.

The meeting decided to send a letter to James H. Stone, manager of the N. S. R. A., asking that Detroit again be considered as the scene of the next convention. An invitation to this effect already has been sent to the convention committee.

Letters were received from Mr. Stone in which the Detroit convention committee was complimented on the success attending the recent convention, said to be one of the most successful in the Association's history. Members of the local association gave a rising vote of thanks to the officers for their efforts in connection with the convention.

Membership fees were fixed at \$5 per member per year, this rate to apply to individuals and not to stores.

Directors were elected as follows: James A. Wilson, A. O. Day, Charles Rapp, John Hodge, M. Van Alstein, Harry Solomon, W. L. Jonakin and Otto Brey.

Walter M. Parker, Jr., was named chairman of the membership committee and will be assisted by Nathan Hack, J. Ertell, John Temple, Ben Berk, William H. Dowler and E. D. Stocker. A campaign is planned to attract suitable members from the non-downtown districts.

Conditions in the retail trade were reported by members to be satisfactory. Despite continued mild weather, it was stated, there has been a satisfactory increase in business since the Christmas season, and the new year has

opened with every prospect of a gradual improvement.

The publicity given footwear during the convention has had a favorable reaction, members stated.

Involuntary bankruptcy proceedings were filed in the U. S. District Court here against Arthur C. Banack by Max Kahn, attorney, representing John B. Stetson Co., \$597; Townsend-Grace Co., \$287; Northrup Glove Co., \$201.

An involuntary petition in bankruptcy was filed in U. S. District Court here against Robinson Furniture Co., by John McNeill Burns, attorney, representing Maurice Aaronson, \$55; Michigan Upholstering Co., \$1,400; Metropolitan Elec. Co., \$100.

Morris Mishcovosky, retail men's furnishings, 9601 Joseph Campau avenue, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$18,517 and assets of \$727, with \$575 claimed exempt.

An involuntary petition in bankruptcy was filed in U. S. District Court against Sol Gittelman, retail dry goods and men's furnishings, 13944 Woodward avenue, by Fixel & Fixel, attorneys, representing A. Krolik & Co., Inc., \$422; M. L. Stern & Son, \$28; Rogger Bros., Inc., \$406.

A voluntary petition in bankruptcy was filed in U. S. District Court here by Boulevard Shop, retail women's wear, 1458 Washington boulevard, listing nominal assets of \$47,675 and liabilities of \$40,977.

Closson Bros., retail men's furnishings, 4024 Fenkell avenue, filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$5,336 and nominal assets of \$5,648.

Chicago's National Automobile Show more than sustained the bright promise of the New York exhibition. That is the universal sentiment among Detroit motor-car executives, just returned from the mid-West metropolis. They are convinced that the tide has definitely turned and that, if the country is blessed with an early Spring, a great wave of motor car buying will be unleashed.

The appearance of the country's third bantam car, the Littlemac, was one of the last-minute surprises of the Chicago show and one which contributed to the optimism of the industry. This car, of similar stature to the Austin and the Mathis, is listed at \$428. It is manufactured by Thompson Motors, Muscatine, Iowa. A four cylinder Continental engine is used. The company anticipates a production of 100 cars daily in the Spring.

Sponsors of the De Vaux, which made its formal debut at Chicago, were gratified with the reception accorded the car both by the public and the trade. Among the latter there was a disposition to regard the rapidity with

which the car has been placed before the public as a considerable manufacturing feat. The company expects to be in production on the car by the middle of this month. The plants at Grand Rapids and Oakland, Cal., are virtually ready for production now.

The optimism of the dealers, an attitude based upon close contact with actual prospects in their territories, was one of the most gratifying aspects of the Chicago show. Dealer attendance, too, was everything that had been expected. More than 1,200 distributors and dealers attended the pre-show banquet of the Chicago Automobile Trade Association and 1,000 were present at the General Motors luncheon, held prior to the opening of the corporation's big hotel display of cars.

It was at the General Motors affair that R. H. Grant, vice-president of the corporation, told the dealers that Spring would see car buying resumed, that 1931 would be a good year for hard workers and that 1932 would prove one of the greatest years in the industry's history.

As in New York and at local shows throughout the country, the chassis feature attracting the keenest interest at Chicago was the transmission. Free-wheeling and synchro-mesh gear sets were especially studied by the crowds. The latter, in addition to its use in standard three-speed transmissions, now is employed in four-speed types and in connection with one version of free-wheeling, that used by Auburn.

Approximately 70 per cent. of the outstanding merchandise indebtedness against the Boulevard Shop was represented at a meeting of creditors held here at the offices of Henry Perlstein, head of the Credit Bureau of the Allied Industries, Inc., in New York City, at which Louis W. Newman, accountant to the debtor, asked creditors to accept a 25 per cent. cash composition offer. The debtor firm, Mr. Newman said, had filed a voluntary petition in bankruptcy to prevent execution of judgments by marshals. After listening to his outline of the situation, creditors present asked through Irving Bernstein, of the Garment Industries Credit Reporting Center, Inc., that the offer be raised to 35 per cent. Eventually a 33 1/3 per cent. cash settlement was agreed upon as acceptable, and a committee was appointed to ask other merchandise creditors to accept this offer, which, it is understood, will be made formally in U. S. District Court here. Total liabilities were given as of Jan. 24 at \$40,460, of which \$25,250 was said to be to merchandise creditors, \$4,000 to banks, and \$7,000 to relatives of the debtors. In addition, there was accrued rent due of \$3,500. The book assets totaling \$48,785 included more than \$10,000 in bad accounts receivable, \$3,-

678 in doubtful accounts receivable and a furniture and fixture item of \$16,499, more than 75 per cent. of which consists of improvements to the leasehold, the accountant reported. A drop of sales volume of 50 per cent. in the last half of 1930, as compared to the same period in 1929, with no diminution in rental charges of \$30,000 a year, was said by the accountant to have produced the existing situation.

It's Big Enough Now.

Aside from the fact that it would make the House of Representatives even more unwieldy, there are other objections to the Thurston bill for increasing the membership by forty. The purpose of the measure is to take care of a number of states which will lose seats in Congress through the new reapportionment. The House grew from 65 members in 1792 to 433 in 1911. When the last previous reapportionment was made in that year it was generally agreed that a House of 435 members was as large as the country ought to have. Up to that time the number of Representatives to be apportioned had been steadily increased at the rate of from thirty to forty every ten years.

Following the 1920 census, Congress avoided its plain duty of ordering a reapportionment because of opposition from states which would lose Representatives unless the total number were increased. And it was agreed that it would not be wise to enlarge the membership. The fact that some states will now lose does not affect the wisdom of the decision made twenty years ago. No state has just cause for complaint, since under the new redistribution its representation will be proportioned to its actual population. Mr. Thurston's proposal, coming after so much trouble has been experienced in getting Congress to act on reapportionment, threatens additional complications that may upset the plan.

Representative Tilson believes it would lead to demands for additional seats in the future. Representative Darrow fears it would open the way for passage of the measure to exclude aliens from the count on which representation is based. How that proposal, so popular with Southern and Western States having comparatively small alien populations, could be reconciled with the Constitution has not been explained. But its adoption by Congress might work much confusion. Congress would be wise to let well enough alone. It has been hard to reach a decision on reapportionment after all these years. Now let it stand for ten years.

E. W. Troop, dealer in general merchandise at Perrinton, renews his subscription to the Tradesman and says: "I do not wish to be without this good old paper so let it come along."

NINETY CENTS PER PINT.

Florida Strawberries Reach New York in Twelve Hours.

Flying from Florida to New York City with a cargo of winter strawberries is the latest accomplishment of aeronautic marketing. On Sunday, Dec. 21, 1930, there was loaded into a plane at Wauchula, capital of Hardee county, 432 pints of this dietetic delight to be delivered at its metropolitan destination—a distance of 1130 miles—in less than twelve hours of flight.

All of them were delivered and gastronomically dispatched at lunch on Monday, within twenty-four hours from picking. Mayor "Jimmie" Walker enjoyed a complimentary portion of them, as did a few others engaged in the enterprise, but the bulk of the shipment was bought and served by a high class restaurant.

While in Wauchula, a few days ago, this writer met, at the office of the Florida Advocate, S. L. Shepard, broker and carlot receiver of fruits and vegetables, whose firm handled the shipment. He is very enthusiastic over the accomplishment—more from the physical success of the undertaking and its possible future promise, we imagine, than any immediate profit enjoyed.

The berries sold at almost 90c per pint, which anybody—even the seller—will admit is high for strawberries. But consider how high they went en route! The total marketing value was approximately \$375, but in view of the altitude which they must have reached at times and the especial care that they received, it was probably not too high for a reasonable profit. However, the expense of a cooling system, such as rail shipments of fresh fruits require, was obviated by the natural condition of the atmosphere through which the plane sailed. The plane made stops for fuel at Jacksonville, Fla., Columbia, S. C., Raleigh, N. C., and descended for night at Philadelphia, completing the trip to New York the next morning.

In which column—whether profit or loss—this first shipment may immediately show is quite immaterial, as the advertising value of the accomplishment exceeded many times the costs or receipts involved. The press agencies carried the news everywhere and newspaper comment, which could not be bought for the purpose, was freely given. Probably most readers of these remarks have for a month been familiar with the subject. Some four weeks after the shipment of strawberries by plane was made there was a strawberry festival held at Bowling Green, in the same county, with the purpose of further promoting constructive practice in the industry through definitely combined and intelligent effort.

Up to Jan. 21, according to the newspaper above mentioned, the Hardee county growers had shipped 382,581 pints of strawberries, for which they had received approximately \$68,000 in cash, or about 35c per quart. This, of course, would not be a large volume, in season, for the market at Benton Harbor, Michigan, but is indicative, the writer thinks, of Florida's possibilities, frequently unknown to visitors who

follow only the main traveled trails of tourist traffic.

Florida is next to Louisiana in the amount of strawberries shipped by rail and there was a combined total of 18,732 carloads moved from loading to unloading points, in the whole country, during the latest calendar year—according to the completed information of the Bureau of Railway Economics. Florida is the earliest in its shipments while Montana is the latest. New York City was Florida's best market taking 703 of the State's total of 1,616 carloads, while Chicago is Louisiana's best market, consuming, or re-consigning, 548 of that State's 2,163 carloads—more than 40 per cent. of the Louisiana shipments going to the second city. Arkansas, North Carolina, Missouri and Alabama follow closely in shipments—and in the order named—each having a total reaching into four figures.

In view of the great changes in manner and methods of distribution, particularly through the rapidly developing truck activities—still largely in front of the airplane—this does not completely tell the story. It is quite possible that Maryland, New Jersey, Pennsylvania and New York State, with producing sections close to the great metropolitan centers, supply more by truck than by rail to these markets. This may also be true of Michigan, Illinois, Indiana, Ohio and Wisconsin. But the price is, naturally, with the grower who, and the section which, produces and ships at the time when the market is bare, with the demand more largely exceeding the supply.

Price and profit, however, are two distinctly different things, as the latter is always the margin between the cost of production and marketing and the price received. This writer has explained many times why Michigan fruit growers very frequently enjoy a better net profit than those whose products are subject to longer hauls and other items of expense, although selling at a higher price.

Strawberry growing, in the sections which this writer has visited in Florida, follows a different practice than is common in the Northern states, with which he is more familiar. Here, as well as in the North, flat lands are preferred for convenience in cultivation and avoiding the wash from rains. Also the "row" system is followed, but with a considerable difference in row construction. All of the Florida fields thus far observed by us have what we might describe—for lack of a better term—as a double row, or deep ditch, system. For it is just that. Land of sufficient width for two rows of strawberry plants is thrown up with a ditch of twelve to sixteen inches, I should judge, between each double row and a depression of something like four inches between the rows at the top of the raised surface. The cultivation is intensive and fertilizing heavy. No weeds are to be seen in any bearing field and if "runners" are encouraged they are not developed at this time of the season. Nor have we seen any animal hauled cultivators, only hoes and rakes being now in use and the

cultivation requires a large amount of hand labor. The berries are of good size, but as marketed up to this time have not the color common to the Michigan product, nor the flavor to which Michigan palates are accustomed. We are not attempting to infer that one is better than the other, except as tastes are trained.

In driving through the market gardening section we have found a considerable diversity of products in bearing, just out or just coming. Cabbage is in the greatest abundance, red peppers are already beyond their prime, lettuce, turnips, green onions and celery are other crops which will not be home grown and ready for marketing in the fruit belt of Michigan for a period of several moons.

In this connection it might be stated that Grand Rapids is credited by the authority quoted with unloading 110 carloads of strawberries, thirty-nine from Kentucky, twenty-four from Louisiana, twenty-three from Arkansas, twelve from Missouri, six from Alabama, six from Tennessee. None from Florida and none from Michigan. Undoubtedly Grand Rapids receives strawberries from Florida, but not in carlots. And, most positively, the Furniture Capital receives them from Michigan. Indeed, to my knowledge, many of the city's thrifty citizens raise their own.

Co-operatives, or "Exchanges", as they are generally called in Florida, play a very large part in marketing the State's products. The idea has taken a strong hold on the growers of citrus fruits and strawberry growers and other market gardeners are falling in line. Co-operative marketing is just being given the encouragement of the Federal Farm Board through the presence in the State of Charles E. Wilson, who is in charge of the Board's work in behalf of the growers of deciduous fruits and vegetables. He was one of the speakers at the Michigan State Horticultural Society meeting in Grand Rapids during the first week in December. As is the policy of the Farm Board, Mr. Wilson is advising all growers to dominate their industry through grower owned and controlled co-operatives. Mr. Wilson has repeatedly expressed the hope of the Farm Board that every line of agricultural endeavor will be organized in this way.

Theoretically, the plan seems to be well designed for grower betterment. Its weakness seems to be that the Board's advice does not always take into account some uncertainties. No one can control the acts of nature in relation to the quantity of crops produced of any particular sort, in any year or territory. The advice of the Board has universally been to lessen acreage to lower production to increase prices. No one can deny that this practice should have that effect, if it be generally desired for the greater National benefit. But who can tell just what part nature will take in the proposition? It might, perchance, by the stress of weather lessen production to the greater loss of the growers and the distress of the consumer.

With single season crops, like wheat and cotton, which the Board has al-

ready heavily financed, the problem is much easier than with orchards and groves planted with the probable purpose of devoting the land, more or less permanently, to the industry during the owner's active life. The writer is not questioning anything economically fundamental about the proposal and agrees that with an over-abundant crop of citrus fruit, such as exists in Florida this year, the marketing problem presents difficulties for the best minds and methods to adequately solve.

Most towns with "a good back country," have "exchanges" with adequate buildings and equipment for handling the crops for the adjacent territory. Such building construction is a comparatively easy and inexpensive proposition. Provision against cold has little consideration. A frame work of wood or steel, covered with corrugated iron is sufficient. In handling the citrus fruits for shipping to distant markets considerable more machinery is in use and much more handling is required than with any of the Michigan fruits, whether immediately shipped or stored. It might be remarked, in this connection, that grapefruit and oranges remain "stored" on the trees for a period not possible with our fruits. Most of the grapefruit, oranges and tangerines are wrapped separately, in tissue paper, after being washed and graded for size and quality. Some of the handlers become very expert. Both men and women are employed in the work and those wrapping the fruit are paid by the number of boxes packed and in proportion to the grade size of the fruit. The most expert packer this writer has seen was a man who has a common average of 100 boxes per day of fruit, for which the pay is 7c per box. The work is light but speed like this is very strenuous.

Harry M. Royal.
Sebring, Florida.

Sees Luxury Sales Neglected.

That the luxury market is considerably larger at present than many believe or suspect is the contention advanced by a retail executive here. There is good evidence, he says, that a fairly substantial "fringe" of such buying is still being done. Moreover, he asserts, the present concentration by stores on items highly competitive in price opens up a broader opportunity for more intensive development of the possibilities of higher price goods. Such action requires courage to go against the trend, but he believes the profit and sales promotion possibilities were good.

Stores Seek Promotional Goods.

While advance ordering of many lines for Spring continues cautious, the larger retailers continue to welcome offerings of merchandise at prices enabling current promotion. Surplus stocks continue notably small and there is no evidence that developments during the Spring months will radically change this situation.

Junior Frappe.

Into a glass put two ounces of maple syrup and a large teaspoon of ice cream. Shake well with shaved ice and fill with carbonated water, fine stream. Serve in a bell glass.

You make your money at the end of the parade

YOU pay your money for an order of groceries. You don't get your money back till most of that order is sold.

The end of the parade—the last few packages in the case—represent your profit.

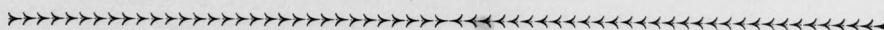
That's something to remember when you're tempted to take on "long profit"—slow-moving goods.

"Long profits" are losses till you get your money back.

That's why it pays to sell General Foods products. They sell quick. You get your money back. You put it to work again.

A simple fact—which every grocer knows, when he thinks of his own experience.

"Ask the General Foods Salesman"



Principal products distributed by

GENERAL FOODS SALES COMPANY, INC.

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

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

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

MOVEMENTS OF MERCHANTS.

Fremont—John Derks succeeds Mast & Derks in the grocery business.

Saginaw—Porter Drug, Inc., has changed its name to Davis Drugs, Inc.

Grayling—Au Sable Furs, Inc., has increased its capital stock from \$50,000 to \$100,000.

Amasa—The Cloverland Supply Co. has increased its capital stock from \$20,000 to \$100,000.

Rockford—The Rockford State Bank has increased its capital stock from \$20,000 to \$25,000.

Marshall—The Francis Hardware Co., 115 West Michigan avenue, has decreased its capital stock from \$35,000 to \$20,000.

Chelsea—Burglars entered the department store of Vogel & Wurster Jan. 29 and carried away stock valued at about \$1,000.

Highland Park—The Highland Park Mineral Co., 249 Victor avenue, has changed its name to the Highland Park Ginger Ale Co.

Lowell—R. Boileau has sold his restaurant and lunch room to L. R. Hamilton, of Battle Creek, who will continue the business.

Ludington—Roy Grotemat has engaged in business at 417 South James street under the style of the Radio & Electrical Appliance Co.

Grand Rapids—The Century Fuel & Materials Co., Century avenue and Buckley street, has decreased its capital stock from \$60,000 to \$45,000.

Detroit—The Redford Wrecking & Lumber Co., 21348 Grand River avenue, has been incorporated with a capital stock of \$3,000, all subscribed and paid in.

Detroit—Market Variety Stores, Inc., 1986 East Grand boulevard, has been incorporated with a capital stock of \$2,000, \$500 being subscribed and paid in.

Grand Rapids—Fenton, Davis & Boyle, G. R. National Bank Bldg., investment bankers, have changed their name to the Midwest Securities Corporation.

Detroit—O. Becker, Inc., 1452 Woodward avenue, has been incorporated to deal in men's furnishings at retail with a capital stock of \$5,000, all subscribed and \$2,400 paid in.

Detroit—Schneeman, Krussell & Cunningham, 22027 Grand River avenue, dealers in tires, batteries, accessories, etc., has changed its name to the Bedford Sales Co.

Pontiac—Sol's, Inc., 44 South Saginaw street, has been incorporated to deal in men's apparel at retail with a capital stock of \$20,000, \$8,000 being subscribed and paid in.

Bay City—The Acme Smokeless Fuel Co., 212 Davidson building, has been incorporated with a capital stock of \$350,000, \$15,000 being subscribed and \$1,500 paid in in cash.

Lansing—The Croy Dairy Co., Inc., 720 East Shiawassee street, dairy products, ice cream, etc., has been incorporated with a capital stock of \$10,000, \$4,000 being subscribed and paid in.

Highland Park—The Kling Novelty Co., dealer in hair combs, brushes and machines for vending them, has been incorporated with a capital stock of \$10,000, \$5,000 being subscribed and paid in.

Detroit—Soloman's Jewelry Co., 9675 Gratiot avenue, has been incorporated to deal in jewelry, musical instruments, etc., at wholesale and retail with a capital stock of \$15,000, all subscribed and paid in.

Cassopolis—Shirley Degroot, of the Grand Rapids Credit Men's Association, has been elected trustee of the John B. Stemm estate and the stock has been sold to E. Lowitz, of Cassopolis, for \$3,650.

Reed City—R. S. Elliott will open a grocery store in connection with the Elliott Sweet Shop, Feb. 7. A cup of coffee and an order of cookies will be given every adult visiting the store between 2 p. m. and 8 o'clock.

Cadillac—The Modern Sales & Service Co., auto accessories, tires, etc., has closed out its stock and retired from trade. Freeman Hamp and Edward Burke, owners, will make connections with other local houses.

Grand Rapids—The Valley City Bakery, 653 Stocking avenue, has merged its business into a stock company under the same style with a capital stock of 4,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Cheboygan—The Citizens National Bank, organized with \$50,000 capital stock and occupying the quarters of the closed institution is open for business; \$787,000 as a first dividend to creditors of the old bank has been paid.

Kaleva—John Sippola, who has been manager of the Union Store for nine years and worked there as clerk for four years previous to that, has severed his connection with the store. Einar Hagelberg will take over the management.

Marquette—Rydhholm Bros., grocers on North Third street, have sold their store building and stock to K. Rosberg & Co., of Ishpeming, who conduct stores in Baraga and Houghton counties in addition to their establishment in Ishpeming.

Lansing—The D. & C. Storage Co., Inc., 528 East Michigan avenue, has been incorporated to conduct a general warehousing and storage business, also to sell furniture at retail with a capital of \$2,000, all subscribed and \$1,000 paid in.

Grand Rapids—The N. Brander Co., 330 Monroe avenue, N. W., has merged its paints, wall paper, etc., business into a stock company under the same style with a capital stock of \$20,000 common and \$5,000 preferred, \$15,000 being subscribed and paid in.

Detroit—The Tischbein-Young Co., 14195 Gratiot avenue, has been incorporated to deal in hardware, agricultural implements, etc., at wholesale and retail with a capital stock of 300 shares at \$100 a share, \$10,500 being subscribed and paid in in cash.

Detroit—Benton's, Inc., 2440 Pingree street, has been incorporated to deal in women's and children's wearing apparel, costume jewelry, etc., with a capital stock of \$60,000 preferred and 300 shares at \$142.80 a share, \$45,000 being subscribed and paid in.

Howard City—Mrs. Ellen G. Marshall has sold her coal, wood, etc., business to N. F. Croff, of Morley, who will conduct the business as a branch to his Morley fuel business. Mrs.

Marshall will continue to take fuel orders for the new management.

Kalamazoo—P. B. Appeldoorn, president of P. B. Appeldoorn & Sons Co. and the V. & A. Bootery, announces its business will be concentrated at 117 North Burdick street as soon as the building can be remodeled, special departments installed in the basement, etc.

Grand Rapids—The P. D. Mohrhardt Co., 251 Michigan street, N. E., estate of the late P. D. Mohrhardt, has been incorporated to deal in meats, groceries, etc., with a capital stock of \$100,000 preferred and 10,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—William A. Adam has merged his wholesale and retail plumbing and heating business into a stock company under the style of the Wm. A. Adam Co., 2249 Gratiot avenue, with a capital stock of 2,500 shares at \$10 a share, \$25,000 being subscribed and paid in.

Kalamazoo—Involuntary bankruptcy proceedings have been filed in the U. S. District Court at Grand Rapids against A. M. (Martin) Epstein, clothing dealer, 132 Portage avenue, by Meyer Suit Case Mfg. Co., a Michigan firm, \$40; C. J. Farley & Co., Grand Rapids, \$267; Charles Meyers & Co.

Detroit—The Ewing-Patton Co., 688 Longfellow avenue, has been incorporated to do a general brokerage, commission and export business with a capital stock of 30,000 shares of A stock at \$5 a share, 100,000 shares of B stock at \$1 a share and 130,000 shares of no par value, of which amount \$121,000 has been subscribed and \$31,000 paid in.

Eaton Rapids—Carleton Duguid, manager of Duguid's Department store, announces that he will in the immediate future open up a factory for the manufacturing of ladies aprons. Machinery has been installed in the Minnie block and the firm will manufacture aprons on an extensive scale. The aprons are being made for the retail trade. The factory will start this week.

Charlotte—Floyd D. Waddell was born at Eaton Rapids, March 27, 1892, and passed away January 24, 1931. When he was seven his parents moved to Charlotte where he lived until his untimely death. For nearly twenty years he was employed in the Albert Murray shoe store where he established an enviable record of faithfulness in service. He was a member of the K. P. lodge and a man honored and respected by all who knew him.

Lansing—In place of the usual clearance sale of a store-wide scope, the J. W. Knapp Co. department store featured during January a series of twenty-six separate events including all departments. One of the most cordially-received events staged was a blanket sale, including a \$10,000 stock of varied merchandise. Blankets were scattered throughout the store for the event, instead of being confined to the blanket department. It was explained in advertising that the store prepared for a severe winter, but that relatively moderate weather, to date, has left a big surplus stock of blankets. As a companion sale, 300 pairs of women's

galoshes, also slow moving on account of weather conditions, were offered at \$1 a pair. All January advertising of the company stressed the fact that \$1 buys the equivalent in merchandise of \$1.25 at this time last year.

Manufacturing Matters.

Thompsonville—The Piqua Handle & Manufacturing Co., has increased its capital stock from \$650,000 to \$750,000.

Detroit—The May Screw Products Co., 2157 Howard street, has increased its capital stock from \$10,000 to \$40,000.

Sparta—The Sparta Ice Cream Corporation has been organized with a capital stock of \$30,000, \$24,000 being subscribed and paid in.

Detroit—The Michigan Outboard Motors Co., 1399 East Atwater street, has been incorporated with a capital stock of \$10,000, \$4,500 being subscribed and paid in.

Detroit—City Dairies, Inc., Dime Savings Bank Bldg., dairy products and ice cream, has been incorporated with a capital stock of \$25,000, \$1,000 being subscribed and paid in.

Coldwater—The Pratt Manufacturing Co., which had been closed down for several months, resumed operations on Jan. 22, with a force of 100 men. The company makes sleds and lawn furniture.

Detroit—The Standard Stained Shingle Co., 6500 Six Mile Road, East, has merged its business into a stock company under the same style with a capital stock of \$50,000, all subscribed and paid in.

Bay City—The Hunt Show Case Co., 26th and Garfield streets, has merged its business into a stock company under the same style with a capital stock of \$50,000, \$40,000 being subscribed and paid in in cash.

Dollar Bay—Samuel Horner, manufacturer of lumber and forest products, has merged the business into a stock company under the style of the Horner Flooring Co., with a capital stock of \$60,000, \$45,000 being subscribed and paid in.

Niles—The Electro-Static Products Corporation, 1107 Sheffield avenue, has been incorporated to manufacture electrical devices and appliances with a capital stock of 300 shares at \$100 a share, \$23,000 being subscribed and \$17,500 paid in.

Adrian—Plans have been announced for the organization of the Adrian Ice Co. and the manufacture of artificial ice in the building formerly occupied by the Springbrook Brewery Co. H. L. Kiser, Adrian, and A. W. Kalb, of Port Clinton, Ohio, will be the principal stockholders of the new company. About \$35,000 is to be spent to remodel and alter the Adrian building. The new concern expects to begin the manufacture of artificial ice about March 15.

Lake Odessa—Walter A. Reed, of the Lake Odessa Canning Co., was made vice-president of the National Canner's Association at the annual convention of that organization two weeks ago. Mr. Reed is in line for the presidency next year, as it has been policy to advance vice-presidents to heads of the Association the year following their election.

Essential Features of the Grocery Market.

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

Tea—The first hands' demand for tea during the week has been rather disappointing. In spite of this, however, the situation seems fairly firm. In fact, Japan teas have advanced about 3 cents during the last month on account of low spot stocks. Indias and Javas have eased off a trifle since the last reports. Some holders say on account of poor quality. Consumptive demand for tea is about unchanged.

Coffee—Generally speaking, the market for Rio and Santos coffee, green and in a large way, shows no material change since the last report. If there is any change, it is in the form of a slight further decline. Prices of spot Rio and Santos remain just about where they were a week ago. Some authorities still predict further declines in Rio and Santos. They may occur, but the market is certainly getting pretty close to bottom. The trade are buying simply what they must have, not wishing to take any chances. Mild coffees remain as they were a week ago, with a fair demand.

Canned Fruits—Advices from the Coast indicate that canned fruits are moving better. While prices are low, there is a more confident feeling among packers that the winter and spring months will see a decided increase in shipping instructions and that merchandising can be continued on such a scale as to move stocks steadily into consuming channels.

Canned Vegetables—Distribution of tomatoes is said to be affected by the caution of independent retailers in replacing their stocks and this caution has been reflected by many large wholesalers who have covered their requirements pretty liberally and now find the burden of carrying stocks fairly costly. Canned corn appears to be in better shape. Not only has the Golden Bantam situation in Maine showed improvement, but Western corn also is not as soft as it has been in the past, and bargain lots appear to be less frequently thrown on the market. The strength imparted to peas by announcement of the statistics showing that the stocks on hand in Wisconsin both of unsold and of sold but unshipped peas showed that the canners were in much better position than they themselves expected. Continued movement of peas into consumption during the remaining months of winter and spring is looked for and the concern once felt over this item has abated to a large extent.

Canned Fish—The market is dull and unchanged.

Salt Fish—The demand for salt and cured fish has been good during the week, largely owing to the shortage in supply. Stocks are light and the statistical position of these products is such that higher prices are more likely than not, especially when Lent begins.

Beans and Peas—California limas have continued active and firm during the past week, with prices showing an advancing tendency. Blackeye peas are also higher. The balance of the list,

including pea beans, red kidneys and so forth, are dull and weak.

Canned Milk—The new sized milk tin is on the market, the container holding 14½ ounces instead of 16 ounces. Companies selling advertised brands have still a quantity of 16-ounce sizes on their hands and are claiming the option to ship either the new 14½ or the 16-ounce tins on orders until the latter are cleaned up.

Cheese—In steady demand. Prices about unchanged.

Nuts—Little news featured the local nut market. Dealers had the same report to make on the shelled nut situation. All kinds were none too plentiful, with walnuts particularly scarce. Offerings of replacement goods were very light, most of the stocks in the primary center having been cleaned up. The demand in local circles was for small lots only. Peanuts appeared firmer in the South. A routine demand was reported. Spot quotations on shelled Virginia peanuts were repeated, although the tendency was upward. The Spanish advanced about ¼c on the spot. No. 1 offered at 7½@7¾c and No. 2 at 7@7¼c.

Sauerkraut—This market appeared in a better position than it has been in the recent past. Offerings of cheap Western cabbage have lessened and furthermore, it was heard from one direction that the large supplies were evidently not as large as at first estimated. Thus consumers were showing more interest.

Syrup and Molasses—Stocks of sugar syrup in the hands of the trade are low, therefore there has been a better enquiry during the week and prices are steady. Compound syrup has been selling quite well at the recent reductions. Molasses in fair demand, unchanged prices.

Vinegar—No price changes marked vinegar. Since it was the in-between season, the demand was naturally only of a jobbing nature. An improvement is looked for in the near future.

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
Talman Sweets, A Grade	1.75
Talman Sweets, Commercial	1.25
Hendricks Sweets, A Grade	1.50
Hendricks Sweets, Commercial	1.00
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@6c per lb.	

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

Butter—The market is weak and has declined 1c as compared with a week ago. Jobbers hold 1 lb. plain wrapped prints at 28c and 65 lb. tubs at 27c for extras and 26c for firsts.

Cabbage—\$1.75 per bu.; new from Texas, \$3 per crate of 80 lbs.

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

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

Celery—Florida stock is \$1.80 for 2 doz. box and \$3.50 per crate.

Cocoanuts—80c 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	\$4.70
Light Red Kidney	9.30
Dark Red Kidney	9.80

Eggs—The market has fluctuated more or less from day to day, although price changes have been negligible. One day demand for fine fresh eggs is active and the receipts moderate. The next day demand will be small and the offerings will be more liberal. The week nets a decline of about 2c per dozen. Storage eggs are unchanged from a week ago. Jobbers pay 16c 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	\$4.25
64	4.00
70	3.75
80	3.50

Extra fancy sells as follows:

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

Bulk, 3.25 per 100 lbs.

Choice is held as follows:

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

Grapes—\$4 for Calif. Emperors in 32 lb. kegs.

Green Onions—60c for Shalots.

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate	\$3.25
Imperial Valley, 5s, per crate	3.25
Hot house leaf, in 10 lb. baskets	.65

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.

Oranges—Fancy Sunkist California

Navels are now sold as follows:

126	\$5.00
150	4.50
176	4.25

200	4.25
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

Florida fancy are held as follows:

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

Bulk, \$1.65 per bu.

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

Parsley—50c per doz. bunches.

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

Potatoes—Home grown, \$1.10 per bu.; Wisconsin, \$2.25 per 100 lb. sack; Idaho, \$2.50 per 100 lb. sack; 75c per 25 lb. sack.

Poultry—Wilson & Company pay as follows:

Early Springs	21c
Heavy fowls	19c
Light fowls	14c
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—\$1.50 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

Crossing Grapefruit With Tangerine Gives New Fruit.

Los Angeles, Jan. 30—From advices received here from New South Wales, it is learned that a new fruit has been produced there that resembles an orange, flattened at each side like a tangerine, with a taste distinctly tangerine and a tang of the grapefruit.

It was produced by cross pollenization of the tangerine and the grapefruit and it is estimated that it will take seven years to produce a crop sufficient to supply the market.

Six New Readers of the Tradesman.

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

Mrs. C. B. Herpolsheimer, Grand Rapids.

Clarence L. White, Stony Creek, N. Y.

Geo. W. Miller, Grand Rapids.

Clarence A. Liken, Sebawaing.

E. B. Miller & Co., Chicago.

Fulton Bakery, Grand Rapids.

If you have no confidence in yourself, don't expect anyone else to.

MEN OF MARK.

Sam R. Evans, the Well-Known Tea Salesman.

Three important crises mark the life of the average man. The first of these comes when long trousers are donned, the second when he marries some woman who he is sure is far too good for him, and the third when he engages in business on his own account. The remainder of life constitutes the commonplace filling in between these important upheavals. These three are the decisive epochs dividing time into sections of "before I put on my first trousers, before I was married, before I engaged in business."

Man can not live from one epoch recording point to another with faculties dormant, animation suspended. He must do his part, those thousand and more every day duties which make the filling in between the partitions of life—the cradle, long trousers, the altar, engaging in and retiring from busi-



Mr. and Mrs. Evans, taken on the farm on which she was born near Walton, N. Y.

ness and the grave. The dimensions of life are established by the quality of the filling, and of the quality of this filling no one is able to speak with absolute certainty.

There is left for the satisfaction of investigators the right or privilege of contrasting the visible accomplishments of one individual with those attained by others.

Samuel R. Evans was born at Walton, New York, April 24, 1869. His father was of Irish descent; his mother was of English descent. He attended school at Walton, graduating from high school and subsequently taking a commercial course at the business college at Binghamton.

When he was twenty years old he removed to Grand Rapids and entered the employ of the Ball, Barnhart, Putnam Co. The first year he was with the house he did inside work and familiarized himself with the details of the wholesale grocery business. He then went on the road as successor to Charles McLain, covering the Pentwater branch of the Pere Marquette and the main line of the Pere Mar-

quette to Benton Harbor and St. Joe, seeing his trade every two weeks.

Eight years later he entered the employ of the F. F. Jaques Tea Co., Chicago, covering Michigan territory for two years. He then engaged to cover Western Michigan for W. F. McLaughlin Co., of Chicago, with whom he remained eight years.

Twenty-four years ago he signed up with the Renfro Bros. Co., of Chicago, remaining with that house until Dec. 15, of last year, when it was liquidated on account of the death of the principal owners and the illness of the other partners. On bidding good bye to his long time associates and returning to Grand Rapids, he found a cablegram from the Native Growers of Tokio, offering him the line of teas his house had purchased from the Native Growers for many years. He cabled back he would accept the offer if he could make Grand Rapids his headquarters, instead of Chicago. He received reply that his proposition was o. k. and that a carload of tea had already gone forward to Grand Rapids. He then looked around for a location and decided to establish his headquarters at 414 North Front street. He has already received voluntary orders from highgrade retailers in North Dakota, South Dakota, Minnesota and Wisconsin, whom he called on in years past for the old house. He will carry a full line of Japan teas and expects to be able to retain the most of the trade in Michigan which looked to Renfro Bros. for their tea purchases.

Mr. Evans was married June 2, 1886, to Miss Mattie Puffer, of Walton, New York. The marriage ceremony took place on the same day and at the same hour that President Grover Cleveland was married to Miss Frances Folsom. Three children have come to them as the result of their marriage; Edna, who is now Mrs. Marshall, whose husband is consulting engineer for the Fisher Body Co., of Detroit; Fred, who is connected with the National Outdoor Bureau of Advertising, New York, and J. B., who is engaged in the banking business at Detroit. The family reside in their own home at 636 Paris avenue. They go to church Sundays, but have no particular church affiliation. Mr. Evans has never joined any fraternal association, the home circle affording him all the association and satisfaction he requires. His hobby is selling tea, which he understands thoroughly, having studied every branch of the business, including production, harvesting, preparation for market and service for the retailer. He attributes his success to keeping everlastingly at it. He is a prince of good nature and has never met with any reverses except a bad accident which occurred at Lupton on the D. & M. in 1921. He has never completely recovered from this accident, but manages to make his regular calls on his trade without ever disappointing them.

Personally, Sam Evans is a prince of a fellow in all the term implies. He has never been known to deceive a customer or betray a friend. His word has always been good and his method of living has always been in keeping

YOUR WORD IS LAW

There probably have been many times in your life when you have deferred to the judgment of others and have been obliged to accept their say-so as to what you should do and how you should do it.

But when you make your Will, it's just the reverse. Then whatever you say goes. You make your own decisions. Your lawyer puts your wishes into proper legal language, and if you name us as executor and trustee under your Will you can be doubly sure that your word will be law.



Send for our booklet, "What You Should Know About Wills and the Conservation of Estates." It explains how you can protect and safeguard your estate through your Will.

The MICHIGAN TRUST Co.

Grand Rapids

THE FIRST TRUST COMPANY IN MICHIGAN

with the best traditions of the traveling fraternity. His loyalty to his wife and his home is a matter of common knowledge.

Paul Findlay's Suggestion Heartily Commended.

Indianapolis, Jan. 31—Permit me to thank you for your letter of Jan. 26, with which you enclosed a sheet from the Jan. 28 issue of the Michigan Tradesman, which carries copies of an interchange of correspondence between yourself and Mr. Paul Findlay, in which he suggests to the Government that the services of world war veterans be used exclusively for the souvenirs which are sold in Yosemite Park.

I have very carefully read this correspondence and agree with Mr. Findlay that his suggestion is sound and ought to result, if carried out, in employment of many world war veterans unable to follow a regular vocation.

I appreciate, as do the members of the Legion, the fact that Mr. Findlay has confidence in the power of the Legion to carry through an idea when it is once adopted as a principle by the organization.

I have gone into the files, but I find nothing on this subject in our records. In the lack of a definite expression on this matter, the best procedure would be for Mr. Findlay's subject to be brought to the attention of a local post of the American Legion, which ought to adopt such a resolution if the members approve, and then the matter should be forwarded to the State Department of the American Legion for action at its State Legion convention. If the matter is there favorably passed upon, it will automatically come to the National convention to receive consideration. When the matter, as carried through regular channels, is favorably acted upon by the National convention, such a proposition would receive the unqualifying endorsement and actual support of the National organization of the American Legion.

The one other avenue of endorsement of the proposal by Mr. Findlay is to have the matter presented to the next meeting of our National Executive Committee, which will be in Indianapolis in May. For your information, the Committeeman from the State of Michigan is: Mr. Ray Conlon, 1301 Plainfield Avenue, N. E., Grand Rapids, Michigan.

I appreciate your letter, and trust that the above information will be helpful to you.

Ralph T. O'Neil,
National Commander American Legion.

And now the chain cigar stores are putting in lunch counters, competing with the drug stores. It is now possible to get something to eat almost anywhere except home.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 3—The Chamber of Commerce annual meeting, held at the Hotel O'Jibway last Friday night, was attended by 250 members and guests. B. V. Moore, of Minneapolis, economist and banker, was the principal speaker. In his remarks he urged using up the surplus as sound business methods. Industry, purged of jazz ideas, must obey the rules of the game. In the fact that the tenth barrel still rules the price in a nine barrel market lies the explanation of ills and the hope for the future. He said "Give me but thirty per cent. of the confidence of early 1929 and good bye depression." While Mr. Moore gave us cold facts, he failed to give any remedy for the cure and left the members without much hope for the future, so that it looks as if it was up to each one of us as individuals to work out the future and get back into the good times of better days.

F. H. Quinn moved back into the Cloverland cafe at Engadine last week after several weeks devoted to repairs and redecorating. He is again prepared to serve the public in that building until the new hotel is completed.

Joe Napoleon, the well-known grocer, near the high school, was knocked down by an automobile last week. He was taken to the War Memorial hospital with a broken left leg, where he will remain for the next several weeks.

The Canadian Soo is rejoicing at the announcement of the opening of another blast furnace about Feb. 10. This announcement is believed to herald the opening of the new rail mill of the corporation about the middle of February. Two blast furnaces will be in operation after Feb. 10, the first time since July.

Beauty is still "only skin deep," but the girls try to put it still deeper with a layer or two of paint.

Frank Brock is opening his new grocery store on 223 Magazine street. He will also carry along with the groceries a line of baked goods.

S. D. Newton, formerly one of the firm of the Booth-Newton Produce Co., but now editor of the Development Co., at Marquette, supplied the pulpit in the M. E. church here Sunday evening, talking on the New Awakening, a book of which he is the author. It was one of the most interesting addresses of the winter. There was a large attendance and his many friends here showed their appreciation at the close by a visit and congratulations.

H. C. Saunderson, formerly manager of the National Grocer Co. branch store at Escanaba, is in the city to establish his residence and take up his work as sales manager of the Sault Wholesale Grocer Co., of which he is the Vice-President and Secretary. The family will occupy the residence of the late Capt. Cornwell.

The many friends of Thomas Rothwell, the well-known grocer, at Sterlingville, will be pleased to know he is recovering from his long illness and is able to be up again.

It would be great to do business with pleasant, easy-going customers if they would pay their bills.

William G. Tapert.

Amoskeag Opens 1931 Flannels.

Plain and fancy lines of flannels opened to the cutting-up trade by Amoskeag Manufacturing Co., at reductions from last season's opening prices of 2 to 2½ cents. The Teazel-down thirty-six inch flannels, plain and fancy, showed downward revisions of 2 cents. Pamela thirty-six inch plain cloth was also reduced 2 cents and Pamela fancies were cut 2½ cents. The company is introducing a new line called Willownet, a fabric to imitate the all-wool imported flannels.

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

CONSERVING CONSERVATION.

The first general report of the Senate Special Committee on Wild Life Resources, made public last week, offers the best summing up of facts concerning America's native wild life and conservation program yet made. Its recommendations for action are the clear, logical conclusions to be expected of any conservation committee headed by Senator Hawes.

America to-day has invested, Nationally, about \$61,000,000 in National parks, fish hatcheries and game sanctuaries. The states have bird and game sanctuaries worth about \$300,000,000. The total public investment in means of preserving wild life thus amounts to about \$361,000,000.

To care for this investment, to keep it in condition and to develop it, the total state and National appropriations are only about \$13,000,000 annually, according to the committee's estimates. In other words, less than 4 per cent. of the actual investment is expected to take care of this tremendous natural resource. Beyond that it must take care of itself.

These publicly owned playgrounds and wild-life sanctuaries are patronized, the committee estimates, by nearly 60,000,000 persons each year, more than 13,000,000 who hunt or fish and more than 45,000,000 who go to the National and state parks or wilderness areas for vacation trips or occasional pleasure jaunts. During 1929 those who hunted or fished spent more than \$90,000,000 for firearms, ammunition and fishing tackle. Outdoor accessories used by the 60,000,000 patrons of the wild places that year cost around \$650,000,000.

The original \$300,000,000 investment, then, in one year was directly responsible for business totaling more than two and a half times the amount of the investment. Yet it received less than one twenty-fifth of that total cost for upkeep; less than one-fiftieth of the money spent in enjoying the investment was turned back to maintain the \$300,000,000 playgrounds.

This is the situation as the committee finds it, a situation which any business man would consider criminal. Evidently American conservation is going nowhere; in a National sense it is at a standstill. The heartening fact about it is the deep sense of conservation that does exist in Americans. Conservation groups are active in every state. Sportsmen and nature lovers are working for something tangible. And here is the solution of the problem as the commission finds it. There must be a unification of conservation work, state, National and individual.

DISCUSSING PROBLEMS.

Whether there is a record attendance or not at the sessions of the National Retail Dry Goods Association which is in session in New York this week, it is certain that the problems faced by the stores will compel more than the usual interest in the discussions. In fact, the retailers cannot recall a time since 1921 when there were so many pressing questions, although, of course, the present depression has not caused

such severe conditions in distribution as on that former occasion.

For one thing, the stores were not burdened with the stocks which they had to liquidate in 1920-21. They were in reasonably good shape regarding inventories when the present crisis arose. At the same time, the drop in prices has not been so drastic as it was ten years ago.

Nevertheless, the price decline has been serious enough to prove quite disturbing. At first, due largely, no doubt, to the false optimism generated in official quarters, there was the tendency to ignore these price reductions in the merchandise markets and to favor a policy of giving more value for the same price. This decision was changed later and all progressive stores have adopted the plan of basing prices on replacement costs.

The shrinkage in dollar volume and the handling of more transactions at lower prices have cut into profits which were already shrinking almost to the vanishing point in so many cases. The stores permitted their expenses to flow on during the period of easy times and are now sharply up against the problem of having to retrench in trying times.

Each executive attending the retail convention will come to his own conclusions regarding the methods best calculated to meet this problem. No one questions but what expenses must be reduced. On the other hand, it seems worth while also to consider what additional expenditures might be made to increase efficiency. There is plenty of waste to be eliminated, all agree, and a budget to go after this waste might prove a better plan than haphazard economy.

BONUS QUESTION ARGUED.

Outside of the disturbance caused by the proposal to pay off the veterans' bonus and the clash on methods of relieving drought distress, the week in business offers very little in the way of fresh development. The business index has moved up only by the smallest fraction, and weakness in wholesale commodity prices was once more in evidence.

On the bonus question the ideas entertained in the ranks of business are somewhat in contrast to those emphasized by eminent banking authorities. While the more conservative business elements agree that in its final results the payment of a huge sum to the veterans would probably react unfavorably, there are also not a few who feel that the diversion of these funds to consumption channels might be the very thing needed to speed recovery.

It is argued that too much capital was put into production during the inflation era so that overproduction resulted, because earning power of the masses has not been sufficient to absorb mass output. The argument is similar to the one presented to support the case against wage reduction. The spurt in purchasing which would immediately follow payment of the bonus should recoup any temporary losses suffered at first, it is pointed out.

The further decline in commodity

prices during the past week, after a point of relative stability was thought to have been reached, was brought about by renewed weakness in farm products, textiles and copper. The Analyst index dropped to 113.6, a new low since December, 1915.

The fractional gain in the weekly business index was contributed by advances in steel mill activity and cotton cloth production. The other components were almost unchanged, except electric power output, which receded fractionally.

GOLD.

Down in Australia, in the bleak Western section, a group of miners have unearthed a ninety four-pound nugget, and a rush reminiscent of Australia's most feverish pioneering gold runs is reported to be under way. Every sort of conveyance is said to be in use, from the primitive cart to the modern automobile.

Meanwhile in South Africa the prospectors have been uncovering entirely new reefs of the precious metal.

Nearer home, Cuba has a gold rush, probably the most picturesque in history, for it is taking place in the mountains of a tropical country.

The United States has its own gold rush in Northern Nevada, its tent city and its Forty-niner atmosphere. Canada has a mild rush, crippled by severe weather, in the Northwest. South America is continually bursting out in a rash of Andean gold strikes or false strikes.

In a word, those who probe the earth for precious yellow metal are going out and finding what they expect to be great wealth. Coming just now, when economists talk about a gold shortage in many parts of the earth, these gold strikes have a superficial appearance of being the answer to a distressed world's prayer. But to those who know the breed called prospectors, the strikes are nothing of the sort. Such discoveries are going on all the time and most of them turn out unfortunately. Just now they are getting into the news more frequently. The real cause for the going out of prospectors into far places in search of wealth is neither world depression nor gold scarcity; it is the old, old hope that some day they will find a "bonanza." It is that rainbow which has lured men often to a lonely pauper's grave, but also, occasionally, to dazzling riches.

COLOR FOR MEN.

According to its annual custom, the National Association of Merchant Tailors of America has decreed that there is to be more color in men's clothing. Midnight blue is to be introduced as the proper hue for evening dress, sport clothes are to be enlivened, with the most startling innovation of scarlet dress coat for hunt dinners, and a special host's suit has been devised for informal entertainments. This latter garment will be in a variety of colors with a lively sash, its purpose being to distinguish the host both from waiters and from his guests.

We admire the valiant attitude of the tailoring profession in its efforts to

bring a note of color into male attire and especially into evening dress. But somehow they seem largely unavailing. Everywhere else color is enlivening modern life. It has crept into kitchens, cellars and bathrooms. Every new appliance can be purchased in the desired shade. Yet, on the whole, man remains quiet and colorless in his everyday appearance and black and white still characterize his gala evening attire.

Dress reform for men seems to be a losing cause. Slight changes there may be from year to year, but our clothes are virtually standardized. The tailors' decrees fall on deaf ears as most men continue to order "another suit just like this one but a little fuller at the waist."

DRY GOODS CONDITIONS.

Some improvement in retail trade was registered during the week, but the margin of gain was not marked and the month closed with sales volume even a little lower than it was feared would be the case. The chief activity of the week centered on apparel and accessories, although some lines of home furnishings were also in fair demand where there was the element of novelty or particularly low price. The response to price appeal, however, is reported slower. New merchandise is attracting better attention.

January results for the stores have probably fallen well behind a year ago. In this area the reduction is likely to range between 8 and 10 per cent. For the country as a whole the decrease should be larger. The largest mail-order-chain system reported a drop in sales of 10 per cent. for the first month of its thirteen period calendar.

Although profits have suffered through these losses in volume, it is proper to repeat that the reduction in prices has more than offset the drop in dollar sales. Since the average decrease in prices for the year probably ranges between 20 and 25 per cent. in the case of the larger stores, the conclusion must be drawn that actual transactions are ahead of a year ago. More goods are being sold by such stores at lower prices.

STORES CAN SPUR RECOVERY.

Retailers hold the key to better business. If retail merchants throughout the country would forget what they paid for merchandise now on hand, would reprice it to the public on the basis of a fair profit on the replacement cost of the same merchandise in to-day's market, and then would get back of the new prices with an aggressive advertising and selling campaign, they would furnish an impetus to returning prosperity which would immediately be felt all over the country.

Some of the trouble with general business is found in the fact that manufacturers are faced with a lack of orders for the future. Merchants who refuse to liquidate present stocks of merchandise by failing to look the price situation squarely in the face are in no position to place orders for new merchandise.

Humor is said to be at its best in the colleges. Often the joke is on dad.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

In many respects I regard Will Rogers as one of our most remarkable men. As a direct descendant of the Cherokee Indians he never had the advantage of a college education, but as a graduate of the university of hard knocks, he has acquired a vocabulary which is exceedingly expressive, although it is not very grammatical and sometimes not very logical. I doubt if there is another man in the country who could have raised \$82,000 for the Red Cross, as he did in Texas last week. Of this amount, \$18,000 was the proceeds of a single entertainment he gave in Fort Worth. Notwithstanding his drollness and uncouthness, he is the friend of men of high degree in all parts of the world. His friendship with the Prince of Wales is a matter of common knowledge. His acquaintance with statesmen, politicians and men in all the walks of life is probably greater than any other living man. So far as I know he never made but one enemy—the equerry of the Prince of Wales—who received what he deserved, both at the hands of Will Rogers and his exalted master.

About twenty-five years ago Rogers spent a couple of months in Grand Rapids as one of the features of a small circus which undertook to function at Raftona. The season was so cold, wet and rainy that the undertaking collapsed. Rogers did his rope act and was assisted by a trick horse he had carefully trained—a little calico mare which was greatly admired because of her intelligence and peculiar appearance. In order to get out of town he had to sell his much-prized mare. There is a tradition that several men came to the rescue, bought the animal from the purchaser, crated her carefully and shipped her by express, prepaid, to Rogers' ranch in Oklahoma; that the first knowledge he had of the transaction was when he saw her browsing in a meadow where he was nearly overcome by her manifestations of joy over their reunion. I think all of the men who took part in this act of kindness have passed away, but I have always enjoyed accepting the incident as true and hope I am not mistaken. One thing which confirms this opinion is the hearty manner in which Rogers always refers to Grand Rapids people whenever the opportunity presents itself. He has been in this city many times since the days of the little circus which ended in disaster. Two years ago he addressed the annual banquet the furniture manufacturers gave their visiting buyers, on which occasion he was presented with a beautiful upholstered chair. Looking at the present with every indication of appreciation, he remarked: "Isn't it a dandy? Stuffin' enough in it to feed a hoss!" An hour previously, when introduced to the audience by Governor Green, he remarked: "I met your Governor two weeks ago in Washington. He is such a little fellow I kinda looked out for him for fear someone would step on him. Now I meet him in Michigan and am introduced to you by the same little runt."

I recall very distinctly the remarkable work both Rogers and Harry Lauder did in behalf of the Red Cross during the kaiser's war. Rogers, of course, gave up his entire time to the cause of raising money. Lauder never missed an engagement, but made a personal contribution to every fund he was asked to raise and threw himself into the work with great energy and effectiveness, securing contributions from men who would probably not have done their full duty but for the irresistible persuasion of the canny Scotchman. John I. Gibson, of Battle Creek, who was in charge of the drive at Salt Lake City, delighted me many times by relating how, when a high grade sheep was presented to the committee, Harry Lauder auctioned him off time and again. The moment he was knocked off to the highest bidder, Lauder immediately announced that the animal had been generously turned back to the committee to be resold and started bids on the sheep before the buyer realized the situation.

The big men of America apparently all believe that we have better times just ahead. James Farrell, President of the United States Steel Corporation, says: "The peak of the depression passed thirty days ago." Owen D. Young, Chairman of the General Electric Co. and Radio Corporation of America, says: "The dead center has been reached." George F. Baker, head of our biggest bank, says: "There is some indication of improvement along sound lines." The United States Chamber of Commerce says: "There is an increase in business activity and an improvement in the employment situation."

I do not think a day ever passes that some merchant does not call on me for information regarding the standing of collection agencies which are soliciting the opportunity to collect past due accounts, usually on a 50-50 basis. In ninety-eight cases out of 100 I have to inform my callers that most of the agencies now in the field are essentially fraudulent and that it is not safe to entrust them with collections under any circumstances. Last week a merchant called who resides in an interior town in Allegan county, remote from railroad or Federal roads. When I told him the literature he showed me was from a concern which never answered letters of enquiry from their patrons, he said:

"What are we to do then? We have several hundred dollars on our books as the result of trusting farmers who have transferred their patronage to other stores because they owe us long past due accounts and are ashamed to come near us. Their trade belongs to us because we are nearer to them than any other store. By taking the stand they do they are depriving us of business which legitimately belongs to us, as well as inconveniencing themselves."

"Your problem is easily solved," I replied. "You will have much time at your disposal during the next two months. Call on every delinquent personally, obtain a settlement of each account by cash or note and then say to each person you call on, 'Now that we have adjusted our matters in a manner

satisfactory to both parties, we want your patronage. We have shown our good will by not crowding you in the payment of your obligations to us. Now show us that you appreciate our attitude toward you by coming back to us and dealing with us on a cash basis. There is no reason why you should not do this. We have a larger and more comprehensive stock than any other merchant in this locality and I know we can please you, so far as goods and prices are concerned.'"

If every merchant who is similarly situated will pursue the course I have above described I know he will be more than satisfied with the result. The notes should be made payable at a nearby bank. The chances are that less than half the notes will be paid at maturity, but those not honored should be renewed promptly, so as to still keep the customer in a good mood toward the store and in an amiable frame of mind toward the merchant, so that he will have no possible excuse to again transfer his trade to another store.

Placing accounts in the hands of a collection agency is pretty apt to alienate a customer from the merchant permanently, because the nasty threats uttered by the agency very naturally put the debtor in a very unhappy frame of mind and antagonize him unnecessarily. This feeling is frequently shared by the merchant, because he has reason to believe that his former patron has not dealt fairly with him, but in approaching the debtor on a collecting trip he should refrain from accusations which are likely to provoke controversy and possibly result in defeating the object sought. The debtor will naturally expect harsh words from the merchant. If harshness is avoided, the debtor will be so taken by surprise that he will be much easier handled.

In a joint debate at All Souls church (Grand Rapids) Sunday evening, Rabbi Waterman said: "I do not advocate the return of the saloon, but bad as the saloon is, I am thoroughly convinced it is far better than prohibition."

Although I have never had the pleasure of meeting the Rabbi, I have reason to regard him very highly because of his candor, fairness and vision, but he certainly could not make such a statement if he was at all familiar with the brewery owned saloon, which really precipitated the enactment of the Volstead law. The brewery owned saloon was so constructed as to combine assignation house and saloon under one roof. It involved every year the debauchery and ruin of hundreds of young girls in this and every other city where it was maintained by the brewers. I do not like the way the Volstead act has worked out, but I would rather see ten Volstead laws in existence than to see this country ever return to the era of the brewery owned saloon.

Readers of this department last week will recall that I called attention to the indifference municipal officers in Florida exhibit in explaining and giv-

ing out any information concerning the bond issues which have been permitted to default in so many Florida localities. I recently wrote H. Y. Potts, who spends his winters in Sebring, to explain why Florida people appear so delighted to greet tourists, but utterly ignore the importunities of investors who have apparently lost millions of dollars by trusting to the integrity and good faith of the Florida people. His reply is very characteristic of him, as follows:

Sebring, Florida, Jan. 30—Will say that writing about Florida at present is rather a difficult proposition for me.

It is true that we have the finest winter climate in the world, good roads, fine fruits and vegetables and good society everywhere. But everybody in the United States knows that already.

There are also very serious questions pertaining to property and credits when it comes to local bonded indebtedness and taxes. But on real estate taxes, owners are in a h--l of a fix. And it looks as though it might be worse in the near future unless there is another boom.

They simply can't pay.

The kickers are organizing and going to the Supreme Court, not only here but in many other towns, and at the same time are advising property owners not to pay their real estate taxes until they get final decisions. There are great opportunities to buy homes for those who are able to live in them. Eighty per cent. discount even, but few buyers at that. It is awful. One locality turned down an offer of \$15,000 bonds for five thousand taxes recently. They are accepting bonds for taxes under certain conditions. You might dicker with your bonds with taxpayers.

Recreation, like many other good old word, has, under modern usage, fallen from its high estate. Its sonorous succession of syllables is often most unjustly belittled into the meaning of—pastime. But the melody of its resonance may demand for it the higher dignity of its fuller and loftier significance, as that refreshment to faculty and feeling which revives, renews, and re-animates. It is under this better sense that reading may be esteemed as a recreation, and considered as one of the strongest, as well as one of the most convenient, aids to the restoration of exhausted energy, and the rehabilitation of overworn faculties.

As sleep with soothing helpfulness unconsciously knits up the raveled sleeve of care, so does rest and refreshment, physical and mental, come with that genial relaxation in which the habitual reader can at once fling his body into his easy chair, and his thoughts into his book, and float away from surrounding sorrows, enfranchised for the time from the oppression of those petty evils of life that wear the mind, rack the nerves, and wreck the temper. From such an interval of refreshment the intellect returns as from a visit to a distant land. Relieved and re-animating, it re-examines its individual surroundings with a clearer insight—the weariness of monotony is broken, habitual occupations assume a different aspect, and the clouds that inevitably gather around the path brighten under the more genial light.

Easiest of access, reading is of all pleasures the least expensive, both in time and money. Other amusements

must be sought abroad, at a considerable expenditure of physical exertion and pecuniary outlay; but the beneficent bookshelf, close to the family hearth-stone, offers freely its rich bounty, begging only acceptance for its abounding treasures, and presenting, with a generosity as lavish as it is varied, food for every fancy and balm for every wound.

The supreme excellence of this bounty rests, indeed, in its universal adaptability. The blessing of reading is as free as the light to our eyes and the breath to our nostrils; it is a boon waiting ready, suited to every grade of intelligence. Like the fabled well from which each at will may draw the draft he needs, so it proffers solace and refreshment to every variety of taste, and every degree of capacity. With equal intensity of pleasure the baby girl may hug her fairy story, the boy hang over his Robinson Crusoe; while the boundless diversities of fiction can realize the dreams of every imagination, and satisfy the needs of every intellect. The weariness of the laborious, and the ennui of the unemployed, alike finds the needed refreshment, and the student seeks his relaxation, perhaps, from the very same volume which acts as a stimulant to the idler.

The pursuit of happiness ranks among the inalienable rights of humanity, and it behooves every individual to prudently consider the path by which he attempts to reach the wished-for goal. As a staff by the way, as a solace for sorrow, as a rest under fatigue, as a stimulant under depression, no aid is so direct and efficient as the habit of reading, and it might be wisely cultivated if for no higher service. But amply in every way will it repay its culture as, from step to step, it leads the mind upward and onward with steadily increasing breadth of vision, and ever growing capacity for enjoyment. The world of art, of science, of imagination, is opened to the reader. By his own endeavor he liberates himself from the benumbing restrictions of his class or profession, and becomes a free denizen of conjunction with that native modesty of intellect which gratefully accepts the good presented. Natural instinct ordinarily directs the course to be pursued, with the same certainty as it sends the bee from flower to flower for its treasures of sweetness. Science, history, travel, poetry, romance, have each their devotees; and, when earnestly and wisely followed, every range of reading seems to serve almost equally well, both as a recreation and as a training for the mind. The result does not depend so much upon what is read as upon how it is read. A sermon can be perused with an indolent inefficiency destructive to all intellectual training, while a novel may be studied to solid edification. The real blessing of the habit is only absolutely withheld from those who habitually despise its bounty, and contemptuously refuse to accept its benefits.

Regarded as a mere pastime, reading frequently becomes directly injurious. Many otherwise sensible people will freely confess that they use literature

merely as an anodyne, and that the pages skimmed only as the employment for a vacant moment are forgotten as soon as read. They utterly refuse to recognize the fact that casual reading has a powerful effect upon the mind, and they reap the consequences in a mental dyspepsia, with its far-reaching results in a weakened memory, a blunted perception, and a deteriorated taste.

A habit of reading is too generally regarded rather as a scholastic acquirement restricted to the learned as the result of study and research, rather than in its best and widest office as a universal benefaction. Time lavished upon accomplishments, which at most produce a doubtful return in pleasure, might judiciously be devoted to the cultivation of reading as a resource in solitude, an employment in convalescence, or a support in old age. Time thus invested will return golden dividends in the varied forms of rest under fatigue, and support in affliction, serving as an unfailing fund of comfort

adapted to every grief, and ready for every emergency.

As a medicine for a mind diseased, a volume carelessly opened merely in want of thought may prove a fountain flowing with a healing power, that, excelling the most vaunted panacea, acts at once as tonic, alterative, and opiate. To vary the figure to a pleasanter and truer form, let not the habit of reading be regarded but as the dry crust mumbled by dismal devotees, but as the cheap and pleasant condiment bountifully prepared as a relish to our daily bread.

E. A. Stowe.

Eleven Arguments Against Price-Fixing.

Eleven reasons why the National Association of Retail Clothiers and Furnishers is opposed to price-fixing in general and the Capper-Kelly bill in particular have been summed up by Allen Sinsheimer, executive director of the N. A. R. C. as follows:

1. It would mean the beginning of the amending of the Sherman act.
2. It would take away the owner-

ship and control of the retailer's merchandise by the retailer.

3. It would mean further jurisdiction of business by the Government.

4. It would prevent necessary price reductions except at the whim of the manufacturer.

5. It would enable the manufacturer to allow one merchant to reduce his merchandise and not another.

6. It would force the retailer to carry unprofitable items brought into public demand through national advertising.

7. It would prevent the retailer from clearing out stock at a lower price when he knows its value will decline as time goes on.

8. It would keep retail prices up when commodity prices decline.

9. It would destroy public good will created by the merchant. He would be blamed for high prices.

10. It would bring about trade violations which might or might not be judged legal.

11. It would introduce class legislation of a type that would eventually prove most dangerous.

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TAXATION OF CHAIN STORES.**Purpose of Levies and Methods of Imposition.**

Chain stores are coming into political prominence more every day. The proponents of the chain store look upon it as a public asset, making the consumer's dollar stretch further and enabling him to purchase articles of a broader variety; benefits which result from the economies of intelligent buying, rapid turnover of minimum stocks, and the elimination of unnecessary service.

Those who are definitely aligned against the chains, declare that the system is a detriment to the best interests of the public; that old, substantial, independent merchants are being driven out of business; that the chain fights the independents by price-cutting and unfair competition; that they bear too small a share of community responsibility. Perhaps the chief source of opposition to chains lies in the feeling that they take money out of the villages and small cities, thereby concentrating wealth in the hands of a few when it should be kept fluid.

The issue is alive, politically and economically. The competition between chain stores and independent stores has become so severe that chain store opponents insist that some method be devised to forestall what they regard as unfair competition. Legislation has been passed to curb the invasion of the field in which the local merchant once reigned unchallenged, and among other measures many state legislatures have tried to tax the chain stores out of existence.

The favorite proposal of those opposed to chain stores is that they should be subject to special licensing and discriminatory taxation. One of the plans most frequently mentioned is a license tax modeled after the 1930 Kentucky Chain Store Law; which, although general in form, falls incidentally and intentionally most heavily on the chains.

This law imposes a gross income tax on the receipts from all retail sales made in the state as a substitute for the property tax on merchant's stock. The tax is a graduated one, starting with one-twentieth of 1 per cent. on yearly sales totaling less than \$400,000, and increasing to a tax of 1 per cent. on sales in excess of \$1,000,000. Under this law the sales of individual units of a chain are grouped for the purpose of levying the tax.

The constitutionality of this act has been questioned, but since it applies to independent as well as chain stores, it seems not to violate the constitutional provision that taxation must be uniform. There is, however, the possibility that the graduation is so steep that the court might declare that chains are the only retail institutions to be affected by the tax. It is pertinent to note that many states provide for occupational taxes on certain forms of business, in lieu of other personal property taxes. These statutes might serve as a model for the substitution of an occupational tax on merchants in place of the present personal property tax.

Another type of antichain store legislation would impose a special tax

upon mercantile establishments, the majority of whose stock is owned by nonresidents. Such a tax would discriminate against citizens of other states and would seem to violate the articles of the United States Constitution which state that "the citizens of each state shall be entitled to all privileges and immunities of citizens in the several states." On the other hand, a law increasing the license fees upon foreign corporations probably would be constitutional, but it would be ineffective. The chain stores would simply incorporate as domestic corporations, unless the statutes also provided that nonresidents of the state may not organize a corporation under its laws.

A fourth plan proposes the licensing of storekeepers. Such a law would resemble, in many respects, the laws passed by some states requiring that drug stores must be owned by registered pharmacists. A Pennsylvania statute, providing that drug stores might be owned only by licensed pharmacists, and that no person, not a licensed pharmacist could acquire stock in a drug store, was held unconstitutional by the Supreme Court of the United States. (Louis K. Liggett Co. vs. Baldridge, 278 U. S. 105, 49 S. Ct. 57, 73 L. Ed. 204 (1929).)

An important suggestion in this field relates to the fundamental revision of the principles of present-day taxation with a view to decrease taxes on property and increase taxes on incomes. From this point of view, relief for the independent merchant is based on the claim that the independent merchants must carry heavier stocks than do the chain stores, and hence have heavier personal property assessments.

In addition to carrying more goods the independents provide more service than do the cash-and-carry stores. This means taxes on automobiles and delivery trucks. A possible means of removing this discrimination would be the repeal of the personal property tax on merchants' stocks, and the substitution of income taxation. Under this plan the merchant would be taxed on the profit he makes, not on the goods he must have on hand to make the profit.

Another way to deal with chain stores, other than by means of taxation, has received serious consideration recently. It is proposed that the chain store problem be met by making more rigid the present anti-trust and unfair trade practices statutes, keeping in mind that these statutes must apply to independent merchants as well as to chain stores.

Some states have legislation like that found in chapter 99 of the Wisconsin statutes. This provision prohibits fraud, deceit, and unfair trade practices, and grants to the Department of Agriculture and Markets power to issue orders against specific unfair practices. There are those who feel that this chapter furnishes sufficient legislation in Wisconsin at the present time to insure the checking of the unfair trade practices which may be employed by chain stores.

In 1931 several legislatures probably will try to prevent unfair competition on the part of the chain stores and make them bear more of their fair

share of the tax burdens. What they can do in either of these two directions is not definitely known at the present time.

The decisions of the courts concerning laws of those states which have

placed discriminatory license taxes upon chain stores (with the exception of the decisions on the 1929 North Carolina and Georgia laws noted below) have been to the effect that such

(Continued on page 31)

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FINANCIAL

Auto Gains Held Trade Spur.

More optimistic reports emanating from automobile producers recently hold out promise for early revival in industrial activity, inasmuch as changes in the motor car industry have a wide influence on allied lines.

Estimates of prospective production for the year are being raised in some quarters. For instance, Charles E. Thompson, president of the Thompson Products Corporation, said recently he considered the estimate of 4,000,000 cars for 1931 too low.

"There is need for 3,600,000 cars to replace those built in 1925 which will be scrapped this year," he said. "Add to this an increased new owner demand as well as a moderate demand for export purposes and 1931 production will range about the 4,500,000 figure, a million greater than last year."

The General Motors Corporation is in a position to increase production sharply this year if demand grows as anticipated, Philip Fitz Gerald of Hornblower & Weeks points out.

While sales to dealers decreased 35 per cent., dealer sales to the public held to within 18 per cent. of the 1929 figure and the new cars in stock were thus reduced to sound proportions, he also points out. By selling more than two used cars for every new car sold, dealers made great headway in cleaning up the used car situation.

"While the company as a whole was engaged in the scientific curtailment of activities," says the firm, "the engineering and research departments continued their activities with such striking results that, given a reasonable volume of business, we estimate the price cuts announced for 1931 should be, in a large measure, absorbed by specific engineering progress that has been made."

"The business recession of 1930 has afforded an unparalleled managerial test," the firm continues, "which test General Motors has met with a success striking enough to be comparable to the amazing expansion program inaugurated in 1922 and which by 1929 had increased the sales from \$463,000,000 to \$1,504,000,000 and quadrupled the net profits."

"With earnings for 1930 estimated at better than \$3, which stand an unexpectedly good chance of being duplicated in 1931, and a current yield of better than 8 per cent, we consider General Motors a most valuable equity." William Russell White.

[Copyrighted, 1931.]

When the Whole World Went Crazy About Tulips.

We are now well along in the inquest stage of this depression, which encourages hope, not from any promise of new cures it will uncover, but in the thought that the worst usually is over when the investigations begin.

Interesting it is to read what the experts say about the 1929 boom, that dragged down the whole world when it fell, but pull from your shelf any old financial book written after a depression and you will be impressed by the fervor of reformists presenting their formulas for the elimination of these periodic upsets.

No banker describing the 1930 depression is likely to put his finger on the essence of the difficulty with the illuminating effect that Hendrick Willem van Loon in "R. V. R." (Live-right) makes his fictitious great-great-grandfather, Joannis van Loon, writing in 1669, discuss the philosophy of the tulip boom of Holland in the early sixteenth century.

Now it happened during this period, writes Van Loon, "that the whole country had gone crazy about tulips. We had been raising tulips for quite a number of years, but no one had thought much of them. Indeed, a number of florists regarded them as a rather objectionable foreign weed which never ought to have been imported into a respectable Christian country. And then quite suddenly, and for no reason known to either God or man, all the world began to buy tulips and raise tulips and sell tulips and speculate in tulips and hyacinths, and even the humble crocus was worth its weight in gold. Over night, a single bulb which in the olden days had sold for a couple of stivers might bring a thousand or two thousand or even three thousand guilders, and in one instance, in the town of Alkmaar, a new variety called the 'Admiral of Enkhuisen' sold for not less than 5,200 guilders."

Substitute for the word "tulips" the words "common stocks" and you have an amazing story of the 1929 boom in this country. Perhaps it will not be so difficult for our present-day investigators to set forth in descriptive language the characteristics of the period we are passing through, but it is extremely doubtful if any will emerge with so choice a moral as did Van Loon in concluding that:

"When a whole nation goes mad, no matter for what cause, it is useless to try and reason about it. In God's own good time, order will be re-established, a few people will have made a lot of money, many more will have lost all they had and everything will be as it was before until the next outbreak of wholesale lunacy."

Paul Willard Garrett.

[Copyrighted, 1931.]

Lifts From Man's Shoulders Burden of Ages.

Myron C. Taylor's views on this machine age read more like the expression of an unbiased observer interested in the general good of man than the principles of a selfish industrial captain.

Nobody understands better the ramifications of machine development in this age than the chairman of the finance committee of the United States Steel Corporation, but how many men in high executive position share his broad views on its relation to man? What Mr. Taylor believes is that the mechanical production of primary commodities is "an intriguing and a continuing expression of man's effort" and "is putting the world forward a distinct and glorious step in lifting from man's shoulders the burdens of the ages."

Says Mr. Taylor: "The machine is of no use without the control and direction of man—and he can and does control it and direct it. Our problem

—now that in so many ways we have brought the machine to aid the labor of our Nation that all of our primary commodities, either of raw materials or of manufactured articles, are strongly influenced by it—is to organize and systematize its use, and in so doing to benefit mankind, not to injure or destroy mankind. Through these instrumentalities the quality of mind that is developed to control and direct the mechanics of the age is necessarily of an improving and a higher order. That in itself means progress for the individual, and in that progress there is a cheapening of product, bringing a vast variety of useful and enjoyable commodities within the reach of all, and a corresponding awakening of the intelligence of man which promptly

reaches out for these new benefits. Triumphant over the whole field stands not the machine, but the man."

Those who fear that the spread of the machine in this era is crushing man should give thought to Mr. Taylor's view that "we who are interested in these problems can bring about such an ordered system that the individual will find the burdens growing lighter, opportunities becoming greater and the enjoyment of life by him and his family and those about him expanding

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and improving in every direction."

Time alone will tell whether our great captions of industry and economic leaders will through intelligent planning work out methods to make the machine serve man, but momentary adjustments difficult in character should not blind our eyes to the need for and possibilities in such a program:

Paul Willard Garrett.
[Copyrighted, 1931.]

Premium on Book Value Lost.

With book value superseded by earnings and dividend records as governing factors in appraising stocks of holding companies, many interesting comparisons are being brought to light by annual statements.

It is found, for instance, that whereas shares of holding companies usually sold at a premium above book value in the last year or so, many have been selling at a discount and have declined more rapidly, therefore, than book value. More attention has been given to possible shrinkage in earnings and dividend reductions.

Even where dividends have been cut, yields often are higher than they were before the market break, when most emphasis was placed on book values.

In the case of the Insurance Securities Company, for instance, it is estimated the book value of holdings at the end of 1930 was between \$14 and \$15 a share, compared with about \$18.50 a share a year previous. This decline of about 25 per cent. compared with a drop from \$23 to \$6 a share in the stock, or 73 per cent.

In the 1929 bull market book value was about \$21 a share, while the stock sold as high as \$33, a premium of about 57 per cent. Even after the November break that year the stock continued at a premium of about 12 per cent., and up to last June, when it became apparent the book value had further depreciated slightly, the stock sold at a discount of only about 8 per cent.

The reduction in the dividend from \$1.40 to 70 cents a year resulted in a sharp decline in the shares, and the stock yields now almost 10 per cent., compared with an average return for several years previously of more than 5 1/4 per cent.

The company, which owns and manages eight insurance companies handling a diversified business in forty-five states, is a holding company, as distinguished from an investment trust.

Its constituent companies had a total premium income of \$22,493,000 last year, compared with \$22,950,000 in 1929. Net premium income of the fire companies showed an increase for the year. The parent company has outstanding 869,194 shares.

William Russell White.
[Copyrighted, 1931.]

To Launch Mohair Plush Campaign.

Believing a wider consumer knowledge of mohair plush upholstery fabrics would open entirely new markets for that type of furniture upholstery, members of the mohair plush group of the National Upholstery Textile Association have appointed a committee to consider launching an educational campaign this year.

Recent Mercantile News From Indiana

Frankfort—Walter W. Campbell, secretary and manager of the M. B. Thrasher Dry Goods Co., died in a hospital here. It is believed that his death was due to injuries received in a recent automobile accident, which at the time were not thought to have been serious.

Evansville—A settlement of 22 per cent. on general claims and 100 per cent. on liens and priority claims by the Raphael Bros. Dry Goods Co. was accepted by a majority of creditors at a hearing conducted by George F. Zimmerman, referee in bankruptcy here. The settlement, however, will have to be approved by Judge Robert C. Baltzell, of the U. S. Court, here, according to Mr. Zimmerman, who said that Judge Baltzell would set a date soon for the final hearing. The petition in bankruptcy against the firm was filed by Samuel Bros. & Co. George L. Mesker & Co., and the Wimsett System, Inc., in December. A total of 375 creditors alleged claims of \$62,515.

Stinesville—Jan. 30 in the U. S. District Court at Indianapolis has been set for hearing on motion made by the petitioning creditors to dismiss the involuntary bankruptcy proceedings filed against Millard L. Easton, dealer in general merchandise. An affidavit filed in this case sets for a list of creditors of the debtor. Eight claims are listed. Those of more than \$500 are: Monroe County State Bank, Bloomington, \$1,167; Hibben, Hollweg & Co., Indianapolis, \$746; First National Bank at Bloomington, \$2,000, secured by mortgage on real estate. Regester & Regester, Bloomington attorneys representing the debtor, recently filed a petition asking for extension of time, and stating that negotiations were under way between the debtor and his creditors with a view of making adjustment and settlement to their entire satisfaction. The petition further asked for dismissal of the cause.

Lebanon—An involuntary petition in bankruptcy has been filed against Wilber Moore, trading as Moore's Five & Ten Cent Store and Lebanon Wholesale Grocery Co., in the U. S. District Court at Indianapolis by the Century Biscuit Co., Indiana Tinware Co. and Mutual China Co., all of Indianapolis, with claims in total sum of \$883 asking an adjudication in bankruptcy. The petitioner alleged that debtor, while insolvent, committed an act of bankruptcy by transferring part of his property to certain creditors, such transfers consisting of payments of money to creditors, the execution of mortgage on real estate located in Indianapolis to secure payment of a note to various endorsers which note was executed Jan. 2, 1930, but said mortgage was not recorded until Oct. 2, 1930. Petitioners further point out that thirteen suits have been filed in behalf of merchandise creditors against the debtor and that said creditors will obtain a preference if they are permitted to obtain judgment and have a levy made to satisfy such judgment. Petitioners represent that debtor will execute, in writing, an admission of his inability to pay debts and willingness to be adjudged a bankrupt on that ground.

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"The Bank Where You Feel At Home"

16 CONVENIENT OFFICES

ROMANCE IN RETAILING.

Selling Furniture By Helping Dealer Sell It.

Having been a retailer thirty-five years I know little or nothing about making furniture and for this reason persons who have known me many years wonder why I became associated with a small concern making upholstered furniture.

Perhaps it wasn't entirely a matter of choice, but anyway here I am and after about six months of it I am still sticking to my original idea, which is that Grand Rapids is full of fine men who know how to make furniture, so why should a novice like me meddle in that end of it, but the stoppage in the system is from dealer to consumer and because that's my forte I am devoting all of my time to helping the dealer sell.

It is obvious to most manufacturers that a decided change in furniture retailing must take place before they can hope for anything like normal business and let me add that unless retailers wake up to this fact quickly the radio, automobile and vacuum cleaner salesmen, who are specialists, will get the housewife's money, which should go for furniture.

Manufacturers cannot afford to hire specialists to work with their dealers on this new way of retail selling and yet it seems to be about the only way to get business these days. Sell your goods to the dealer and then step in and sell your goods to his customers. That is all I have been doing since going into this business and I'm frank to say that it is about the only way we can get orders.

Most manufacturers have had to put their salesmen on a straight commission basis because their sales didn't warrant a salary guarantee. That is why so many changes have recently taken place in the ranks of factory representatives and yet there was nothing left for manufacturers to do. Many had kept their men on the old basis, at a loss to them, for several months.

But how does the salesman make a living when the commissions on what he sells hardly pays traveling expenses. The answer is "he does not." So it is high time Mr. Manufacturer steps in and trains his salesmen along this new way of selling, so that he becomes capable of doing some intelligent preaching of the gospel of interior decoration as applied to retail selling.

Perhaps it is the store owner's job, but you are the source of his supply and you owe him this assistance. After all, he is your only outlet and you had better do your part in helping him train his sales organization to sell your goods the way you know they should be sold.

Supposing your salesman had a fair knowledge of interior decoration, including room arrangement, color harmony and period furniture, and knew how to apply this knowledge to salesmanship and instead of just calling on the dealer to sell goods he had made appointments to meet the dealer's sales force, to give them a pep talk on the right way to sell furniture. Wouldn't it help a lot?

That is exactly what I do, but I go

the plan one better by selling only one article, the Anne Hathaway chair, which we have trade marked and which is sold on romance and historic background. The story sells the chair and I know how to tell the story most effectively and teach the salespeople of our dealers how to use it the same as I do.

This is the organized sales talk, of which printed copies are given retail salesmen to study and memorize, and don't think for a minute that it is a silly idea, because the greatest life insurance salesmen in America use organized sales talks. Some of the country's greatest insurance salesmen have used a single sales talk for five years—used it a thousand times without a change.

By actual demonstration, using their own customers, we teach salesmen how to sell furniture in the home of their prospect, how to follow up sales of furniture and sell the customer additional pieces such as end tables, lamps, foot rests, etc., how to get the customer's confidence by re-arranging a room, suggesting simple changes in colors so that she will be sufficiently impressed to want this salesman's advice and suggestions whenever she needs furniture or furnishings.

Wherever we place our chair promotion we stay for three days, working all the while with the store's sales organization and with the customers who are attracted by our special window display and advertising. Customers who come in to see the chair are given exactly the right sort of sales talk that has proved most effective in making sales. We follow each chair into the home of the purchaser and it is surprising to store salesmen how many orders are taken in the home after the transaction was presumably closed. It has been very gratifying to note the change of attitude on the part of the stores sales organization after we have been among them a few days. We have had a lot of favorable comment from store managers who tell us that this new slant in selling puts new life into the salesmen.

We couldn't afford to do all this unless liberal sized orders for chairs were forthcoming and that is the satisfying part of the whole scheme. The greater our effort in teaching the stores people how sell these chairs intelligently the more they sell. Of course, they would sell more, as the radio salesman who specializes on radios sells a lot more than the furniture salesman. The radio department in many stores has been the only paying end of the whole furniture department and only because it is a six to ten turn proposition, while furniture only turns from one to two and one-half times a year.

Anne Hathaway chairs will turn fifteen times a year if the salesmen continue to use their organized sales talk in selling it after we are gone, the same as while we are with them and it is not a cheap item by any means, so it is entirely outside the price appeal class of merchandise which has been flooding the market of late.

In my visits to retail furniture and department stores everywhere I find most of them hungry for new selling

ideas and the floor salesmen, almost without an exception, are anxious to adopt new selling methods but they must be properly presented and our method of actual demonstrations is by far the most effective.

Frederick C. Oltman.

New Bicycle Motor Offered.

A manufacturer of automobile parts has developed a bicycle motor, weighing only twenty-five pounds, which can be bracketed on the front forks of the bicycle with the weight resting on the wheel rather than on the frame. The gasoline tank has a capacity of one-half gallon, giving a cruising range of forty miles and the bicycle a speed of up to twenty-five miles per hour. The complete motor sells for \$55, f. o. b.

The "dead beat" is with us in large numbers. Beware of him, for he may come to life sooner than expected.



Mothers know foods

—especially foods for babies. And mothers in every neighborhood in America have chosen Carnation Milk because they know that it is nourishing, uniform and safe. Their judgment is backed by the best medical authority too.

It's easy to take advantage of this big, baby-feeding market that Carnation magazine advertising has built for you. Just display the red and white tins where they will be handy when mothers ask for them.

Carnation Company
Carnation Bldg., Oconomowoc, Wis.

Carnation Milk

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MUTUAL FIRE INSURANCE

Chrysler Goes Mutual.

A leading article in a recent number of the American Agency Bulletin, the official organ of the American Association of Insurance Agents, is entitled "Chrysler Goes Mutual," and purports to give the views and opinions of the organization regarding the placing of fire insurance in mutual companies as opposed to stock companies who write through authorized agents throughout the country. The fact that many mutual companies do business through regularly appointed agents doesn't seem to make much difference to rabid stock company agents who see no virtue in anything having the mutual label. That the Chrysler Motor Corporation has seen fit to place its stamp of approval on mutual insurance, which is their undoubted right, appears to be all the more reason for condemning this purely business transaction. That it is reported that over four million dollars of insurance is involved makes the deal all the more aggravating to the "service giving" stock companies with their subservient agents and representatives. That all the mutual fire insurance companies of the country may benefit and make capital out of the placing of this large line must be the unpardonable sin of the Chrysler Motor Co. for which it is to suffer the proper punishment. The inference is drawn that this manufacturing corporation wants to start a fight with the stock insurance interests of the country while in reality surface indications are that the stock insurance interests are preparing to fight the motor corporation.

What the stock interests are really concerned in is that this deal, so bitterly complained about, is indicative of something that is going on everywhere throughout the country. The people appear to be becoming more "mutual minded" every day as they learn more and more about the advantages and benefits accruing to mutual insurance policyholders. That is what the stock insurance interests are fighting at every opportunity. While the stock interests are thus busy in fighting the mutual idea, it is a wonderful time for a mutual company to advertise and for mutual agents and representatives to go out and get busy.

This is how the Agency Bulletin sizes up the Chrysler Motor Corporation's reported insurance deal:

"A persistent and apparently well founded rumor from Detroit has it that the Chrysler Motor Corporation has cancelled its \$125,000,000 of fire insurance carried by stock companies on the corporation's main plant in that city and has placed the coverage with the Associated Factory Mutuals of New England.

It is further reported that the line was taken at so low a figure by the mutuals that they are endeavoring to make up the deficiency by seeking other large lines, using the greatness of the name of Chrysler to induce other corporations to follow suit.

The line has been carried for years by stock companies, and has been written through regular agency channels. These companies are said to have offered an attractive figure in order to re-

tain the business, but not sufficiently attractive in the light of the mutual offer.

Stock company officials are said to be resentful that the action of the Chrysler corporation has resulted in a flood of mutual propaganda, designed to attract other large corporations, to which the Chrysler conversion is held up as a notable precedent. The belief is expressed that Chrysler cannot be in ignorance of the use to which its name is being put by the mutuals and that such advertising and solicitation as are employed are being used with the actual or implied consent of the corporation, to the detriment of the stock companies.

If the rumor be true, and there is good reason to believe that it is, National Association members will be called upon to do renewed battle against the mutuals and reciprocals in their efforts to wrest away the business which the service-giving stock companies have carried with a maximum of efficiency, through the agents, for a considerable time.

The present situation recalls the famous Chrysler-Palmetto case some years ago when Chrysler started issuing insurance on the new cars it sold on the deferred payment plan, ignoring the local agent, and issuing the policies direct to the insured with an invoice of sale through the Palmetto Fire, a small company then operating in South Carolina. The National Association of Insurance Agents accepted the challenge with the result that Chrysler was defeated in the Supreme Court of the United States.

A prominent underwriter in Detroit is quoted as saying that, while the Chrysler company is within its legal rights in placing its insurance where it likes, he considers it unfair to the stock companies which have carried the risk so long, for Chrysler to permit the mutual companies which have captured the line to write to other automobile manufacturers, pointing out that Chrysler has placed its insurance with them. He considers this paramount to Chrysler's placing its stamp of approval on mutual fire insurance as against stock fire insurance.

A member of the National Association has expressed the opinion that it appears as if the Chrysler Corporation wants to start a fight with the stock insurance interests of the country and that its reported action in the present case is not going to engender a friendly feeling between the company and the vast army of stock company officials and agents.

An executive interested in the Chrysler line is reported as saying: "Knowing what I do about the form and rate at which the business was written—particularly the form—I fail to see where there is any profit in it. If the mutuals had simply written the business but could not advertise the fact, there would be no advantage in it to them, as I see it; but it is the fact that they apparently are able to broadcast the story with what certainly would appear to be the consent of the Chrysler corporation, that makes the transaction of greater value to them."

If good stocks aren't cheap, nothing is.

Spring Paint Plans.

We haven't heard the first robin yet, but the paint salesmen are dropping in so we know that the paint end of the business needs thought now. Always best to get an early start on these major lines.

How many homes are there within a one mile radius of your store that are sadly in need of a coat of paint? One of the most consistent plans on earth is to take an auto ride, cover a mile or two circle and jot down the address of the places actually in need of painting. The hardest looking ones. Check on whether they are rented, or owned by the occupant—line up the landlords, where rented, or even vacant.

This thing of securing paint prospects is vital if we are to have the right kind of paint business. The idea of sending out several thousand circulars and color cards hit-and-miss is all right, as far as publicity is concerned, but one well directed campaign at a man whose house really needs painting, is worth a dozen shots at homes with no such need at all.

The jobs definitely in sight can be worked either by personal calls, by telephone or by mail. Perhaps the Omaha man's idea of sending a good personal letter first, then following this in ten days by a personal call is the better plan. The letter breaks the ice, or paves the way—an introduction so when the personal call is made the prospect has a sense of familiarity with your firm and your line.

Over the phone the solicitation should be in the form of an invitation to the store, "to drop in when con-

venient and see the new spring ideas in trims and colors."

If we have a good salesman on the floor who is not filling in his full time with actual sales, he can be used as a solicitor. This brings to mind a glaring fault with many stores handling paints. They are stocked like canned prunes, or baking powder, or wall plaster and the clerks are not sufficiently posted on the actual merits of the paints, or on the art of decoration. Paint knowledge is essential, and the clerk who can answer with intelligence the various problems as brought up by the customer is going to win many more sales than the uninformed one.

The paint manufacturers are ready to co-operate to the limit to instruct their dealers and the dealers salespersons and this co-operation should be taken full advantage of.

Inventory the paint stock early, check on the ready sellers and avoid that deadly enemy of progressive merchandising, "We are out of it but will get it for you." That doesn't go in this day and age, folks want what they want, when they want it—and it is most frequently the thing most in demand that we are most often "out of."

The printed material furnished by the makers, should of course be included in all outgoing orders, and on enamels and lacquers which have a year round sale the inserts should be used regularly. Paint windows are among the most effective of any merchandise, and the right plan is to figure ahead, to make them unique and to have them working as soon as the first dawn of the spring painting season breaks.

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THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

BETTER MERCHANDISING.

Opening Address of President Wolf at Hardware Convention.

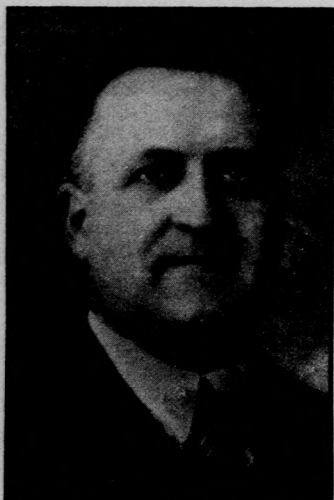
The making of a convention is a responsibility jointly of the officers and the members of the association.

The officer's responsibility is that of planning the program, arranging for the meeting, making the plans known to the members and bringing the program up to the point of presentation.

Here begins the responsibility of the members—to attend the sessions, to participate in the discussions, to glean from them such usable helps as may be projected, and afterwards to apply these ideas in the conduct of their business.

In the measure that these responsibilities are respectively met do we make progress as an organization functioning for the advancement of a craft and as members of the industry of which we are components.

In opening this convention, it becomes my duty to give you in a brief way the background and purpose of the program on which we shall try to



Louis F. Wolf

focus attention during the four days that we are assembled here.

The theme of our meeting is Teamwork in Hardware Merchandising.

In harmony with our sister associations in the National affiliation, we have taken this theme from the 1930 congress in St. Louis.

For some years our convention programs have been directed rather strictly upon examination of ourselves as the Henry Browns of Hardware retailing—of our weakness and our strength, of our opportunities and our accomplishments.

Adhering still to the retailer viewpoint, we sought last year to learn in an organized way something about the John Smiths, Consumers, in whose service we operate.

This year our focus broadens to include a consideration of the obligations of the other branches of our industry as well as to study further our own part in the efficient distribution of hardware in competition with those other commodities which clamor for the consumer's patronage, and those numerous other agencies which strive to share with us the handling of hardware and related commodities.

None in this audience needs to be told that the pressure of competition is greater and the requirement of proficiency in merchandising more exacting to-day than ever before.

The trying year just closed gave extraordinary emphasis to problems which in more favorable times are nearly, if not quite, lost to view under a veneer of seemingly easy prosperity.

Under the stress of depression we have learned afresh the importance of obtaining sales volume, of buying properly, of watching margin and keeping expenses within control.

These problems which 1930 brought into such bold relief differed only in degree from those so-called better years. But having had them so recently and deeply etched upon our minds, we should be the better able to now consider them effectively and to arrive at conclusions that shall be of practical value in the propitious times that lie ahead.

To design a program appropriate to present circumstances and at the same time fundamentally helpful, to provide for an expression of opinion and experience from all interested viewpoints, touching upon the entire range of retailing in our field, has been the effort of your officers.

We believe that the outline for this week is adequate for the purpose and that with your consistent co-operation this convention will be one well worth while.

Our convention theme is divided into four session themes. Each within itself is complete as to its portion of the whole, but all must be taken together to form the picture intended by the program. For that reason it is important that each member attend every session, beginning with this first one and continuing through the fourth.

To-day we are to consider the merchandising job in a broad way, to-morrow our subject will be Retail Hardware Management, and the following day it will be the Business of Selling. The last session, giving attention to the Problem of Buying, promises to equal if not to excel any of the others in interest.

In our advance publicity to you we indicated the outline of topics for the various sessions, and we trust that you have come with definite thoughts in mind for your constructive contributions to the discussions as they shall take place.

All of us know from previous experience the complexities that beset merchandising.

From these simple bygone times when distribution lines were well defined and the consumer's wants little involved, we have changed tremendously. A description of the transformation would be only a recitation of facts with which each of us is fully familiar.

The field of serving the consumer which formerly we may have regarded possessively has been invaded by many and various agencies, some employing tactics violative of accepted practice standards.

The predatory price-cutter who demoralizes the retail price on well known items, the high pressure salesman with his superlative claims of quality and unlimited (and subsequent-

ly unfulfilled) promises of service, credit extended to absurd lengths, advertising that borders closely upon misrepresentation of goods and of the economies inhering in certain systems of distribution—these are among the outstanding aggravations of which we are all thoroughly cognizant.

These evils thrive upon the carelessness and credulity of consumers, not alone to our vexation but in many cases to the actual detriment of those who otherwise might be numbered among our customers.

Careful consideration convinces us that no other form of distribution has yet demonstrated its ability to serve the consumer so fully and yet so economically as does our own so-called independent system, notwithstanding its lack of the spectacular and its sometimes seeming conservatism.

But consumers are often lured by the incidental savings on a few foot-balled items, or by the cleverly phrased descriptions of easy terms which in their ultimate effect may be positively subversive of the Smith's interests.

At the same time and strictly within legitimate bounds we are also confronted with constantly improved and even more potent methods in every field of merchandising endeavor.

We see the analyses of consumer markets, the ultimate in effective sales promotion, in the display of goods and in personal salesmanship in the capitalizing of these markets by an ever-growing number of commodities competitive to those that compose our stocks.

Merchandising means combining merchandise and methods in keeping with the times, progressiveness linked with aggressiveness in meeting the requirements of the day.

We are faced with the necessity not only of maintaining our merchandising service in a manner to compare favorably with the most progressive in whatever line of distribution, but also of keeping consumers continually convinced of their advantage in utilizing the services that we provide.

We firmly believe that the mass distribution of which we hear so much and of which we see examples in the ever-extending chain systems becomes a disservice to the public in the measure that it displaces the established independent store whose complete service it fails to equal.

In the absence of convincing demonstration that others can, or will, render that full merchandising service which is essential to the needs and convenience of consumers, and that they can perform an adequate distributive service for manufacturers, we hold that the independent dealer deserves the respect alike of consumer and manufacturer.

This two-fold competition which faces us—other commodities competing with hardware for the consumer's dollar and other agencies competing with ourselves for the hardware dollar—is primarily our concern as retailers.

Our positions and our contracts afford us the opportunity to know first hand what the consumer needs or wants in merchandise or service.

Likewise we can, and should, inform ourselves exactly of the character of

our competition—not cursorily, but in precise and complete detail.

These are obligations that no merchant worthy of the name would be disposed deliberately to evade. But they are not a concern solely ours.

Our suppliers are involved as parties affected by the consequences of the contest. Not only our wholesalers, whose interests are inextricably intertwined with ours, but also those manufacturers whose products are mainly distributed through the independent channel.

Because of this mutual concern, we feel that our associates in the independent distribution of hardware have an obligation that goes beyond mere sympathetic interest in the problems whose force and effect we are first to feel.

Theirs is an obligation of active assistance in analyzing the situation, even through to the ultimate consumer, in devising means for the solution of the problems involved in passing their products on to the users, and in meeting competitive conditions.

In these brief introductory remarks I cannot go farther into a discussion; I merely mention them as the matters to which we are to direct our thinking at this session.

We are to have the benefit of counsel from the other factors of our industry, and we hope that the discussions which we shall now have may prove mutually instructive and beneficial.

A Business Man's Philosophy.

Every sensible buyer hopes and even insists that sellers make a fair profit on their transactions with him, because this profit gives the buyer the whip-hand in dealing with any of the seller's deficiencies. By playing on the seller's fear that he may lose this profit, the buyer can get almost anything he may reasonably desire.

If business were on an altruistic basis we should never be sure of our milk being on our doorstep each morning. How could we complain if the milkman decided to take a day off? That is a very human desire. By encouraging the milkman to be selfish and to make a profit out of his trade with us we insure prompt and regular attention to our needs.

On this basis of mutual selfishness, billions of dollars of business is transacted each year and mankind's economic needs are satisfied. Well-meaning, but inefficient sellers are eliminated by the refusal of buyers to put up with good intention unsupported by results. Crooked and greedy sellers are also eliminated by the refusal of buyers to tolerate dishonesty.

William Feather.

Empty Victory.

It was pouring. Two men who had quarreled went out in the rain to settle their differences. They fought until one got the other on his back and held him there.

"Will you give up?" he asked, and the reply was "No."

After a time the question was repeated, but again the reply was "No."

"Then," said the other, "will you get on top for a while and let me get under? I'm getting wet through."

I WILL...



- I WILL... Select carefully the institution to help me before attempting to select investments.
- I WILL... Seek investment counsel rather than wait until approached and possibly sold promiscuous securities from unknown sources.
- I WILL... Discard the costly "Trial and Error" process in my investing and instead, profit by the broad experience of a reputable company specializing in this work.
- I WILL... Make known to that company my financial situation and abide by the advice given as to further investments.
- I WILL... Place my dependence on the character, experience, and reputation of the advisor I have selected rather than on just the statements made in circulars, for weaknesses are never underlined or written in red ink.
- I WILL... Choose safety of principle and not seek higher yields; for I believe the accuracy of even the best experts decreases as the interest increases.
- I WILL... Diversify consistently my holdings, knowing that even these resolutions and the most competent help cannot bring absolute safety in a changing world.
- I WILL... Remember that the safer, more conservative road is always the fastest.
- I WILL... Realize that financial "Air Castles" are expensive in practice and should be indulged in only as an interesting pastime.
- I WILL... Adopt the foregoing as my investment policy, recognizing that although it does not insure perfection, it approaches it as closely as it is humanly possible.

■

**GRAND RAPIDS TRUST
COMPANY**

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.

New Weaves and Colors in Spring Woolens.

With the acceptance of the woolen frock for practically all daytime occasions, an entirely new line of woolens has appeared. There are, of course, variants of the tweeds—a name that covers a multitude of weaves—but the latest are the novelty woolens or rough, nubby, even wiry surface, lively in color, for topcoats and the two-piece tailleur. A material for which great success seems assured is a mixed basket weave, of yarn that resembles heavy twine, but is open and light. The colors are beige, gray, tobacco brown, French blue to navy and black with flecks of white or a lighter shade than the goods. A thread of bright color, most often scarlet, woven through the wool of neutral and dark colors, adds life to the fabric. Dramatic effects are shown in black and white, mixtures sharply accented, and in checks. Rough diagonals in both solid colors and mixtures, suitings in irregular checks and plaids, plain camel's hair and Oxford covers are among the weaves that will be used in garments of a more conservative style.

Plaids are a significant feature in woolens. In the heavier weaves they are shown for sports frocks, coats and skirts, attractively illustrated with Paris models. Three distinguished French houses, Rodier, Meyer and Olre, have brought out a large variety of the lighter-weight materials in wool and in wool and silk mixtures for frocks, ensembles, and for chic combinations in which the jacket is made of plaid, the skirt of plain goods and in reverse order. Rodier is sending a brilliant collection of woolen materials original in design and color composition. This creator is showing some stunning fabrics of open square mesh, in a range of twenty colors. Very smart are the new greens, especially artichoke and fern—and the Spring yellows.—N. Y. Times.

Sales Value Declines in Department Stores.

Department store sales for December, 1930, were 9 per cent. smaller in value than for December of the preceding year, and were accompanied by a decline in the level of retail prices, the Federal Reserve Board announced in a statement Jan. 30.

When allowance is made for one extra trading day in December, the decrease from a year ago is 14 per cent., it is brought out. The Christmas seasonal increase in December was less than estimated, it is added. The Board's announcement follows in full text:

Department store sales for December, 1930, were 9 per cent. smaller in value than for December, 1929. When allowance is made for one extra trading day in December, 1930, the decrease from a year ago is 14 per cent. This decrease accompanied a decline in the level of retail prices.

Sales for December as in other years were much larger in value than for November, on account of Christmas buying. The increase this year, however, was of less than estimated seasonal proportions, and the Federal Reserve Board's index of daily average department store sales, which is adjusted for seasonal variation, declined by 4 per cent. in December. A factor in this decrease was a further decline in prices from November to December.

Credit Situation Has Bright Spots.

While current reports indicate that the credit situation of many retailers is not altogether satisfactory, some exceptions throw a more pleasant light on current conditions. Instances continue to come to the attention of garment trade credit managers in which large stores are anticipating their payments. A well-known Middle West store, for example, recently sent checks covering its accounts ahead of time, without deducting for anticipation. Similar action was taken by local stores in recent weeks. Where quite general complaint is made about credit conditions it is based, aside from slow payment, on efforts of retailers to obtain extra dating on current purchases.

Polo Shirts Sharply Reduced.

A volume of sales in polo shirts at least equal to if not exceeding the tremendous business done last year is expected by some factors in the trade. While many producers were unable to make deliveries during 1930, due to the heavy demand, it is pointed out, improved machinery will be able to take care of all orders this season. The rayon reduction has resulted in sharply reduced prices also. One of the leading branded firms that delivered shirts to retailers at \$15.50 per dozen during 1930 will quote a price of \$10.50 this season. Other houses are reducing prices in the same proportion. While buying has not started yet, February will see the first purchases on a large scale.

Basement Sales Show Up Well.

One of the features of retail turnover thus far this month has been the gain in basement department turnover. To a certain extent this gain was expected in view of general business conditions, but the increase was said yesterday to have exceeded expectations. Ready-to-wear children's apparel and low-end home furnishings and domestics were credited with being major items in the turnover. Resident buying executives catering to stores with basement departments also report an increased volume of orders to cover the needs of these divisions. Much of the merchandise being ordered is of the regular type owing to general confirmation of reports of lack of distress goods.

Silks Showing Steady Gain.

A steadily broadening demand continues to feature current activity in Spring silks. The improvement since the first of the year has been so marked as to encourage leaders in the industry to believe that the season will be one of the best experienced in recent years. Stocks of low end silks have been steadily whittled down by the demand from both cutters-up and

retailers and immediate delivery is reported as somewhat difficult to obtain on some fabrics. Price advances have not become general as yet, but the market shows a much firmer undertone. Pure dye silks are active. Prints lead the market, with particular interest in dark ground designs.

Bureau Lists Closed Banks.

A list of banks throughout the country which have been closed has just been completed for the guidance of retail credit managers in the cashing of checks and in handling reference applications for credit by the Credit Bureau of Greater New York, Inc. The Bureau will supplement the list by monthly additions of other banks which are closed. In most cases, the announcement said, the bureau will be able to secure the record of an individual's account in a bank which has been closed. A working arrangement has already been made with the examiners of the Bank of United States to clear references given on that bank.

Dairy Supply Men Launch Survey.

Confident that distribution costs in the dairy and ice cream industries can be cut nearly 50 per cent. if closer co-operation between the machinery and producing markets can be established, the Dairy and Ice Cream Machinery and Supplies Association has undertaken a survey of both markets. The survey, which will last for a year, according to officials of the Association, is expected to disclose over a score of avenues of needless expense in the sale and delivery of machinery and supplies. The project was referred to a committee at the annual meeting early last week and approved by the committee.

Men's Wear Orders Up 30 Per Cent.

An increase of 30 per cent. in the volume of business transacted during last month over January of last year is reported by the president of one of the leading men's wear manufacturers. While the number of buyers going to the market during the month was not so great as that of January of last year, larger orders were placed, he said. Purchases by mail were also much heavier, he declared, particularly from those stores whose buyers usually made only one trip to the markets. A greater volume of goods for sales events were purchased during this month and Spring buying was started earlier, he asserted.

To Open Men's Wear Fancies Late.

Indications are that men's wear fancy woolens and worsteds for Fall will not be opened much before March 1. While the showing of staples and semi-staples for the new season will be governed by the inclination of buyers to operate it, it is held that general openings of these goods are not likely before the middle of next month. The current demand for worsteds shows a strong tendency toward plain patterns and colors, a trend said to reflect the effect upon consumers of the current business situation. Herringbones and diagonals lead in buyer preference.

Slight Gain in Glass Activity.

The movement of window glass, while in somewhat better volume than at the beginning of the year, continues

in unusually light seasonal volume. Such new business as developed undoubtedly reflects to some extent the depleted condition of jobbers' stocks after inventories. It would appear, however, that the big majority of orders placed with manufacturers this month have been for early or immediate trade needs. Demand for plate glass is slow and there was little in the past week's developments to indicate that the hoped-for improvement is at hand.

Hosiery Prices Reported Firmer.

A decided pick-up in hosiery sales during the last ten days is reported. The large buyers have been submitting specifications to cover their blanket orders placed toward the end of last year and deliveries starting immediately and to run through March are being asked. A few of the large chains have not specified goods yet, but they are expected to do so shortly. Although prices continue very low, agents believe there is a slightly firmer tone to quotations. There has been some discussion in the trade of a possible advance in prices, but this is not regarded as likely in the immediate future.

Retailers To Meet on Sales Tax.

The first general meeting of the recently organized New York State Council of Retail Merchants will be held at the Hotel Pennsylvania Thursday, according to announcement made by Donald M. Dey of Dey Brothers & Co., Syracuse, president of the organization. The proposed retail sales tax in New York State will come up for consideration. In referring to the tax, Mr. Dey asserts the proposed levy "would affect retailers doubly, making them accountants for the State and place a tax on sales which would have to be absorbed or passed on to the consumer."

See 1931 Price Average Down.

Only an abnormal rise in business, not too long delayed, will bring the 1931 price level to an average similar to that of last year, according to opinions expressed by representative members of the National Association of Purchasing Agents in a survey made public last week. At present indications are that average prices for this year will be 10 to 15 per cent. below the average for 1930 and that price declines in commodities still outnumber advances. Such forward running contracts as have been placed, the statement concludes, are at figures substantially under last year's quotations.

Rise in China and Glassware Sales.

Proof that the popular price china and glassware industries have started on the upgrade after a year of indifferent business is seen by several manufacturers who report that their orders since the first of the year have exceeded those booked during the so-called banner month of January, 1929. The New York market has enjoyed unusual activity since the close of the recent trade show in Pittsburgh. Additional business is looked for in the first two weeks of February, when buyers are scheduled to arrive from the Pacific Coast, Southern and New England States.

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.

Prove There Is Profit in Doing a Bit Extra.

Remember the old barber shop days when the shaving mugs of the prominent men graced the walls, each mug bearing the name of the owner? An adaptation of this same idea has been worked out by M. J. Cox, Bloomington, Ill. Cox has his men's shoe department down in the basement of his shoe store. A regular men's den has been fitted up. Rows of clay pipes, all marked with the name of the smoker, are in racks on the wall. A radio, table with the latest papers and a jar of tobacco offer business men the chance of dropping in, when they feel like doing a little loafing and having a good smoke. The big feature is the handing a regular customer his own pipe while he is being fitted to a new pair of shoes. New customers take very kindly to this out-of-the-ordinary treatment, so that dropping into the Cox Shoe Store for a smoke is getting to be a regular habit.

Another unusual feature of this men's department is the keeping of an extra pair of customer's shoes on trees in the store. Nearly all business men keep an extra pair of shoes either at the office or store. Cox has educated them to keeping this spare pair in his store. When the need comes for a change, the shoes, all shined up, sitting on a pair of trees, wait the owner's pleasure. It is not unusual to get a phone call, requesting that the other pair of shoes be sent over to some office in a hurry. The foregoing is just a glimmering of why the men's business is pretty good here. It's rather an enviable situation for any shoe store.

"Look at that letter," exclaimed Steve Jay. "This is in answer to a letter that one of our junior salesmen wrote one Sunday night to a boy at school. It calls for \$20.50 worth of goods! That is what I call using the brain."

Get the background of this.

A group of us were chatting about the kind and type of raw material coming to the fore, from which the future selling organizations are being fashioned. Jay was most optimistic over the crop. As he is Stephen J. Jay of the big R. H. Fyfe Shoe Co., Detroit, a concern with several hundred people on its payroll, he is eminently qualified to speak with authority.

As Mr. Jay told it, about three years ago a bright-eyed high school boy stepped up to him with a click of the heels as he gave a snappy Boy Scout salute. It was J. L. Woodward, Case No. 1 under discussion. "I want to go to work for this store," was the frank, direct approach. Just because there was no opening at the time, did not stop his repeat calls. Finally his mother happened in to confirm what her boy had said about his desire to start with Fyfe's, for it seemed that his entire future apparently hinged on his forming a connection with this store.

That's how Woodward landed his job. As a starter it was the usual dusting of stock, mating up shoes and general stock work. An evident willingness to do more than was expected of him caused Jay to start training him as a shoe salesman. The boy's interest in the store did not cease when he was at home.

That brings us to the letter.

It is Woodward's habit to know every boy whom he contacts. "Knowing" means not only the name, address, size, width and style, all of which is the usual routine stuff, but knowing the particular sport, school, fraternity, associates and family life, of all who come to him to buy shoes. The Fyfe training, plus the pupil's willingness to learn, is exemplified in this instance.

One Sunday night, Woodward thought of a motherless boy, who was doing his first year term away in a military school. A friendly letter, with no hint of business, brought this reply:

Dear Mr. Woodward—I want the shoes enclosed replaced with a new pair of heels. Also the following order:

- 1 pair of black shoes.
- 1 pair of garters (\$1).
- 1 Griffin Shining Kit.
- 2 tubes Neutral Shine.
- 2 cans Tan Wax.
- 2 cans Black Wax.
- 2 Black Dyanshine.
- 2 Tan Dyanshine.
- 1 pair galoshes, men's size, to fit the shoes above.

I want a black, strong class pair of Black shoes for dress. I suppose you know the kind that I want. My size is 7½ C/E.

Please send this order as soon as possible.

An order amounting to \$20.50.

Two outstanding features of this stiff, boyish order, "I want a black, strong, classy pair of black shoes for dress. Suppose you know the kind I want." See the confidence expressed in style selection. Then get an insight of how thoroughly Woodward sells findings, for in this letter the polish ordered amounts to \$4.10.

Often a boy will write to Woodward, even before he does to his mother, or at the same time. Then it is Woodward's cue to immediately call up the home and repeat what Junior wrote.

Boys of two well-known Detroit families proved that the treatment accorded them in Fyfe's was right to their liking. In one politically prominent family, the boys are ten and thirteen years old. Judged by ordinary standards, the father is decidedly well-to-do. Yet Woodward collects all the paper clips and rubber bands he finds for these boys. The father's suggestion that it would be best for the boys to trade around in different stores was met with a flat refusal.

Another boy whose grandfather is one of the world's richest men was given a watch fob by the store, a present such as is made to all boy customers. This youngster asked for another. Later he boasted about selling the second fob for fifty cents. Neither this boy nor his brother will consent to purchase their shoes at any other store than Fyfe's.

Boys of good caliber are regularly entering the industry in those establishments which attract them. Perhaps those employers who claim the present

young people are not up to standard are themselves to blame for not attracting or training those who must do the selling job of the future. Certainly the Fyfe organization is in remarkable shape in that respect.—Boot and Shoe Recorder.

The Cash Bonus Proposal.

With the utmost sympathy for any veterans of the kaiser's war who may be in distress, Congress must pay serious heed to the warnings sounded by Secretary Mellon against the proposed cash distribution of \$2,100,000,000. He points out that such a payment would exceed by \$375,000,000 the present value of the certificates outstanding, thereby constituting a grant of that amount. Since the two billions and more could not be raised by taxation, the alternative is a bond issue. But the Government is already facing public-debt maturities in excess of \$1,100,000,000 within a few months and of \$8,000,000,000 within three years.

That the Government is mindful of its disabled veterans is shown by the fact that of a total of \$3,932,000,000 payable from the Federal Treasury for the fiscal year 1932 more than \$946,000,000 will be required for the new Veterans Administration. The budget items for this establishment are \$110,000,000 more than the appropriations for the same purpose in the preceding year. And they are expected to increase for many years. The endowment plan of adjusted compensation was designed to furnish the maximum benefit at the time most needed and thus to supplement the general scheme of veteran welfare of which the care of the disabled is one feature.

Mr. Mellon, as is his duty, is thinking of the financial condition of the Government. General Hines, who is officially in charge of veterans' affairs, believes this cash bonus would not be to their best advantage. He says that his office is prepared to lend \$20,000,000 to 300,000 applicants on their certificates. An alternative proposal in Congress, to increase the loan value of certificates, may afford a basis for compromise by those who feel that the veterans should receive some additional assistance at this time.

The late John Wanamaker told the story of a chief engineer whom, in the earlier days of his business, he noted

sitting around, apparently doing nothing. The power plant operated satisfactorily, but at that time he felt that this man was lazy. In the course of time another engineer applied for and was given the place as chief engineer. This new man was always going around around with a handful of tools, but the plant was eternally having trouble. Finally, Mr. Wanamaker sent for the old man, and offered him a little more money to come back, after which the plant seemed to operate without a hitch. He found the reason the man did so little was that he knew his business.

In these days of business depression, many people are practicing economy, while many others are economical without practice.

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Lansing, Michigan.

Organized
in 1912

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 Meats Are Sold Very Cheap in Rome.

Bacon, such as we understand it, is not obtainable in Rome. They have salt side meat—dry salted—and slab bacon salt and smoke cured, but there is no sugar cured even in the best shops, so far as my limited Italian enabled me to find out about in five weeks of housekeeping and home cooking. Seems strange, too, for this best storekeeper had an up-to-date slicer and cut me bacon of acceptable thinness. But it was a frost—salt and rancid. Rancid, however, is characteristic of much Italian food. See later notes.

Italians eat much meat and prices are surprisingly low. My note on the first dinner we cooked in our own flat reads: "Heavenly dinner of little or nix; best meat in six months or more—cost 28c."

It is a bit difficult to describe the shop whence came this steak, but I'll try. It is about nine feet front, with ancient style arched doorway eight feet wide and all of ten feet high. It is open, because no other light enters. Shop is perhaps 20 feet deep, with heavy arched wall back some fourteen feet. Back of the arch is the refrigerator. In front of second arch is wooden platform—all else being stone or tile—which lifts the serving butcher about a foot so he looks down from his eminence, over his high marble counter, at the purchasing populace.

This is characteristic of all food stores. It is most awkward and the why I could not learn—or have not yet learned. But the unconscious attitude which results is that of one who favors the buyer by serving him—sort of like a traditional prince condescending to his people.

Just inside the entrance are hung two great marble slabs, hinged to the inner door frame. These have big nicked hooks on their outer side, two rows of them on which are displayed cuts of beef, sides, legs, etc. Inside on the walls are the usual display hooks.

Behind one slab sits the cashier, evidently the proprietor's wife—solid, portly, comfortable, though the temperature is frigid. Her space is just enough for her knees to go under the little cash counter. This being an exclusive beef shop, I ask for bue—boo-ay and point to the price on the card which hangs in all shops. I buy as yet by signs, so when the right cut is brought from the ice box, I show about what I want cut. I am going it blind as yet.

The surprise is great, also the pleasure, when this bit of beef is broiled and turns up tender, juicy, flavorful. Later, when I get better acquainted with this beef seller, also better in Italian, I learn that his beef is "Toscana"—from

Tuscany. I find it stamped with an official insignium and learn that this is government inspected. It is immense in size and the handsomest beef I ever saw. Later we learned, in Perugia, what this beef was. It was from critters of the same general outline as are found on Roman sculptures, great, big-framed, pure white cattle. Evidently the breed persists from prehistoric times, long, horned and handsome.

The lambs displayed in Rome are so tiny that I shied off for some days. It seemed that such tender babies could not make good meat. But my wife and I ventured a few days later, getting four chops, with a kidney for 14c in real money. We are light meat eaters, so this was plenty for us, but the flesh was so tender and the flavor so excellent that we were charmed. My notes say we made two delicious meals on this purchase.

Later I found that lamb is thus cheap in Rome because of the great herds of sheep which are pastured on the Roman Campagna. This is the country round about Rome, famous for centuries for its fertility and its spontaneous growth of grasses. There is such abundance of this meat that lambs can be slaughtered so tiny, as delicacies, for prices so trifling as I indicate.

I am told that away from the Roman Campagna—cam-pan-ya—lamb costs much more, though I do not as yet know what "much more" may mean. Values, prices, money are all relative and three months have not enabled me to get a satisfactory idea of this bit of Einstein's relativity. But this does make one reflect on certain primitive features of this land of ancient customs, for great variation in prices within a few miles can only mean that transportation is not perfected nearly to our standard.

We know this is true as a general proposition. One needs only to glance at the European freight car—goods wagon, as they have it in Britain—to realize this. For here are cars on four wheels only—one truck at each end—with carrying capacity of between ten and twenty tons; and the rails and locomotives are in keeping with the cars.

The highways are good. They also ramify in all directions, having been in use before historic times. The ancient Romans tied together their vast empire in two ways: By good roads and by the imposition of their language on all subjected peoples. There are no better ways to-day to hold any people together. Hence in our own times the bulk of heavy traffic in Italy still goes by ox cart and horse power over those same highways.

Man power is the cheapest commodity on this peninsula—including woman power, of course. Don't let's forget the women. They do more fetching and carrying of heavy loads than Americans could well imagine possible. I shall write more on this later. But because human effort costs little, it is utilized in the raw as we have not used it for a century.

Thus one sees carts either ox hauled or horse drawn everywhere on the highways, going on at the proverbial snail's pace with all kinds of commodities. (Continued on page 31)



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"The Flour the best cooks use."

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VALLEY CITY MILLING CO.

Grand Rapids, Mich.

MEAT DEALER

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

Excessive Acreage of Grapefruit Is Inviting Disaster.

The grapefruit industry is heading toward almost certain disaster within the next few years because of excessive planting without regard to market possibilities, C. C. Teague, member of the Federal Farm Board representing the fruit and vegetable industry, stated orally Jan. 27.

Production of grapefruit this year was so large as to tax to the utmost the ability of all the marketing agencies to find an outlet at remunerative prices, Mr. Teague said. In the face of this condition, producers are planting rapidly and there are about 54,000 acres of grapefruit groves which have not yet come into bearing but will do so soon. There are now about 147,000 acres in grapefruit.

In the Rio Grande Valley, which is rich and should produce plentifully, there will be planted about 20,000 acres more of grapefruit this year, it is estimated, according to Mr. Teague. Other sections also are planting much greater acreage.

There were marketed during the last season about 15,000,000 boxes of grapefruit, Mr. Teague said, which exceeded the previous largest amount by 2,500,000 boxes and taxed market outlets to capacity.

The margin between wholesale and retail prices for grapefruit is narrower than for most commodities, Mr. Teague said, but he believes there may be room for some reduction of the margin with consequent reduction of retail prices.

Urges One Big Union of Food Industries.

Dr. Frank M. Surface, assistant director of the Bureau of Foreign and Domestic Commerce, United States Department of Commerce, speaking last week before the National Wholesale Grocers' Association, emphasized the waste occasioned by present complexity and duplication of function, as evidenced in the battle of national and private brands. He recommended a reorganization of the food industries in such a way that manufacturers, wholesalers and retailers could all sit down together to solve their mutual problems and devote serious co-operative attention to straightening out the line of distribution from farm to consumer.

Helium Found To Be Food Preservative.

The New York Herald-Tribune reports successful experiments with helium as a food preservative. Orange juice in containers, according to the November 30 issue of the Tribune, was kept in apparently perfect condition for six months and sponge cake was kept fresh for two months. The preservative value, it is stated, lies in the tendency of helium to drive out oxygen, nitrogen and carbon dioxide and thus to prevent growth of bacteria and oxidation.

No experiments have been made with meat.

Foodstuff Orders Expand.

The present month promises to be the most active since last Spring so far as grocery products are concerned, according to producers of both packaged foods and canned goods. Stocks of jobbers as well as chain groups last month reached the lowest point in more than three years in anticipation of the annual inventory taking, and buyers are now anxious to build supplies up to a normal point again. Telegraphic orders for foodstuffs have reached the market in a steady stream during the last two weeks. The orders are all for immediate delivery and call for quantities of goods much greater than has been customary for some time past.

Men's Furnishings Prices Lower.

Definitely lower prices continue to feature developments in men's furnishings for Spring. In neckwear, preparations are under way to bring out a satin-lined, hand-tailored silk tie to retail at 50 cents. Neckwear that was selling last year for \$1 will be retailed at 79 cents and in some instances 69 cents. Shirt volume continues very large at exceedingly low prices. Manufacturers are hoping for the return of fancies, but under present conditions this situation is not expected to materialize. Golf hose prices are also undergoing revision, with excellent values being offered at \$1. A new cotton number to retail at 75 cents will be brought out shortly.

Second Grade of Sally Lee Frozen Meats.

The Indianapolis Abattoir Corporation has added a second grade to its line of Sally Lee quick-frozen meats, which sells about 25 per cent. lower than the first grade.

The company is now furnishing retailers with electrically refrigerated storage boxes instead of boxes cooled by solid carbon dioxide, which it used at the beginning of the experiment, having found the electric refrigeration to be considerably less costly. Dummy packages are used for display purposes.

Keep Unprofitable Goods Out of Sight.

Most food dealers know the secret of boosting sales of profitable items by giving them prominent display, but how many follow the complementary practice of keeping profitless items out of sight? If you have to stock certain unprofitable items because some of your customers demand them, why not keep them in the back room where no one will see them? Those who want them will ask for them anyway. Those who aren't sure just what they want will buy something else.

Food Bill Collected as Part of Rent.

A new development in the grocery line is the store located in the basement of a large apartment building primarily for the use of people living on the premises. In some of these apartment groceries, according to one of the grocery magazines, the monthly food bill is added onto the rent bill and collected by the owner of the building. This practice gives the grocer assurance of being able to collect.



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.

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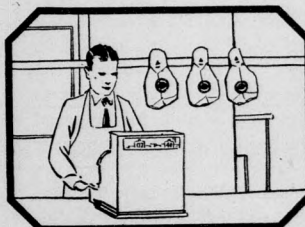
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HARDWARE

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Vice-Pres.—Waldo Bruske, Saginaw.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Pushing the Sale of Paint Specialties.

Among the lines for which considerable demand can be developed in the winter months, interior paint specialties are prominent. Individual sales may not be large; but in the aggregate the business may prove considerable.

At one time, the average hardware dealer was inclined to regard the paint department as a negligible factor in the winter months, the demand for exterior paints being pretty well restricted to the spring and fall painting seasons. But in recent years the pushing of interior paint specialties is a recognized method of linking the spring and fall seasons, keeping the department prominently before the public, and providing a sort of curtain-raiser for the spring paint campaign.

A few important features in regard to interior paint specialties are worth remembering. They are easily applied. Almost any householder can apply wall tint, varnish a floor, or touch up old furniture; and in the winter months, doing such work is a good method of turn spare time to advantage. On the other hand, if the householder prefers to hire the work done, the cost of the individual job need not be large; and the few dollars put in circulation will help unemployment.

Moreover, practically every home in your community has some little job of interior decoration and renovation crying out to be done. The husband realizes it, the wife especially realizes it—the womenfolk are especially keen in such matters—but the natural tendency is to put off doing the job. If you can stimulate the prospect into action, it will add that much to the winter turnover in your paint department.

A lot of this work can be done and should be done in the winter months; but a lot more of it will be done later in connection with the spring housecleaning. So that what you do now to push these lines and educate the public to their value will help to bring you business later.

One of the best ways to advertise these lines is through the store window. Don't neglect your windows, and don't be afraid to be original. Don't be afraid to spend a little time and money—not to mention paint—on your windows. And, incidentally, charity begins at home. The hardware dealer who does not keep his store front and interior attractive with new paint is often handicapped when it comes time to talk paint to his prospects.

Demonstration is also a powerful help in selling these lines. Discussing his methods of selling interior specialties, one dealer said:

"The majority of householders, even now, have very little knowledge regarding the proper use of paints and varnishes. Naturally they look to the salesman for information regarding the work they wish to do. A good paint or varnish is often condemned by a customer when the fault lies rather with the customer's own ignorance of

the proper method of using it, and the salesman's neglect to properly advise him.

"Paints and sundries are to-day made in so many different forms that the majority of people can do a great deal of painting and decorating in their homes provided the proper instructions are given them by the dealers.

"It is surprising how interested an amateur painter will become in home decoration, provided his first attempt is successful. People are always glad to make their homes more attractive, and are on the lookout for ways and means of doing this easily and inexpensively. A large number of paint manufacturers and dealers have adopted the plan of demonstrating the goods. An actual demonstration of the goods will attract and impress a prospective customer and get his interest much more quickly than the old system of handing out a color card and telling the customer that all the necessary directions are on the back. The good demonstration shows the customer that the work can be well done and yet easily done by anyone of normal intelligence; and that is the successful line of attack in the sale of paint specialties.

"The demonstration has three purposes, among others—to get the customer interested, to prove to him that he can do the work himself, and then to show him exactly how to do the work.

"In many instances, special demonstrators are furnished. But it is quite feasible and often more convincing to have the demonstrations put on by regular salesmen. The average customer is apt to think there is some sleight of hand employed by the unknown outsider; but he considers on the other hand that if this hardware salesman he knows personally can finish a floor, he himself can do the same job just as well.

"The proper information cannot be given to the customer, however, unless the salesman himself has been thoroughly posted regarding the use of the article he is attempting to demonstrate and sell. He should be able to tell the quantity required, under ordinary circumstances, provided the customer furnishes the dimensions; also the best time to do the work, the preparatory work needful before the paint or finish is applied, how long the work should be left to dry, and how many coats are necessary. Thinning of paints and varnishes is very important, and should not be overlooked in giving directions to customers. Then, of course, the salesman-demonstrator, with the facts at his finger tips, should be prepared to take brush in hand, dip it in the paint, and show just how to lay it on.

"A great many people have the idea that in using varnish on floors or linoleum, one coat is sufficient. This should be guarded against, as the customer who has varnished a new floor and failed to get the desired results will condemn the varnish. Of course there are cases where, after preliminary retouching, one coat is sufficient; but in all cases of new work the salesman should urge the customer to use enough of the article to ensure satisfactory results.

"A good method of instructing the clerks is to have the paint traveler each time he visits your store give a talk explaining the uses of the lines purchased from him. These talks can be made very interesting; and, in discussing the various lines, the salesman will usually bring up many questions and objections apt to be raised, and the best methods of answering them. As a rule, proper explanation will almost always overcome such objections. Quite often the paint traveler will give an actual demonstration of the goods, in this way explaining the line more fully to the clerks and affording them a pattern for the demonstrations they will later put on for the customers.

"But merely watching and listening to a demonstration by the paint traveler is not enough. A salesman can better his own work by a little practice, preferably on actual painting jobs. The sample boards supplied by the majority of paint manufacturers are very attractive; but a large number of customers expect the work they do themselves to measure up to the samples shown. They will not get anything approaching such results unless the

salesman who demonstrates for them is able, out of his own practical experience, to show them exactly how the work should be done.

"Now, for methods of demonstration. Take some of the graining systems, for instance. The best method of selling such lines is demonstration in the store. I had part of one of my paint counters set aside for demonstrating this class of graining, and it is demonstrated there, not for a single week once a year, but whenever an individual customer or a group of customers show interest in the subject. I have right in my own store ten salesmen who can and do demonstrate this class of work; and I can see the results in increased business.

"The counter referred to is in a prominent part of the store and is always well supplied with materials for demonstration. My salespeople, having shown how the thing can be done, invite the customer to try his hand at it then and there.

"I find that many customers who start by undertaking to grain or refinish a door or a floor border will end by refinishing the entire interior wood-

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work of the house. A lady may come in, try her hand at applying flat wall tint, find she can do the job (with a little instruction from the salespeople) and order enough for one room; but as a rule she does three or four rooms if not the entire house. One room shows up the next. So I am always satisfied to have customers start in a small way, so long as I get them started.

"Another method we have used frequently to call attention to interior paint specialties is the half-and-half method. It is familiar to most hardware dealers, yet it is always good. Take an old kitchen, chair, a picture frame, a few lengths of stove pipe or almost any article that needs paint, and finish half of it. Put that in the window. It tells its own story, but you can supplement it by a neat display of the line and by a show card emphasizing the cheapness of the materials and the ease of the work."

An important point in selling paint specialties is confidence. The salesman can't get results where he doesn't believe in the goods he is selling.

It should not be overlooked that in the winter months the average farmer is not busy. It is, therefore, a good time to sell him implement paint. On too many farms the implements are neglected and left exposed to the weather; yet it is no difficult matter to provide an implement shed of one kind while the regular use of implement paint will protect both wood and metal from deterioration. An important consideration is that in the event of an auction sale, freshly painted implements will command much higher prices. One dealer makes it a point to watch for advertisements of auction sales. He straightway uses the phone, and quite often sells enough implement paint to add \$100 or more to the selling price of the implements. Which is a good investment for the farmer, and good business for the merchant.

Rural business of this sort can often be secured by a circular letter to a carefully selected prospect list, accompanied by printed literature regarding the line. A canvass personally or by telephone will usually bring in some business.

Victor Lauriston.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Jan. 26—In the matter of Wynn R. Pemberton, Bankrupt No. 4150. The final meeting of creditors has been called for Feb. 13. The trustee's final report and account will be approved at such meeting. There will be no dividends for creditors.

In the matter of Taylor Radio Co., Bankrupt No. 4138. The final meeting of creditors has been called for Feb. 13. The trustee's final report will be approved at such meeting. If possible a first and final dividend will be paid to creditors.

In the matter of Charles H. Moore, individually and also doing business as City Awning Co., Bankrupt No. 4129. The final meeting of creditors has been called for Feb. 13. The trustee's final report and account will be approved at such meeting. There will be no dividends for creditors.

In the matter of Frank Damico, Bankrupt No. 4118. The final meeting of creditors has been called for Feb. 13. The trustee's final report will be approved at such meeting. If possible a first and final dividend will be paid to creditors.

In the matter of Leland E. Sumner, Bankrupt No. 4161. The final meeting of

creditors has been called for Feb. 13. The trustee's final report will be approved at such meeting. If possible a first and final dividend will be paid to creditors.

Jan. 26. On this day was held the first meeting of creditors in the matter of A. Chester Benson, doing business as A. C. Benson, Bankrupt No. 4353. The bankrupt was present in person and represented by attorneys Hilding & Hilding. Creditors were represented by attorney Cleland & Snyder and by Central Adjustment Association and Lyon Mercantile Agency. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. William Romkema, of Grand Rapids, was elected trustee, and his bond placed at \$500. The first meeting then adjourned without date.

In the matter of Barney B. Mann, Bankrupt No. 4297. The trustee's first report and account has been filed and an order has been made for the payment of expenses of administration and secured claims to date.

In the matter of Ruth J. Robinson, Bankrupt No. 4367. The first meeting of creditors has been called for Feb. 9.

In the matter of August Shikoski, Bankrupt No. 4369. The funds have been received and the first meeting of creditors has been called for Feb. 9.

In the matter of Walter A. Douck, Bankrupt No. 4364. The funds have been received and the first meeting of creditors has been called for Feb. 9.

In the matter of Lauren Bergeron, Bankrupt No. 4355. The funds have been received and the first meeting of creditors has been called for Feb. 9.

In the matter of Henry Witteveen, Bankrupt No. 4365. The funds have been received and the first meeting of creditors has been called for Feb. 9.

Jan. 26. On this day was held the adjourned first meeting of creditors in the matter of Harrison S. Dewey, Bankrupt No. 4116. The bankrupt was not present or represented. By agreement the matter was further adjourned to Feb. 9.

Jan. 27. We have to-day received the schedules, reference and adjudication in the matter of Clarence B. Boone, Bankrupt No. 4377. The bankrupt is a resident of Kalamazoo, and his occupation is that of a restaurateur. The schedule shows assets of \$2,550 of which \$600 is claimed as exempt, with liabilities of \$6,221.57. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Jan. 26. On this day was held the first meeting of creditors in the matter of Alfred L. Hindenach, doing business as Paw Paw Drug Co., Bankrupt No. 4354. The bankrupt was present and represented by attorney L. R. Williams. Creditors were represented by attorneys Jackson Fitzgerald & Dalm. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy, of Grand Rapids, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

Jan. 26. On this day was held the first meeting of creditors in the matter of John B. Stemm, Bankrupt No. 4308. The bankrupt was present in person and represented by attorney Charles H. Kimmerle and by Grand Rapids Credit Men's Association. The bankrupt was sworn and examined without a reporter. Claims were proved and allowed. Shirley C. De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$2,000. The first meeting then adjourned without date.

Jan. 27. On this day was held the first meeting of creditors in the matter of Gust Caris, Bankrupt No. 4347. The bankrupt was present in person and represented by attorney John G. Anderson. Creditors were represented by Balgooyen & Cook, attorneys. Claims were filed. The bankrupt was sworn and examined without a reporter. Harry Bomers was elected trustee, and his bond placed at \$200. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Paul E. Le Mieux, Bankrupt No. 4352. The bankrupt was present in person and represented by attorney Christian A. Broek. No creditors were present or represented. Claims were proved only. The bankrupt was sworn and examined without a reporter. Edwin B. Moon, of Grand Rapids, was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Frank Falsetta, doing business as Lake Odessa Fruit Co., Bankrupt No. 4332. The bankrupt was present in person and represented by attorney R. A. Latting. Creditors were represented by attorneys Cleland & Snyder and Bernard Pierce. Claims were proved and allowed. The bankrupt was sworn and examined before a reporter. Shirley C. De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of J. Clyde Tracy, Bankrupt No. 4350. The bankrupt was present in person and represented by attorney Joseph S. Polz. No creditors were present or represented. One claim was proved and allowed. No

trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Monroe Genau, Bankrupt No. 4265. The bankrupt was present in person and represented by attorneys Fox & Fox. 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 Glenn F. Bucher, Bankrupt No. 4335. The bankrupt was present in person and represented by attorneys Fox & Fox. No claims were proved and allowed. No creditors were present or represented. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Morris Bros. Hardware Co., Bankrupt No. 4008, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 19. The bankrupt was not present or represented. The trustee was present in person and represented by attorneys Corwin, Norcross & Cook. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration, and for the payment of all preferred claims in full and a first and final dividend to general creditors of 10.6 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date. The case will be closed and returned to the district court, in due course.

In the matter of Williams & Otterbacher, Bankrupt No. 4337, the trustee has filed his first report and account, and an order has been made for the payment of expenses of administration to date.

In the matter of John J. Selteneich, individually and doing business as Surplus Machinery Exchange, Bankrupt No. 4050, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 20. The bankrupt was not present or represented. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and preferred claims, as far as the funds on hand would permit. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, as a case without assets.

Jan. 31. We have to-day received the schedules, reference and adjudication in the matter of Harry E. Doxey, Bankrupt No. 4380. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$35 with liabilities of \$4,980.82. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Jan. 31. We have to-day received the adjudication and reference in the matter of Martin Erstein, sometimes known as A. M. Epstein, Bankrupt No. 4336. The bankrupt is a resident of Kalamazoo. This is an involuntary matter and the schedules have been ordered filed, upon receipt of same the list of assets as well as creditors will be made herein.

Feb. 2. We have to-day received the schedules, reference and adjudication in the matter of Roy I. Walters, Bankrupt No. 4381. The bankrupt is a resident of Three Rivers. The schedule shows assets of \$8,083.86 of which \$200 is claimed as exempt, with liabilities of \$40,637.07. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

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TEN BRUIN'S HORSE RADISH and
MUSTARD
OTHER SPECIALTIES

HOTEL DEPARTMENT

News and Gossip About Hotels and Hotel Men.

Los Angeles, Jan. 31—The other week I had something to say about the magnificent character known as "Brother Tom" Liddicoat, who has put in a lifetime in Los Angeles assuaging the handicaps of the poor and for which he was presented with an enduring token of high esteem. But just now I have in mind an individual, born in Oklahoma, but a Californian by adoption—Will Rogers. Everyone in his native state, his adopted state and the world at large might well be proud of this self-same Will Rogers, now devoting his time and talent, both of which are worth a lot of money—to helping down-and-outs throughout the entire Nation. It seems but a few years since we all began to notice the awkward, drawing cowpuncher, twirling his rope on the Eastern stage, the while he cracked quaint drolleries on men and manners. A Westerner, discovered by the East, he has become a National character. For his whimsical humor, his good-natured banter and his sure-fire satire, he has made friends in every quarter of the globe. He, the mummer, has made men posing as statesmen, look like puppets. As a puncturer of toy balloons and an exposé of shams and foibles he has perhaps no equal in our times; his humor challenges that of Mark Twain, his homely philosophy is even more convincing, but of his talents and admirable traits, the greatest outstanding feature of his entire career, has been his prompt response to the call of the needy. With an almost unheard of individual contribution as a starter he is now conducting a campaign, on his individual responsibility, resulting already in over \$100,000, which has been turned over to charitable dispensaries, and it can be said that he has hardly got fairly started. And it has all been accomplished without the outlay of one penny, so far as its beneficiaries are concerned. If every individual in the United States with Will Rogers' energy, or its equivalent in cash, would put his shoulder to the wheel, as does the former mayor of Beverly Hills, the winter of the Nation's discontent would soon be over. And through it all, he is the same happy-go-lucky individual, original to the last degree, who has made the whole world happier.

A. L. MacDonald, manager of Hotel Grant, Detroit, for the Affiliated Hotels Corporation, has created a considerable stir in starting a campaign whereby this really desirable property, which has had its vicissitudes, has been turned into a channel which may bring joy to its investors. He has opened a fine new Italian-style dining room in the basement of the John R street caravansary. The space was formerly operated as a cafeteria by the hotel, but competition in that particular type of feeding was so keen that Mr. MacDonald decided to specialize, and he now is offering the public something for which they have not been slow in showing their appreciation.

A lot of Michigan hotel operators will be found in Chicago this week in attendance at the annual meeting of the Illinois Hotel Association. Several Wolverines are announced for addresses and the discussion of same.

James C. Cleary, national counsel for the Hotel Greeters of America, is an individual of good, horse sense, and is by no means a crape hanger. In a recent address before that well-organized body he offered the prediction that while, for the time being, there may be no accumulation of evidence to the effect that we have actually reached the end of the most universal

depression the world has ever experienced, there are certain unmistakable signs of the near approach of the culminating phase of the great bear market of 1929-30. He says: "I believe the close proximity of general commodity prices to the actual and necessary cost of production has been reached—a condition which, if the industrial history of the world is worth considering, may be relied upon shortly to expose at least the dead-line of the present economic situation."

To the hotel world comes, as a distinct shock, the information that the Chicago Beach Hotel, one of the oldest and best-known residential hotels in the world, has been overtaken by the sheriff. On the petition of the Albert Pick-Barth company, hotel outfitters, a receiver has been appointed. It is asserted that the hotel is solvent but was not able to meet current obligations, and this move was taken to prevent a multiplicity of creditors' suits being filed.

Some genius has invented what he calls a cube-steak cutter. It cuts beefsteak in quarter inch squares, leaving a thin film of meat uncut at the bottom to hold the cubes together. It is said that steaks prepared in this manner are more tender and cook quicker. It was surely needed.

George Crocker, in addition to his duties as president of the Michigan Hotel Association, is said to have recently handed his stockholders a very satisfactory dividend as a result of his operation of Hotel Olds, Lansing, as its general manager. Which makes it look like a good year for the M. H. A. which convention will quite likely be held in his tavern next fall.

The American Hotel Association, according to reports submitted, is making a very satisfactory showing in its campaign against hotel frauds, such as check-passers and "skippers." A policy of no compromise with this class of crooks has been adopted, which will show in the results attained in the future. There has always been a tendency to accept restitution and waive prosecution, as a consequence the laws of many states secured after much effort on the part of hotel operators, have become dead letters.

Four harvests of 18 inch ice have been cut in the Truckee River in the High Sierras this winter. Every second day the same standard thickness crop was ready for the buzz saw. And at the same time they are harvesting lettuce in the Imperial Valley and oranges in Los Angeles. Some combination. Reminding me that a flying visit was made to Arrowhead Lake, the other week end, two hours' ride from Los Angeles, where they are having a regular riot of snow sports, with eighteen inches of the "beautiful" in evidence. The roads were wonderful and the hotels all doing a big business, while here in poor Los Angeles they have not, so far, seen any evidence of even a frost.

That Indiana Congressman who is spouting himself hoarse in an effort to do away with the primary election and go back to the old caucus and convention, ought to be made to do it. Wonder if he remembers when at the township caucus, usually poorly attended, that a couple of "influentials" handled all the details of the meeting, picked out their own delegations, and we read about it afterwards in the town paper. It was what was known as the "boss" system. To be sure, under the primary system many a mediocre individual has been elevated to office, but the electorate have at least had an opportunity of expressing their desires if they were sufficiently interested to take the time to go to the polls, and, besides, everything was

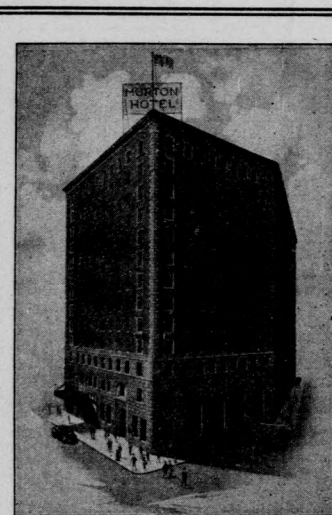


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Up-to-date Hotel with all Modern Conveniences—Elevator, Etc.
150 Outside Rooms
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Hot and Cold Running Water and Telephone in every Room.
\$1.50 and up
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Rates Reasonable—Service Superb
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Muskegon Michigan

open and above board. At least the candidates are not now nominated in back rooms behind closed doors.

Frequently we hear of sales of apartment houses where, after the deal has been consummated, the discovery is made that the occupants are not rent-payers, but immediately move on to another operating base. But the operator of a Los Angeles restaurant is under sentence of from one to ten years because he operated a little bread line of his own, thereby inducing a would-be purchaser to invest, because at the suggestion of the seller, he secreted himself across the street and watched the busy hum of industry from a distance. He saw people standing in line awaiting service and fell for the proposition. All might have gone well but for an incautious word dropped by one of the so-called "patrons." As a result a jury discovered that these folks had been invited to free meals during that period when the deal was in progress.

Some irresponsible news gatherer makes the announcement that there will be work for 3,000 people at the Boulder Dam site about March first. This news purveyor ought to spend a few days at Las Vegas, Nevada, where there are thousands of destitute individuals who have been waiting for months, objects of charity, waiting for these self-same jobs, the number of which will not come anywhere near absorbing the labor force now already on the ground. The Federal Government has not yet declared itself as to the probable time when construction is to begin, but they have sounded a warning to the unemployed to keep away from Nevada until something develops which will lead to their employment. Talk about hardships. There are actually whole families living in broken-down flivvers, depending on the charitably disposed of the town to feed them. The game and fish in the neighborhood, have all been absorbed, and a touch of cold weather, which, fortunately they have escaped so far, would speedily do the rest. Uncle Sam will blow the whistle, when the jobs are open, but there will be hundreds of under-fed on the waiting list who will hardly be in fit condition to answer the call.

Manager Harold A. Sage, of Hotel Tuller, Detroit, according to advices I have received, is making an outstanding success of his recently established Everglades Club, which has taken the place of the Arabian room service at that popular hostelry. In less than a month from the date of the original opening he has demonstrated that his point of vision was unmistakably correct. There are a few of the younger hotel operators in Detroit who have accomplished what was said to be the impossible and Mr. Sage is one of them. I think I can safely assert "I told you so."

The Women's Auxiliary of the Grand Rapids Greeter Charter, is contemplating the publication of a Greeter's Guide. This ought to prove a success. In several California cities such publications have done well. They serve the admirable purpose of supplying visitors with information on various topics in which they are interested, besides offering an attractive advertising medium.

There seems to be a change in the attitude with the general public in respect to the toleration of smoking in cafes and dining cars. One of the largest cafeterias in Los Angeles recently gave their patrons an opportunity of expressing themselves on the subject by a referendum and it was very nearly unanimous. While few women smoke in these establishments the vote indicated that they were perfectly willing the male sex should en-

joy the privilege. One restaurant operator, having in mind the fact that there are individuals to whom the fumes of tobacco are offensive, cheerfully arranged a department for their benefit, which, to me, seems like a very sensible disposition of the problem.

J. J. Smith, well-known Michigan resort operator, and an active member of the Michigan Hotel Association, has acquired the Hotel Homosassa, at Homosassa Springs, Florida, a beautiful affair of Spanish design, and will proceed to accomplish in that state what he has been doing for some time with the Wolverines.

F. E. MacDougall, proprietor of the North Branch Hotel, at North Branch, who was very severely injured by a fall recently, is reported to be recovering and will soon be at the helm once more.

Someone down at San Antonio, Texas, who failed to qualify in giving up his or their identity, sends me a beautiful box of candy, accompanied by this: "Keep on in the good work, Judge. I like everything you write." I hope they really do see this, and will disclose themselves. Surely I thank them.

A refreshing sign of the times is the announcement that the Gideon organization has found it necessary to renew their contribution of bibles in many of the hotels throughout the country.

In these days of divorces, suits for alienation of affection, and the like, among the theatrical profession, it sure is restful to hear that the late Mme. Anna Pavlova, the world's greatest dancer, who passed away recently, managed to pursue her career with dignity and quietude. She did not depend upon the cheap hooey of Isadora Duncan and many other dancers. She was married seventeen years before the public knew anything about it, and beyond that announcement no one knew anything about her private life. There never was a breath of scandal and she enjoyed the friendship of worthwhile people of all stations.

Which brings to mind the shower of belated hen-fruit bestowed upon Rudy Vallee, the radio crooner, in Boston. I am almost sorry they beat me to it, for of all the self-sufficient, "superior" young men I have ever seen on the screen, he is entitled to the gum drops. He uniformly comes on the scene with an air that seems to say that a climax in the world's history has now arrived.

Now one of the largest cafeteria operators in Los Angeles is "doubling in brass," as theatrical men would say. He has several establishments, and winter long he has been carefully packing up each evening, all of the perishable "left-overs" and delivering them to charitable institutions. Recently, however, he came to the conclusion that perhaps there were a lot of people who could not afford to pay the very reasonable prices he was charging for his food, and decided to use one of his several establishments for a class who came under this classification, hence a "Five and Ten Cent Cafeteria." It is in no sense a charity. It is a business proposition, and a lot of people who look prosperous patronize the place. Any vegetable dish, salad or soup sells for five cents while meat and fish orders, in large variety, are offered for ten cents. The vegetables are all fresh, the meat portions are ample and the slabs of pie at five cents are the very same that the same institution gets twice that price for at their other establishments. Just think of it! Chicken and noodles for ten cents. "Just at present the venture is costing me a pretty penny, but during

these strenuous times everyone must help the unfortunate and I feel that properly cooked food, at a nominal charge, is doing my bit toward the cause of humanity." And at this it is not a philanthropy. It is just a lunch room operated by a man with a heart.

In addition to the horde of American born citizens from East of the Rockies, California has to contend with the further evil of smuggling of aliens across the Mexican border. One man directs the activities of the immigration service in the ten border counties of Southern California. The problem of handling the situation so that the law is respected, the public served and the individual helped, if possible, is one that requires the judgment of a Solomon. Since the quota law was established by Congress an average of 2,000,000 persons have yearly applied for admission to the United States, of whom only about 40,000 can be admitted under the law. But many thousands of those denied admission have tried to come anyway, and the business of smuggling them in has grown to enormous proportion. It must be remembered that in addition to the border activities, hundreds of miles of which have no police protection, there is also the coast and the constant invasion by smaller craft. There is also the airplane. The smugglers get all the way from \$200 to \$1,000 each for bringing them in, even though they may be soon after deported. Then a great many Mexicans come in on six months passports, believing they will be forgotten. Sometimes they are overlooked, because to deport them would be an expensive procedure. Some native born individuals who seem to think the country is going to the dogs, might do well to remember that there are a lot of outsiders who would be glad to fill their shoes, and take their chances on canine supremacy.

Frank S. Verbeck.

Broccoli Displacing Old Spinach Crop Around Laredo.

Laredo, Jan. 30—Growing broccoli for Eastern and Northern markets has become an important industry here. On the Laredo Plantations, Inc., alone a field of broccoli embracing 640 acres is being transplanted by manager Harry Kauffman and his force of assistants and the work will soon be finished.

At the rate broccoli is being grown in this district about five years after its introduction, it is believed that in the next few years larger crops of broccoli will be produced than spinach, as it brings a better price to the growers.

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.



NEW
Decorating and Management
Facing Grand Circus Park. Oyster Bar.
800 Rooms - 800 Baths
Rates from \$2.50.
HOTEL TULLER
HAROLD A. SAGE, Mgr.

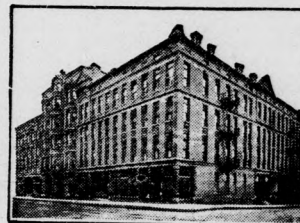
HOTEL OJIBWAY

The Gem of Hiawatha Land

ARTHUR L. ROBERTS
Deglman Hotel Co.

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

Sault Ste. Marie Michigan



CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

RATES

\$1.50 up without bath

\$2.50 up with bath

CODY CAFETERIA IN CONNECTION

In Kalamazoo It's PARK-AMERICAN

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Warm Friend Tavern Holland, Mich.

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

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GRAND RAPIDS, MICH.

DRUGS

Michigan Board of Pharmacy.

President—Orville Hoxie, Grand Rapids.
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Director—Garfield M. Benedict, Sandusky.

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

Michigan State Pharmaceutical Association.

President—John J. Watters, Saginaw.
First Vice-President—Alexander Reid, Detroit.

Second Vice-President — F. H. Taft, Lansing.

Secretary—R. A. Turrell, Crosswell.
Treasurer—P. W. Harding, Yale.

Turning Soda Customers Into Regular Buyers.

Ninety-nine per cent. of all people are essentially human—and naturally a bit lazy. Most of us would do but a small portion of the things we now do were it not for the suggestions that are continuously fired at us to "do this"—"do that"—or "why not do the other thing?" To sell successfully one must understand the value of suggestion as a sales weapon.

Not long ago I was lunching with the salesmanager of a very successful Eastern concern whose products are known from coast to coast. He is known far and wide for the fine spirit of co-operation he has instilled in the salesmen working under him and for the equally splendid results those men have produced in the shape of orders on the books.

"You know," he said, "so many people, particularly retailers, overlook the fact that everyone is a potential customer for something at every hour of the day and night." Whenever I hear retailers bemoaning the fact that sales are not as good as they would like them to be, I always think of the story I heard several years ago about the salesman who had called repeatedly upon a certain prospect but had never succeeded in bringing home the order. Finally his sales manager became exasperated and suggested that he accompany the salesman in a call on this particular prospect in order that he might show the salesman how the job should be done. The next morning they were ushered into the prospect's office—and the sales manager started in at once to do most of the talking.

"Would you like to have your factory equipped with the finest heating plant in America, Mr. Jones?" he fired at him, and then before Mr. Jones could answer—"Would you like to save money on every ton of coal you buy? Would you like to free the time of your furnace man for other useful work around your plant? Would you like to keep your plant at a more even temperature every day in the heating season?" There he stopped.

Mr. Jones looked up earnestly. "Of course I would," he replied.

"Then why in Sam Hill haven't you bought one of our furnaces?" the sales manager asked rather excitedly.

"Because nobody has ever asked me to," smiled back Mr. Jones.

This story has nothing to do with the soda fountain business except that it is typical of what is going on in thousands of other soda fountains

every day in these good old United States.

Every day in the year literally millions of people are wending their way into soda fountains large and small from Maine to California saying, "Give me a soda," or "I'll have a chocolate egg malted milk—not too sweet, please." And every day in those same soda fountains poorly trained clerks are mixing the requested drinks, languidly handing them across the counter. Customers are consuming them, paying their money and walking out with never a suggestion from the clerks that perhaps they might like to take along a quart of good ice cream—or, "We have just gotten in a fresh shipment of fine assorted chocolates at 89 cents per pound"—or, what have you. And if a clerk's cost is from four to six cents per sale, whence the profit?

I shall never forget one of the earliest "how" books I ever read on salesmanship. One of the homely sales principles it laid down was this: If a customer comes into your store and asks for something you haven't got, try to sell that customer something as closely approaching her needs as possible. Or, if a customer makes a purchase in your store, try to suggest some associated product of which your customer may, or may soon be actually in need.

Surely no rule could be more sensible than this. Surely any retailer who is actually on his toes—actually on the alert to hear the cash register ringing morning until night—will take this simple step toward sales success without having to be told to do so. But it is lamentably true that the average retailer and the average retail clerk in any line of business reflects literally no inherent sales ability or merchandising sense.

As I write I am thinking about a drug store in a certain city. Not so many years ago it was regarded as a poor location. Time after time men had tried to eke out an existence there, but with no success. It had been operated as a drug store, as a lunch room. Everyone seemed to think the place had a curse upon it, and that the reason for so many failures was its location about five steps below the pavement.

Of course, the rent was reduced, and a bright young man some twenty-three years old decided to try his hand. He had a little money that had been left him. He borrowed some more and opened a drug store with a fairly attractive soda fountain near the entrance. For a while he and one young helper were the only salesmen. They worked day and night, and how they worked! They believed that the primary function of a retail establishment was to sell goods. No matter what you went in to buy you rarely got out without buying several other items besides. The location was a transient one. Many of the people stopping in never came back, consequently they made it their business to get all out of each customer they possibly could—and they did. That young man has recently passed his thirtieth birthday. To-day he is the proprietor of four rising drug stores, each operating an equally thriving soda fountain. His clerks are put through a regular course

of retail salesmanship in which the proprietor's sales philosophies dominate.

Mind you, he has built up that business in the face of most strenuous chain store competition, while everyone around him in the retail drug business was saying, "It can't be done. I simply cannot meet the competition of the chains."

I have often talked with the proprietor of that store. He is just like any other average man, except that he uses his head more, perhaps, and has a reason for everything he does.

As he said to me the other day, "I had not been in the retail business more than two or three days before I realized that every time a sale got away from me it went to somebody else, so I simply set about trying to catch as many sales as possible before people got out of my store."

You are in the soda fountain business. Frankly, now, what are you doing to sell your fountain customers other things you handle in your establishment before they get away from you? Do you think your customers would object very strenuously if you suggested that they take home a quart of ice cream—some fresh orange juice for mixed drinks at home—some bottled beverages—boxed candies—pastries—or anything else you happen to sell in the eating or drinking line?

The chances are that many of your customers literally do not know of all the things you carry for sale, and all they need to spend more of their money with you is the suggestion from you that they do so.

Motor Cars in Bermuda.

Bermuda has in this mechanical age a unique distinction through its absolute ban on automobiles. Its pleasant, unhurried life has remained untouched by the modern mania for rapid travel. Its countryside is not scarred by bands of concrete, roused from its quiet by the whirl of passing cars and the clash of gears or poisoned by the fume of gasoline. The pedestrian is safe in an island given over to the carriage and the bicycle.

But Bermuda must be tiring of this quiet charm, for it is apparently ready to compromise with the gasoline age. A bill to permit the use of automobiles by physicians has passed its second reading in the Provincial Assembly. We can imagine the unanswerable arguments which are being brought up by the supporters of this measure. Can human life be endangered by forbidding the doctor the automobile which might enable him to arrive in time when by either carriage or bicycle he would be too late? Can sentiment and tradition forever blind Bermuda to what the automobile may mean in an emergency?

Nevertheless, this permission is the opening wedge. Let the doctors have cars and it will soon be impossible to keep anybody on the island from having one. Bermuda has rightly been proud of its faithfulness to tradition, but we fear that automobiles for doctors are the first signs of surrender to modern pressure.

Basic thinking begets firm foundations.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

A corporation engaged in the importation of asbestos and its processing with other products to be used as building material will stop use of the word "Marble" independently or in combination with other words in advertising, on labels or as a trade name for its product, so as to imply that the latter is made of marble, when such is not the fact.

Co-partners importing leather goods and novelties agreed to stop labeling products as "Silver," so as to imply that they are made of silver as that term is generally understood and used by the trade and purchasing public, when in fact the articles were not made of silver.

Manufacturing an alleged remedy or tonic for hogs and poultry, a corporation agreed to stop advertising in a way that would imply or have the tendency to deceive buyers into believing that its preparations possess therapeutic values in excess of those actually existing, or that the products have value as a remedy, cure, or tonic for specified diseases so as to justify statements that they do actually cure or treat as a tonic or otherwise those infectious diseases specified, when such is not true.

A corporation manufacturing dry and wet batteries agreed to stop marking its products so as to imply that they are of a larger size than is actually the fact, and from stamping or branding letters, numbers, or figures on the products which may have the tendency to confuse buyers into believing that the batteries are larger or of greater capacity than is the fact.

Statements which do not truthfully represent a remedy for diseases common to dogs, will be discontinued by an individual manufacturing such preparation. He will cease advertising to the effect that his article is a preventive of distemper, or a remedy or cure for running fits, auto-intoxication, indigestion, convulsions and for all types of worms in dogs.

Advertisements of its products by a corporation selling merchandise, including imitation crystals and pearls, will be re-arranged. The company will not use in its advertising the words "Crystal" or "Pearl" independently or in connection with each other, or with other words, so as to imply that the products are made of natural crystals or pearls, when such is not the fact. The words "Crystal" or "Pearl" will not be used in other ways which will deceive buyers.

Declared to be capable of mummifying the carcasses of, or preventing offensive odors from rats and mice killed by it, a vermin exterminator was manufactured and sold by a corporation. The company agreed to stop the foregoing representations, which do not truthfully represent the product.

An individual purchasing new and

used typewriters and repairing and re-fitting them, will not represent in advertisements or otherwise that he sells portable or other typewriters at one-half price, when such is not the fact.

English Heraldic devices and English proper names will no longer be used by an individual importer of advertising novelties, including sewing needles, so as to deceive purchasers in this country into the belief that his products are of English origin, when such is not the fact.

Advertising matter creating the impression that a dealer in raincoats, leather coats, sheep-lined coats, and similar merchandise at wholesale, is a manufacturer, when such is not the fact, will be discontinued by this firm, a copartnership.

A corporation selling a large variety of merchandise, including boys' caps, will cease advertising its product as being "Two-thirds Wool" or "About Two-thirds Wool," when such is not the fact. The company will stop use of the word "Wool" in its advertising in any way that would imply or deceive purchasers into the belief that the goods contain wool in excess of what is actually the content.

The label "English Broadcloth" will no longer be attached to shirts manufactured by a firm of copartners when the product is not made from that cloth imported from England and known to the trade as English broadcloth. The company will also stop labeling its goods as "144-76", when the fabric in the product is not constructed with threads running 144 in the warp and 76 in the filling.

Radio receiving sets and similar mer-

chandise will no longer be sold under a scheme which involves material misrepresentation respecting the construction and equipment, so as to mislead the purchaser, according to the agreement of a corporation engaged in the purchase of such material and in its sale and distribution.

A confectionery manufacturing corporation will discontinue circulating advertising literature containing the words "Free," "Gift" and "Given" in a manner that confuses the purchaser into believing that the products so offered are given free, and that their cost is not included in the price paid by buyers for some other article offered.

A corporation conducting a school whose curriculum includes teaching by correspondence the subjects of dress-making, cooking, and millinery, will abandon use of the word "Free" in any way to describe merchandise accompanying its courses, so as to imply or deceive the purchasing public into believing that the cost or price of such merchandise is not included in the purchase price of the course of instruction, but that it is given as a gratuity, when such is not the fact.

The "English Broadcloth" label will no longer be attached to shirts made of fabrics imported from elsewhere than the British Isles, while sewing needles not of English origin will not be sold under English names accompanied by British coats of arms. Stipulation agreements to the foregoing effect with the Federal Trade Commission were signed by the two parties concerned.

Some of the fellows who boast most loudly of being blue-blooded, still have a streak of yellow in their make-up.

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

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

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Benzoin Comp'd.	
Boric (Powd.)	10 @ 20	Cubebs	1 25@1 50	Buchu	@ 2 40
Boric (Xtal)	10 @ 20	Elgeron	5 00@5 25	Cantharides	@ 2 16
Carbolic	38 @ 44	Eucalyptus	4 00@4 25	Capsicum	@ 2 52
Cutric	50 @ 65	Hemlock, pure	1 25@1 50	Catechu	@ 2 28
Muriatic	3 1/2 @ 3	Juniper Berries	2 00@2 25	Cinchona	@ 1 44
Nitric	9 @ 15	Juniper Wood	4 50@4 75	Colchicum	@ 2 16
Oxalic	15 @ 25	Lard, extra	1 50@1 75	Cubeb	@ 1 80
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 55@1 65	Digitalis	@ 2 76
Tartaric	43 @ 55	Lavender Flow	1 25@1 40	Gentian	@ 2 04
Ammonia		Lavender Gar'n	6 00@6 25	Gualac	@ 1 36
Water, 28 deg.	07 @ 18	Lemon	1 25@1 50	Gualac, Ammon.	@ 2 28
Water, 18 deg.	06 @ 15	Linseed, boiled, bbl.	4 00@4 25	Iodine	@ 2 04
Water, 14 deg.	5 1/2 @ 13	Linseed, raw, bbl.	@ 78	Iodine, Colorless	@ 1 25
Carbonate	20 @ 25	Linseed, bld. less	35 @ 38	Iron, Clo.	@ 1 56
Chloride (Gran.)	08 @ 18	Mustard, artifl. oz.	35 @ 38	Kino	@ 1 44
Balsams		Neatsfoot	1 25@1 30	Myrrh	@ 2 52
Copaiba	1 00@1 25	Olive, pure	3 00@5 00	Nux Vomica	@ 1 80
Fir (Canada)	2 75@3 00	Olive, Malaga,	2 50@3 00	Opium	@ 5 40
Fir (Oregon)	3 00@3 25	yellow	2 50@3 00	Opium, Camp.	@ 1 44
Peru	3 00@3 25	green	2 85@3 25	Opium, Deodor'd	@ 5 40
Tolu	2 00@2 25	Orange, Sweet	6 00@6 25	Rhubarb	@ 1 92
Barks		Origanum, pure	@ 2 50	Paints	
Cassia (ordinary)	25 @ 30	Origanum, com'l	1 00@1 20	Lead, red dry	13 1/4 @ 13 1/4
Cassia (Saigon)	40 @ 60	Pennyroyal	3 25@3 50	Lead, white dry	13 1/4 @ 13 1/4
Sassafras (prv. 60c)	@ 50	Peppermint	4 50@4 75	Lead, white oil	13 1/4 @ 13 1/4
Soap Cut (powd.)	20 @ 30	Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 1/2
35c	20 @ 30	Rosemary Flows	1 25@1 50	Ochre, yellow less	3 @ 6
Berries		Sandelwood, E.	12 50@12 75	Red Venet'n Am.	3 1/2 @ 7
Cubeb	@ 90	Sassafras, true	2 00@2 25	Red Venet'n Eng.	4 @ 8
Fish	@ 25	Sassafras, arti'l	75 @ 100	Putty	5 @ 8
Juniper	10 @ 20	Spearment	5 00@5 25	Whiting, bbl.	@ 4 1/2
Prickly Ash	@ 75	Sperm	1 50@1 75	Whiting	5 1/2 @ 10
Extracts		Tany	7 00@7 25	Rogers Prep.	2 45@2 65
Licorice	60 @ 75	Tar USP	65 @ 75	Miscellaneous	
Licorice, powd.	60 @ 70	Turpentine, bbl.	@ 74	Acetanald	57 @ 75
Flowers		Turpentine, less	61 @ 54	Alum	06 @ 12
Arnica	75 @ 80	Wintergreen,	6 00@6 25	Alum, powd. and	09 @ 15
Chamomile Ged.	30 @ 40	leaf	6 00@6 25	Bismuth, Subni-	2 00@2 40
Chamomile Rom.	@ 1 25	Wintergreen, sweet	3 00@3 25	trate	00 @ 20
Gums		birch	75 @ 100	Borax xtal or	06 @ 13
Acacia, 1st	@ 60	Wintergreen, art	75 @ 100	powdered	06 @ 13
Acacia, 2nd	@ 50	Worm Seed	6 00@6 25	Cantharides, po.	1 25@1 50
Acacia, Sorts	25 @ 40	Wormwood, oz.	@ 1 00	Calomel	2 72@2 82
Acacia, Powdered	40 @ 50	Potassium		Capsicum, powd	62 @ 75
Aloes (Barb Pow.)	35 @ 45	Bicarbonate	35 @ 40	Carmine	8 00@9 00
Aloes (Cape Pow.)	25 @ 35	Bichromate	15 @ 25	Cassia Buds	30 @ 40
Aloes (Soc. Pow.)	75 @ 80	Bromide	68 @ 85	Cloves	40 @ 50
Asafoetida	50 @ 60	Bromide	64 @ 71	Chalk Prepared	14 @ 16
Pow.	90 @ 100	Chlorate, gran'd	21 @ 23	Chloroform	4 @ 6
Camphor	87 @ 95	Chlorate, powd.	16 @ 23	Choral Hydrate	1 20 @ 1 50
Gualac	@ 60	or Xtal	17 @ 24	Cocaine	12 85 @ 13 50
Gualac, pow'd	@ 70	Cyanide	22 @ 20	Cocoa Butter	50 @ 60
Kino	@ 1 25	Iodide	4 34 @ 4 55	Corks, list, less	30 @ 40
Kino, powdered	@ 1 20	Permanganate	22 1/2 @ 35	40-10%	
Myrrh	@ 1 15	Prussiate, yellow	35 @ 45	Copperas	03 @ 10
Myrrh, powdered	@ 1 25	Prussiate, red	70 @ 75	Copperas, Powd.	4 @ 10
Opium, powd.	21 00 @ 21 50	Sulphate	35 @ 40	Corrosive Sublim	2 25 @ 2 50
Opium, gran.	21 00 @ 21 50	Roots		Cream Tartar	35 @ 45
Shellac, Orange	50 @ 65	Alkanet	30 @ 40	Cuttie bone	40 @ 50
Shellac, White	55 @ 70	Blood, powdered	40 @ 45	Dextrine	6 1/2 @ 15
Tragacanth, pow.	@ 1 75	Calamus	25 @ 35	Dover's Powder	4 00 @ 4 50
Tragacanth	2 00 @ 2 35	Elecampane, pwd.	20 @ 30	Emery, All Nos.	10 @ 15
Turpentine	@ 30	Gentian, powd.	20 @ 30	Emery, Powdered	@ 15
Insecticides		Ginger, African,	30 @ 35	Epsom Salts, bbls.	@ 03 1/2
Arsenic	08 @ 20	powdered	45 @ 60	Epsom Salts, less	3 1/2 @ 10
Blue Vitriol, bbl.	@ 07	Ginger, Jamaica,	40 @ 50	Ergot, powdered	@ 4 00
Blue Vitriol, less	08 @ 15	powdered	45 @ 60	Flake, White	15 @ 20
Bordea, Mix Dry	12 1/2 @ 23	Goldenseal, pow.	5 00 @ 5 50	Formaldehyde, lb.	12 @ 35
Hellebore, White	15 @ 25	Ipecac, powd.	4 00 @ 4 50	Gelatine	80 @ 90
powdered	15 @ 25	Licorice, powd.	35 @ 40	Glassware, less 55%	
Insect Powder	47 1/2 @ 60	Orris, powdered	45 @ 50	Glassware, full case 60%.	
Lead Arsenate, Po.	13 1/2 @ 27	Poke, Powdered	25 @ 40	Glauber Salts, bbl.	@ 02 1/2
Lime and Sulphur	09 @ 23	Rhubarb, powd.	@ 1 00	Glauber Salts less	04 @ 10
Dry	09 @ 23	Rosinwood, powd.	@ 50	Glue, Brown	20 @ 30
Paris Green	26 1/2 @ 46 1/2	Sarsaparilla, Hond.	@ 1 10	Glue, White	27 1/2 @ 35
Leaves		Sarsaparilla, Mexic.	@ 60	Glue, white grd.	20 @ 35
Buchu	@ 60	Squills	35 @ 40	Glycerine	17 1/2 @ 35
Buchu, powdered	@ 75	Squills, powdered	70 @ 80	Hops	75 @ 95
Sage, Bulk	25 @ 30	Turmeric, powd.	20 @ 25	Iodine	6 45 @ 7 00
Sage, 1/4 loose	@ 40	Valerian, powd.	@ 60	Iodoform	8 00 @ 8 30
Sage, powdered	@ 35	Seeds		Lead Acetate	17 @ 25
Senna, Alex.	50 @ 75	Anise	@ 25	Mace	@ 1 50
Senna, Tinn. pow.	30 @ 35	Anise, powdered	35 @ 40	Mace powdered	@ 1 60
Uva Ursi	20 @ 25	Bird, Is	13 @ 17	Menthol	6 75 @ 7 40
Oils		Canary	12 @ 18	Moraine	13 58 @ 14 33
Almonds, Bitter,	7 50 @ 7 75	Caraway, Po.	30 @ 35	Nux Vomica	@ 30
Almonds, Bitter,	3 00 @ 3 25	Cardamon	2 25 @ 2 50	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,	1 50 @ 1 80	Coriander pow.	40 @ 25	Pepper, Black, pw.	35 @ 45
Almonds, Sweet,	1 00 @ 1 25	Dill	15 @ 20	Pepper, White, p.	75 @ 85
Amber, crude	75 @ 1 00	Fennell	35 @ 50	Pitch, Burgundy	20 @ 25
Amber, rectified	1 50 @ 1 75	Flax	8 @ 15	Quassia	12 @ 15
Anise	2 00 @ 2 25	Flax, ground	8 @ 15	Quinine, 5 oz. cans	@ 60
Bergamont	6 00 @ 6 25	Foenugreek, pwd.	15 @ 25	Rochelle Salts	23 @ 35
Cajuput	2 00 @ 2 25	Hemp	8 @ 15	Saccharine	2 60 @ 2 75
Cassia	3 00 @ 3 25	Lobelia, powd.	@ 1 30	Salt Peter	11 @ 32
Cedar Leaf	2 00 @ 2 25	Mustard, yellow	17 @ 25	Seidlitz Mixture	30 @ 40
Citronella	1 00 @ 1 20	Musard, black	20 @ 25	Soap, green	15 @ 30
Cloves	3 50 @ 3 75	Poppy	15 @ 30	Soap, mott cast	@ 26
Cocoonut	22 1/2 @ 35	Quince	2 25 @ 2 50	Soap, white Castile,	@ 15 00
Cod Liver	1 40 @ 2 00	Sabadilla	45 @ 50	less, per bar	@ 1 60
Croton	3 00 @ 3 25	Sunflower	12 @ 18	Soda Ash	3 @ 10
Tinctures		Worm, American	30 @ 40	Soda Bicarbonate	3 1/2 @ 10
Aconite	@ 1 80	Worm, Lavant	6 50 @ 7 00	Soda, Sal	03 1/2 @ 08
Aloes	@ 1 56	Webster Cigar Co. Brands		Spirits Camphor	@ 1 10
Asafoetida	@ 2 28	Websterettes	33 @ 50	Sulphur, roll	4 @ 12
Arnica	@ 1 50	Cincos	33 @ 50	Sulphur, Subl.	4 1/2 @ 10
Belladonna	@ 1 44	Webster Cadillacs	75 @ 80	Tamarinds	20 @ 25
Benzoin	@ 2 33	Golden Wedding	75 @ 80	Tartar Emetic	70 @ 75
Webster Cigar Co. Brands		Panatellas	75 @ 80	Turpentine, Ven.	50 @ 75
Websterettes	33 @ 50	Commodore	35 @ 40	Vanilla Ex. pure	1 50 @ 2 00
Cincos	33 @ 50			Vanilla Ex. pure	2 25 @ 2 50
Webster Cadillacs	75 @ 80			Zinc Sulphate	06 @ 11
Golden Wedding	75 @ 80				
Panatellas	75 @ 80				
Commodore	35 @ 40				

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

Kraft Swiss Cheese

DECLINED

Lard
Nucoa

AMMONIA

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



MICA AXLE GREASE

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

APPLE BUTTER

Quaker, 24-21 oz., doz.	2 10
Quaker, 12-33 oz., doz.	2 35

BAKING POWDERS

Arctic, 7 oz. tumbler	1 35
Royal, 10c, doz.	9 55
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 85
Calumet, 8 oz., doz.	3 25
Calumet, 16 oz., doz.	12 10
Calumet, 5 lb., doz.	18 60
Calumet, 10 lb., doz.	35 95
Rumford, 10c, per doz.	9 55
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 60
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
Lizite, 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	89
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 75
Red Kidney Beans	9 75
White Kidney Beans	5 90
Col. Lima Beans	8 75
Black Eye Beans	5 60
Split Peas, Yellow	5 60
Split Peas, Green	6 50
Scotch Peas	4 95

BURNERS

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

BOTTLE CAPS

Dbl. Lacquer, 1 gross	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
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	3 70
Rice Krispies, 1 oz.	1 10

Kaffe Hag, 12 1-lb. cans

All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 oz.	2 00

ROLLED OATS

Purity Brand	
Instant Flake, sm., 24s	1 80
Instant Flake, 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	3 15
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 25
Ex. Fancy Parlor 25 lb.	9 75
Ex. Fcy. Parlor 26 lb.	10 00
Toy	1 75
Whisk, No. 3	2 75

BRUSHES

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

Shove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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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

Hart Brand

Apples	
No. 10	5 75

Blackberries

No. 2	3 75
Pride of Michigan	3 25

Cherries

Mich. red, No. 10	11 75
Red, No. 10	12 25
Red, No. 2	4 15
Pride of Mich. No. 2	3 55
Marcellus Red	3 10
Special Pie	2 60
Whole White	3 10

Gooseberries

No. 10	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
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, 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, Key	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, Im. 1/4, ea.	10 22
Sardines, Im., 1/2, ea.	25
Sardines, Cal., 1/2, ea.	25
Tuna, 1/4, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/4, 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, 3 oz., Qua., all.	1 85
Beef, 3 oz., Qua., all.	2 25
Beef, 5 oz., Am. Sliced	2 00
Beef, No. 1, E'nut, all.	4 50
Beefsteak, Onions, s	3 70
Chili Con Car, 1s	1 35
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/4s	2 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. 1/4	1 35
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans

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

CANNED VEGETABLES

Hart Brand

Baked Beans	
Medium, Plain or Sau.	80
No. 10, Sauce	5 60

Lima Beans

Little Dot, No. 2	3 10
Little Quaker, No. 10-14	00
Little Quaker, No. 1	1 95
Baby, No. 2	2 80
Baby, No. 1	1 95
Pride of Mich. No. 1	1 65
Marcellus, No. 10	8 75

Red Kidney Beans

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

String Beans

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

Wax Beans

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

Cut, No. 10	10 50
Cut, No. 2	2 15
Cut, No. 1	1 45
Pride of Michigan	1 75
Marcellus Cut, No. 10	8 25

Beets

Small, No. 2 1/2	3 00
Extra Small, No. 2	3 00
Fancy Small No. 2	2 50
Pride of Michigan	2 25
Marcellus Cut, No. 10	6 75
Marcel. Whole, No. 2 1/2	1 85

Carrots

Diced, No. 2	1 40
Diced, No. 10	7 00

Corn

Golden Ban., No. 3	3 60
Golden Ban., No. 2	2 00
Golden Ban., No. 10-10	75
Little Dot, No. 2	1 80
Little Quaker, No. 2	1 80
Little Quaker, No. 1	1 45
Country, Gen. No. 1	1 45
Country, Gen. No. 2	2 05
Pride of Mich., No. 5	5 20
Pride of Mich., No. 2	1 70
Pride of Mich., No. 1	1 35
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 80
Fancy Crosby, No. 1	1 45

Peas

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

Pumpkin

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

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3	1 80
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Succotash

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

Tomatoes

No. 10	6 00
No. 2 1/2	2 25
No. 2	1 65
Pride of Mich., No. 2 1/2	2 25
Pride of Mich., No. 2	1 50

CATSUP.

Beech-Nut, small	1 60
Beech-Nut, large	2 40
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 25
Sniders, 8 oz.	1 55

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, 1 lb. --- 17

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

MATCHES
Diamond, 144 box --- 4 25
Searchlight, 144 box --- 4 25
Onio Red Label, 144 bx 4 25
Onio Blue Tip, 144 box 4 25
Onio Blue Tip, 720-lc 4 25
*Reliable, 144 --- 3 15
*Federal, 144 --- 3 95

Safety Matches
Quaker, 5 doz. 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
1/2s --- 34
1s --- 32
2s and 5s --- 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 Kerosene --- 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
Extra heavy --- 65.1
Special heavy --- 65.1
Transmission Oil --- 65.1
Finol, 4 oz. cans, doz. 1 50
Finol, 8 oz. cans, doz. 2 30
Parowax, 100 lb. --- 8.3
Parowax, 40, 1 lb. --- 8.55
Parowax, 20, 1 lb. --- 8.8



Semsdag, 12 pt. cans 3 00
Semsdag, 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 40

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

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

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 Steers & H'f. 15 1/2 @ 17
Med. Steers & Heif. --- 13
Com. Steers & Heif. --- 11

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

Lamb
Spring Lamb --- 18
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
Trimmings --- 08

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 --- 9 1/2
60 lb. tubs --- advance 1/4
50 lb. tubs --- advance 1/4
20 lb. pails --- advance 1/4
10 lb. pails --- advance 1/4
5 lb. pails --- advance 1/4
3 lb. pails --- advance 1/4
Compound tierces --- 11 1/2
Compound tubs --- 12

Sausages
Bologna --- 16
Liver --- 18
Frankfort --- 20
Pork --- 21
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 Balled --- @ 25
Hams --- 20 @ 25
Boiled Hams --- @ 39
Minced Hams --- @ 13
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 --- 19 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. --- 1 05
Milkers, Kegs --- 12 50
Milkers, half bbls. --- 22 25

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

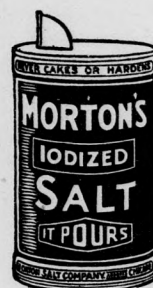
Mackeral
Tubs, 60 Count, fy. fat 6 00
Pails, 10 lb. Fancy fat 1 50

White Fish
Med. Fancy, 100 lb. 13 00
Milkers, bbls. --- 18 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, Dozz. --- 1 35
Shinola, doz. --- 90

STOVE POLISH
Blackene, 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. 4 24
Block, 50 lb. --- 4 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'g, 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



80 can cases, \$4.80 per case
WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s --- 1 62 1/2
Brillo --- 85
Climaline, 4 doz. --- 4 20
Grandma, 100, 5c --- 3 50
Grandma, 24 Large --- 3 50
Gold Dust, 100s --- 4 00

Gold Dust, 12 Large 3 20
Golden Rod, 24 --- 4 25
La France Laun., 4 dz. 3 60
Old Dutch Clean, 4 dz. 3 40
Octagon, 96s --- 3 90
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
Sapolio, 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
Wyandote 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
Jan Rose, 100 box --- 7 85
Fairy, 100 box --- 4 00
Palm Olive, 144 box 9 50
Lava, 100 box --- 4 90
Octagon, 120 --- 5 00
Pummo, 100 box --- 4 85
Sweetheart, 100 box --- 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lre. 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 --- @ 20
Cassia, 5c pkg., doz. @ 40
Ginger, Africa --- @ 19
Ginger, Cochir --- @ 40
Mace, Penang --- 1 39
Mixed, No. 1 --- @ 32
Mixed, 5c pkgs., doz. @ 45
Nutmegs, 70 @ 90 --- @ 59
Nutmegs 105-1 10 --- @ 50
Pepper, Black --- 26

Pure Ground in Bulk
Allspice, Jamaica --- @ 40
Cloves, Zanzibar --- @ 53
Cassia, Canton --- @ 22
Ginger, Corkin --- @ 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
Ponely, 1/2 oz. --- 3 25
Kitchen Bouquet --- 4 50
Laurel Leaves --- 20
Marjoram, 1 oz. --- 90
Savory, 1 oz. --- 90
Thyme, 1 oz. --- 90
Turmeric, 2 1/2 oz. --- 90

STARCH
Corn
Kingsford, 40 lbs. --- 11 1/2
Powdered, bags --- 4 50
Argo, 48, 1 lb. pkgs. 3 60
Cream, 48-1 --- 4 80
Quaker, 40-1 --- 07 1/2

Gloss
Argo, 48, 1 lb. pkgs. 3 60
Argo, 12, 3 lb. pkgs. 2 62
Argo, 8 5 lb pkgs. --- 2 97
Silver Gloss, 8, 1s --- 11 1/2
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, 1/2 lb. --- 75
Royal Garden, 1/4 lb. --- 77

Japan
Medium --- 35 @ 35
Choice --- 37 @ 52
Wyandote, 48 --- 52 @ 61
No. 1 Nibbs --- 64
1 lb. pkg. Sifting --- 14

Gunpowder
Choice --- 40
Fancy --- 47

Ceylon
Pekoe, medium --- 57

English Breakfast
Congou, medium --- 28
Congou, Choice --- 35 @ 36
Congou, Fancy --- 42 @ 43

Oolong
Medium --- 39
Choice --- 45
Fancy --- 50

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

VINEGAR
Cider, 40 Grain --- 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
Peerless Rolls, per doz. 90
Rochester, No. 2, doz. 50
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 --- 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
Jaglic, 3 doz. --- 2 70
Sunlight, 3 doz. --- 2 70
Sunlight, 1 1/2 doz. --- 1 35
East Foam, 3 doz. --- 2 70
East Foam, 1 1/2 doz. 1 35

YEAST—COMPRESSED
Fleischmann, per doz. 30

UNIVERSAL GOOD WILL.

It Is Only Way To Lasting Enduring Peace.

Meeting an Englishwoman in the home of a mutual Roman friend one finds the eagerness characteristic of the British to know about all the world and its ways, particularly about America, American opinions, habits of thought and practices.

Conversation becomes rapid fire, jumping from subject to subject, for, like many other Britons, she has been in New York once on a running trip and is all keyed up with questions about this and that, alloyed with plenty of half-baked impressions. Because drawing room talk is small talk no subject is disposed of, but enough is broached to fill a month of similar evenings for adequate treatment even in outline.

One perfectly amazing statement she made: "But you Americans marry blacks. That is something we cannot understand." Such an assertion from an educated, intelligent, traveled Englishwoman so took my breath away that I could hardly reply with sufficient self-restraint to be convincing, yet to have been as emphatic as I was inclined to be would have been fatal. For we must remember: "The lady doth protest too much."

Afterwards, thinking over the incident, I wondered how such an error could find lodgment in any intelligent mind and I think that mayhap I have the solution.

First, this lady had been in New York only, which, as all Americans know is not by any means America. Second, perhaps her visit coincided with the sensational divorce case of a certain young man which occurred intermittently during two or three years a time since. He had married a girl with a trace of negro blood in her veins. The trace was so slight that not only was her husband unaware of it, but the fact was not established in court without difficulty. Whether the girl concealed this fact we can leave out of our consideration. What interests us is that, whether she did or not, whether the couple was happy and content or not, the instant the color question entered, no choice remained. Social prejudice was so overwhelming that ostracism must ensue if divorce were not had.

But a visitor to New York who did not seek out all facts and consequences with diligence might not understand this. Being there during the progress of any of the various trials of the case, reading the unsavory details which those who ape the Four Hundred and, human-like, delight to find chinks in their armour, so love to gloat over, a stranger might readily enough gain the impression that such mixed marriages were at least sporadic among us instead of being, in actuality, all but unheard of—except, as in the case cited, to have come about through accident, deception or error.

To indicate, partly, how New York fails to impart a true conception of America, two pictures come to mind.

One is of the New York Cholly, in top hat and cutaway, whom one meets any sunny day between ten and noon or between 3 and 5:30 on the Avenue

—ladies' pets, lounge lizards, boys with whom bored idle women toy while their husbands work, boys whose forms would do for lay figure models, whose manners are set by rote, whose faces reflect vacancy that is better than 99 44/100 per cent. pure.

The other is of the porter in a Torrington, Connecticut, inn. Riding into Torrington I was startled with pleased surprise to learn from a United States tire bulletin that this was the birthplace of John Brown, Ossawatimie Brown, Harper's Ferry Brown, of him who contributed such a goodly bit of tinder to the explosives magazine whose detonation was our War of Sections, without the fighting of which our country never could have been welded into a nation.

I spent every leisure minute that day reading about Brown in the charmingly homey little library of Torrington, a result being that my own library is enriched with a masterly biographical sketch of him whose soul has marched on during many decades, the influence of whose life and work is indissolubly interwoven with the Republic whose laws he breached that better laws might fill their places.

To make my next stop on schedule, I had to rise next morning for a 6 o'clock train—which shows how absolutely a village—a most typical, delightful New England village, too, let me say, Torrington then was. For trains in New England are usually so frequent that one might make a good proverb saying "As frequent as New England trains."

By habit I left a call and ordered a cab. Likewise, through habit as a seasoned traveler, I was awake when called by an old-timer who was a bit of New England through his spare frame to his gristled mustache and goatee. He might have posed quite acceptably as the type of the Northern infantryman in said War of Sections.

Finding me ready, he gathered up my grips with self-poised though pleasant taciturnity and deposited them below while I breakfasted, when he loaded them into my cab. I tendered him the properly moderate tip of 25c, but he took it not. "No, thanks," he said, without offensiveness; "the hotel pays me for my time," and turned promptly away. Torrington, I thought, preserves traditional New England sturdy independence and I respected that porter greatly.

Which of the two pictures, I ask those who know our real America, more truly reflects the spirit of our country? But how could a stranger who stops short in New York achieve the intimacy with us to be able to answer this question correctly?

Again, the British speak our language or at least they understand it. Probably they would say that we speak theirs, except that they think we do not. But they read and enjoy our newspapers, magazines and books. They like and adopt our slang. They prefer our movies. Only loyalty to British manufactures—proper, suitable, laudable in every respect—hampers their natural, instinctive preferences for our machines and all kinds of devices. They frankly want to know us and rightly to understand us. They are more than willing to endorse the

thought that the future of Western civilization is in the keeping of the English speaking peoples—British, American, Australasian, South African.

Yet with all this a bright, well informed Englishwoman, a habitual reader of our current literature, versed in our classics, who honestly desires to know us as we are, can make such a glaring mistake about our most peculiar institution—an institution so absolutely unique that we are without historical precedent how to handle it successfully, which all but baffles us at every turn, but about which, nevertheless, we hold some convictions as fixed as our Rocky Mountains—one such conviction innate in our very being: utter repudiation of a chemical trace of intermarriage between whites and negroes.

Maybe this will help to teach us two things: How extremely difficult it must be for peoples other than our kindred British to understand America; hence, how great must be our tolerance, how unwearied our patience with their difficulty. This is written without a trace of self-righteousness.

Second, may we hereby learn what a big job lies before us to convey to those other peoples a true concept of our convictions, intentions, expectations, and the broad good will toward all mankind which, basically, we entertain?

A mighty task, my masters! No task ever held possibilities so great for the good of all mankind. But also no task ever demanded of the performers a keener perception of the eternal verities, none ever required more jealous vigilance that our motives and the impression thereof be true, else were our mission fruitless.

And the task is a mission. For what the world needs is peace, and our United States has the fine distinction that she is living in the 117th year across an "invisible line" more than 3,000 miles long from a justly proud, sensitive and powerful neighbor, not only without a rupture of the peace, but without a fortification, a man or a gun within hailing distance of the demarcation between herself and Canada—a boundary line with hardly a technical landmark. Our country, in ready, willing co-operation on equal terms with her wideflung neighbor, has this example of peace among men to herald to the world—an example almost if not quite unique of the peace on earth, foretold ages ago, for the advent of which men of countless generations have looked with longing bred of eons of needless, hideous, useless suffering. This task is worthy of the best that is in us or that could be innate in any people.

The world shrinks daily. Of a truth no man lives to himself alone. No nation in the world to-day can live without its neighbors to the ends of the earth.

In the great scheme to be developed in the immediate future we cannot choose but play a part. But whether that part be worthy of our young country which to-day looks across the Pacific to the world's to-morrow, as Columbus scanned the Atlantic for the future in his day; whether we carry the noblest-ideals of Western civilization to successful implantation through-

out the ancient East, that they may girdle the earth with a better era, will depend on how we realize and preserve certain vital elements—and we cannot enter on this task too earnestly.

Thus, that we may keep our feet on the ground of actuality while our thoughts and aims are the most exalted these sketchily outline thoughts:

Observation of continental Europe at close range six years ago and now leaves me with the conviction that those countries still lean heavily towards war as the one possible solution of international difficulties. The present aspect of those lands is of a region where every cent that can be saved or borrowed is spent on arms, fortifications, armies and navies. The constant effort to have war debts scaled still further evinces the soundness of this conclusion.

I make no reflections on any people in particular. I write with sympathy for their perplexities, but I hold to the opinion that war is no remedy—that it must serve only to plunge the contenders into deeper misery and woe. So one of the most practical things we can do for civilization and the hope for a better future is to retard the coming of war. If we can retard it long enough, perhaps it may not come again, and that were an end to justify any means we have or can have. Therefore, to dam the flow of the "sinews of war" at the source is not merely common sense, it is sacred duty.

Thus I urge that all debtor countries be held to full payment of their debts to the United States as now adjusted. It is my impression that those debts have been scaled to the limit of any beneficence, if not beyond that. We have gone the ultimate distance allowable with any trace of wisdom. We should defeat our own purpose were we to allow ourselves to become "easy" in this: for not only do concessions result in bigger European military budgets but we should lose the respect of our debtors. The cause of peace can gain nothing from the engendering of such a concept of ourselves—to put it conservatively.

Lastly, our ideals must be kept inviolate. To this end North America must preserve its individuality. It is right and wise that we have latterly limited immigration and for the time being have stopped it altogether. Nor should our gates be re-opened soon or without most serious care. We might well do without the incoming of a single foreigner for the next generation at least. To permit further dilution of our racial stock would be to run reckless risk.

The avenue through which we can work effectively is the English language, happily and fortunately our own. That language is rapidly becoming universal throughout Europe and all areas touched by Western civilization as the language of business and diplomacy; and history teaches that a common language is perhaps the most potent cement, the most enduring binder of peoples. Further, the British hold to the doctrine of pay-your-bills in good faith. Though their burden is the heaviest, the British do not whine. Thus, while our aim is to help all mankind, herein is another evidence that we can most effectively

work in cooperation with our British neighbors.

Let us aid Europe by example, by honest counsel, by sympathetic grasp of its perplexities, by propagation of international understanding, in every way that shall stop short of danger to our own identity. Such aims are justified by experience, for it is well known that the current judgment of outsiders in such crises approaches close to the judgment of history.

In such wise we can hope to promote universal good will, discourage thought of any next war, and lead the way toward lasting, enduring peace.

Paul Findlay.

TAXATION OF CHAIN STORES.

(Continued from page 11)

laws are unconstitutional, and are an unfair attempt to impose burdens upon chain stores out of proportion to that put upon competing independents. Chain store tax laws have been held unconstitutional in Indiana, Maryland and South Carolina. The 1927 laws of Georgia and North Carolina were held unconstitutional but in 1929 new enactments on this subject were passed in both states.

The 1929 North Carolina law is probably the first chain store tax law that has been held constitutional in a Superior Court and a State Supreme Court. (Great Atlantic and Pacific Tea Company vs. Maxwell, 154 S. E. 838 (1930).) Under this decision the chain store companies have lost their battle to avoid the payment of a \$50 license tax for each of their units in excess of one in North Carolina, unless the decision of the court is reversed on appeal to the Supreme Court of the United States.

The validity of the Indiana chain store tax law is involved in a case now pending in the Supreme Court of the United States. The Federal District Court for the Southern District of Indiana held the Indiana law invalid, Jackson vs. Indiana State Board of Tax Commissioners, 38 Fed. (2d) 652 (1930) and an appeal from that decision has been taken to the Supreme Court of the United States. Beyond all question, a great deal more will be known about chain store legislation when the Supreme Court of the United States decides this Indiana case. The Kentucky law was enacted in 1930 and has not yet been presented to a higher court for a ruling upon its constitutionality.

It is certain that the matter will find its way to the 1931 sessions of many legislatures. There is a strong body of opinion in favor of the theory that it is against the best interests of the public for the distribution of the Nation's food supply to pass into the control of a few large groups, and that, from the social point of view, it is desirable that the local merchant should be preserved.

Mrs. Mary Moran Kirsch,
Librarian State of Wisconsin.

Why Meats Are Sold Very Cheap in Rome.

(Continued from page 20)

ties. A principal commodity everywhere in this country is wine, of course, for wine is the universal drink. It is hauled in all sorts of containers as

some of my snap shots to be developed later may illustrate rather well. But everything else, from a few chairs to be recaned, through towering loads of brush wood which is used here for fuel even down to the thinnest branches and twigs, to ponderous burdens of grain, stone, cement and topheavy cargoes of furniture, is met with on every highway.

Herein is the key to one phase of American superiority, for we use our high priced labor sparingly, saving it at every point by the application of machines, yet commodities cost only slightly more in our most inaccessible communities than in our central cities.

Why? Because our splendidly organized transportation system enables the distribution of all kinds of commodities to all our people for the lowest cost per unit in human experience.

And this is a big consideration. For if we find, as hereabouts we do find, that such an item as lamb costs considerably more a few miles from Rome than in Rome, the difference must be due to cost of transportation; and if this is true, then see how entire populations are burdened with extra cost because of the employment of what seems to be cheap labor. The fact is, of course, that such labor is not cheap, but about the most expensive commodity a people can invest in.

Meantime, this itinerant couple has enjoyed some mighty low cost meat.

Paul Findlay.

Late Business Notes of Importance.

"Physical value of production should increase 25 per cent. by next December as compared with the like 1930 month," Dr. David Friday, the well-known economist, told the Illinois Bankers' Association last week. He expects retail prices, now less than 10 per cent. below the 1929 level, to drop further in the next six months to complete the inevitable readjustment. This he thinks will start the real revival. He notes also that labor cost declines per unit of output are resulting in a favorable basis for profit making.

A slight increase in business activity and in employment is noted by a majority of the reports received last week by the United States Chamber of Commerce. "Confident planning on the part of business management," the summary adds, "will depend in large measure upon the degree of certainty with which it will be able to forecast conditions which must be met."

American Tobacco has discontinued direct selling to United Cigar Stores, leaving the field to the jobbers who, in receiving notice, are informed that the reasons for this step will be eventually clear to them. If other large buyers are treated in the same way, the cigarette jobbing business should soon become highly prosperous.

Montgomery Ward's spring and summer catalogue, now going into the mails, quotes prices which range from 20 to 40 per cent. below prices of last year. President Everitt says "the catalogue is unique in that it reflects current low prices more accurately than any previous mail order catalogue I can recall." It was delayed to make this possible.

National Biscuit earned \$22,879,898 last year compared with \$21,423,571 in

1929. The food companies certainly seem to be as nearly depression-proof as anything can be.

Packard Motor Car earnings for 1930 are put at \$9,000,000 by President Macauley, or more than \$10,000,000 if augmented by the \$1,106,941 added to the surplus account. This indicates earnings in the last quarter of sixteen cents a share compared with eight cents a share in the last quarter of 1929.

Seeking to put railroads on a par with busses as passenger carriers, the Nashville, Chattanooga & St. Louis Railroad announced this week that it had secured introduction in the Tennessee legislature of bills to tax and regulate the bus industry in the state. If necessary, spokesmen of the road say, the company will refuse to pay taxes until the highest court passes on suits demanding relief from tax discrimination.

Declaring that within five years the N., C. & St. L. has lost half its passenger and freight traffic to busses and trucks, Fitzgerald Hall, general counsel, says that if relief is not forthcoming the company will be obliged to stop its operations within the state.

Indiana Shoe Buyers' Convention Plans.

Indianapolis—The eighth annual convention of the Indiana Shoe Buyers' Association, conducted by the Indiana Shoe Travelers Association, will be held at the Claypool Hotel, Indianapolis, Feb. 15, 16, 17.

It will be a three days' gathering for shoe merchants of Indiana and neighboring states. There will be 100 lines of 1931 footwear on display on the fifth, sixth, seventh and eighth floors of the hotel.

The style review will be held on Monday night, with fifty live models, showing the creations for spring.

There will be no meetings of any sort, and display rooms will be open at all times except during the luncheon period, which will be from 12 to 2 p. m. Prominent speakers and vaudeville will be the features at luncheon. The convention committee includes C. I. Slipper, general manager, and C. F. McNew, advertising manager.

The style show committee includes F. M. Brown and F. E. Neagele. Raymond Smith is in charge of the entertainment. Registration is under the direction of E. C. Smeltzer. Signs, G. W. Hewitt. Speakers, Joe Wanender and Mark Mayer.

The regional governor and vice-chairman, R. T. Bowman, Richmond; Charles R. Garrison, Anderson; Ed. Steete, Terre Haute, and Elmer C. Thomas, Mishewaka.

The State Shoe Retailers Committee consists of Ben Becker, Terre Haute; Lew Faderly, Anderson; Paul O. Keuhn, South Bend; Sam Schwartz,

Muncie; Louis Stein, New Albany, and Earl Bills, Richmond, Ind.

Princeton—Ferdinand E. Berger, 86, merchant tailor, died here following a paralytic stroke. He had conducted a shop in Princeton for 65 years. He is survived by the widow and several children.

Indianapolis—Officials of the Indiana Health Shoe Co., of this city, have filed papers with the Secretary of State evidencing the final dissolution of the corporation.

Trade Up On Chromium Plated Ware.

A trading up tendency on chromium plated ware is in evidence in the New York market where producers have offered merchandise modeled on the lines of silver-plated hollowware to buyers for silverware departments. Styled along these lines, goods have been produced to retail at prices of \$3.95 and \$6.95. Articles made to sell at higher prices are being produced in limited quantities. The plan of merchandising the chromium plated goods in the same department with silver plated ware is said to have worked out successfully in a number of stores.

Inventories Prove More Difficult.

The accurate checking and re-checking of inventories, in view of the sharp drop in wholesale prices, has proved more difficult than usual this year. One large chain store organization had 400 extra employees working in day and night shifts during the past week to rush the work to completion. The basis used was cost or replacement price, whichever was lower. In most cases the replacement was substantially lower. An extreme instance was a markdown in certain items of apparel from \$22 to \$7.50 a dozen.

Golden Harvest Sundae.

In the center of an oblong glass dish put a No. 10 cone of vanilla ice cream. On each end of the dish place a half peach. Over the ice cream pour a ladle of crushed peaches, and top with a spoonful of whipped cream on each half peach.

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

I OFFER CASH!

For Retail Stores—Stocks—Leases—all or Part.
Telegraph—Write—Telephone

L. LEVINSOHN
Saginaw, Mich.

Telephone Riv 2263W
Established 1909

Do You Wish To Sell Out! CASH FOR YOUR STOCK,

Fixtures or Plants of every description.

ABE DEMBINSKY

Auctioneer and Liquidator

734 So. Jefferson Ave., Saginaw, Mich
Phone Federal 1944.

RENDERING SERVICE.

Talk By Evert Stadt Before Hardware Convention.

We are again gathered here as men and members of the Michigan Retail Hardware Association for the purpose of attending another convention. Each year through the efforts of our Association, we are able to gather here as a body to inspect new merchandise, hear instructive talks, and exchange ideas, which, if used after we return to our respective stores, should make better merchants of us.

Some of us perhaps feel that the theme of all talks at conventions and group meetings may be more or less pessimistic, by that I mean we are constantly being told how to be better merchants, our faults are constantly being pointed out to us, so much so, that we began to feel that we are not merchants after all. This I believe is the wrong attitude for anyone to assume, I know that most of us feel that we are pretty good merchants and I believe that we should feel that way, because if we haven't any confidence in our own ability, than you may be sure that the other fellow will not have any in us. However, we should never get to the point where we begin to feel that we are so good as to be beyond the point of acquiring additional knowledge from the experience of others.

I have been asked by our State Association to give you a short talk on the subject, "Rendering Service", before going any farther, let me say that I believe the word, "Service" is the most widely abused word in American business to-day, and I am not referring to the hardware business only. Some of the world's largest automobile manufacturers claim that service is not necessarily something for nothing, this is proven when you attempt to get free service in a new car that you have driven for a period of sixty to ninety days. You get the service, but you have to pay for it. I wonder how many of us get paid for the service calls we make on washers, radios, etc. I know I don't, and I do not believe that many of you do. We as hardware men, actually are giving real service in this case but we do not get paid for it, therefore, we have a decided advantage over other businesses and its up to us to use it.

I pride myself in trying to give my customer as good service as I possibly can, I do not mean that I always do as I promise to do, neither do I say that I always make deliveries on time and the hundred of other things that we sometimes should do but don't. Service in my estimation is the endeavor to serve your customers in such a way that they cannot help but come and trade at your store. Chain stores are spending a lot of money in the attempt to convey to their customers that theirs is the place you should do your trading at. They, however, lack one important and valuable asset which we as independent dealers do have, and that is personal service. Personal service is that certain something which they would pay money to get but will never be able to enjoy in the measure that we as dealers have, without trying

to get it. Now that we have it, let's make the most of it.

Let's take the subject of nails:

I know that this may seem funny, you may think that nails are just nails, that there isn't any money in them so why bother. If you intend to stay in the hardware business you must sell nails. If a home owner steps into my store and informs me that he intends to build a garage, but does not know how much material to buy, we have a chart whereby we can tell him how many nails he will need for a square of roofing, but if a single shingle, four-in-one, or roll roofing, we can also tell him how many nails he will need for the sheathing and siding. If he were laying a floor, we could tell him the proper amount of nails required for all widths of flooring. This prospective customer after receiving this information must feel that we are merchants who know our business, and the chances are ten to one that by the time we have given him this information we have also succeeded in overcoming any sales resistance barriers which may have been built up in the customer's mind when he first entered our store, with the natural result that we probably have closed the sale on nails with a good change of getting a chance at the rest of the more profitable hardware which we know he will need in the near future.

We never sell a pocket knife to a man without first taking a small sharpening stone and showing him the proper way to sharpen his knife.

In selling a bread knife to a lady we are careful to instruct her that she should be careful and not place the knife in the drawer along with other knives because in doing so she is dulling her knife, and we all know that a dull knife is a nuisance whatever the occasion may be. If the customer selects a good knife, we offer to sharpen it free of charge within a reasonable length of time.

We do a very good wheel goods business and I believe it is largely due to the service which we render to purchasers of this kind of merchandise. In selling a cart we instruct the child in the presence of his parents that we will tighten all bolts, and grease the entire cart free of charge, if they will but bring it in, say, two weeks or so after purchase. This always goes over big with the parents and I believe helps our business.

Each high grade velocipede that we sell is sold with the understanding that same is to be returned to us after a period of two weeks, we then check the wheels and tighten all the spokes and true the wheels, lubricate all moving parts, tighten all nuts and readjust the seat and handlebars if necessary. This sounds like a lot of work but all this can be done in less than a half hour, and I believe that it is time well spent because experience has shown us that our customers appreciate this kind of service.

Each year we sell many pairs of high grade roller skates and like most dealers we repair a good number of old skates. In selling skates we tell the youngsters that if they will bring in

the skates we will at any time oil them free of charge.

Let's take lawnmowers for instance. How many of you have been called out to service a lawnmower shortly after selling them, and upon reaching the customers home you get a rather cool reception simply because the mower is out of adjustment and does not work properly. This you know is not your fault, the jobbers, or the manufacturers, it is just one of those things that do happen.

We never sell a lawnmower without first checking same for adjustment, easy running, etc., we tell the prospective customer what he has a right to expect from the mower, and impress upon him that we do not want him to tamper or attempt to adjust same, but we do offer the following service to him: That after using the mower for thirty days, we will adjust it and see that all bearings are properly oiled. We do this free of charge and assure the customer that after we have serviced his mower in this way, he is assured of uninterrupted service for some time to come. This little service which we offer, has clinched many sales for us and has entirely eliminated all costly service trips.

In selling high grade casting lines we always instruct the customer to dry the line each time and that by drawing the line through a cloth which has been slightly oiled he will prolong the life of the line and get more service out of same.

Paint is an item that requires service before it can bring satisfaction to the customer. We ask many questions of the customer before we sell him the paint, in fact, so many, that occasionally the customer wonders whether we are minding our own business. To most customers paint is just paint, be it varnish, enamel, flat paint, etc. We believe it is the dealer's duty to find out exactly what the customer intends to paint and what the nature of the surface to be painted is like. Only in this way can the dealer give his customer the proper finish for his particular needs. You as a dealer should have sufficient knowledge to give your customer the particular product best suited for his need, and unless you do this you are not performing the service that the customer has a right to expect from you as a dealer. We never sell a house job without first making a call at the customer's home and inspecting surface to be painted.

Learn to like the paint business, talk it, push it, sell it. It will pay you to do so. Get next to the jobbers and manufacturers paint salesmen, learn all you can about the paint business and you will be able to serve your customers better.

Remember that personal contact is the greatest asset you have in your business and it is up to you to make the most of it. If you are wide awake, congenial and pleasant to your customers and you know your merchandise and are able to present it to your customers just a little differently than your competitors you need not worry about business, it will come to you.

In closing may I suggest that we all try to be something other than just regular hardware men in our neigh-

borhoods. Be a civic booster, mix with people, take an interest in the activities of your community. By doing so, you will let people know who you are and the fact that you are eager to help in the betterment of your neighborhood is bound to be an asset to your business.

In Accord With the Tradesman's Contributor.

Detroit, Feb. 3.—This acknowledges your letter of Jan. 30, together with the clipping from your publication containing an article by Mr. E. E. Whitney.

I wish this article could have a much wider distribution, for it is well written and there can be no fault found with the position taken.

This year's black license plates with red figures are very difficult to distinguish and too small. The man who apparently was in authority at the time these plates were ordered is no longer connected with the Secretary of State's office, so that he cannot be chastised. It was a bad mistake and we will all have to put up with it for a whole year.

I was also interested in Mr. Whitney's statements regarding automobile drivers' licenses. We tried our level best to get a new law through the Legislature two years ago. Succeeded in getting it passed by the Senate, but it was blocked by one or two lobbyists who had a very flimsy reason, but they succeeded in getting the bill killed in committee.

We know that Governor Brucker is in favor of a new drivers' license law and we are working with the Attorney General's office in drafting a new bill which we hope will get enough support to pass this session.

Our present law is inadequate and out of date. It means little because it is not being enforced and under the present regulations, it is a very easy matter in a great many localities to get a drivers' license with little or no examination. And, of course, we all know that there are a great many outstanding drivers' licenses which ought to be recalled, thus eliminating unfit and dangerous drivers from the highways.

It is our hope that the press of the State will all support the new drivers' license bill when it is presented in the Legislature.

Richard Harfst,
General Manager Detroit Automobile Club.

Gabby Gleanings From Grand Rapids.

Harry Mayer, traveling representative for the Valley City Milling Co., is confined to his home with a heart attack. He resides at 240 Calkins avenue.

I. Fine & Sons Upholstering Co. has a bankruptcy petition filed in the U. S. District Court, and an order has been issued for a hearing on Feb. 20 in Federal Court, at 10 a. m. One dividend of 5 per cent. has been paid in the case, according to Charles Blair, referee.

The Valley City Milling Co. has leased the first floor of the Worden Grocer Co. building for one year and will remove its offices from Michigan street to that location. Its warehouse department will also be removed from the Kent Sorage Co. plant to the new location.

Lee & Cady will be on the air every Monday evening thirteen weeks from 7 to 7:30. The broadcasting station used will be WJR Detroit. Quaker coffee will be the burden of their song.

Mrs. Helen A. Eaton has opened a food shop at 1445 Lake Drive under the style of Eaton's Food Shop. Lee & Cady furnished the stock.