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Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, MARCH 25, 1931

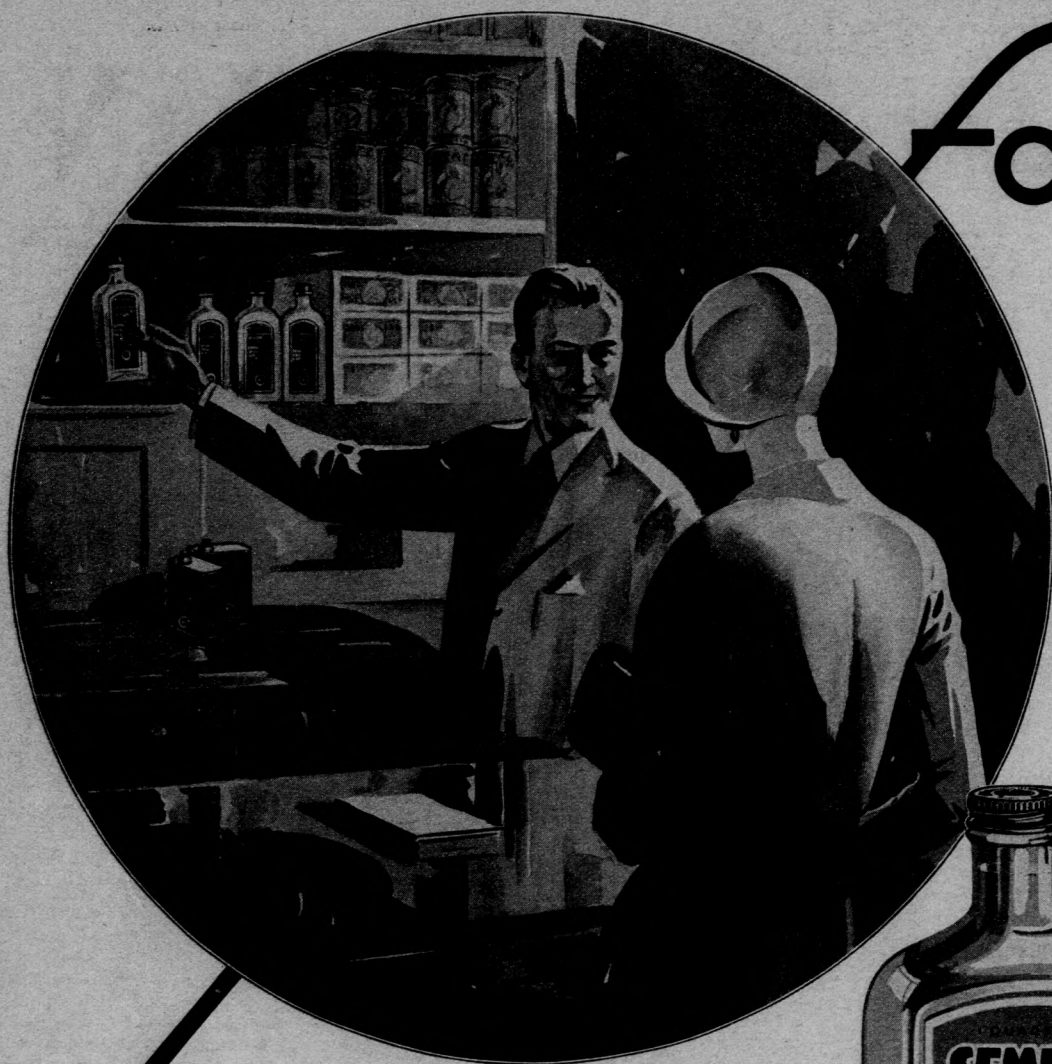
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The best thing to give to your enemy is forgiveness; to an opponent, tolerance; to a friend, your heart; to your child, a good example; to a father, deference; to a mother, conduct that will make her proud of you; to yourself, respect; to all men, charity.

F. M. Balfour

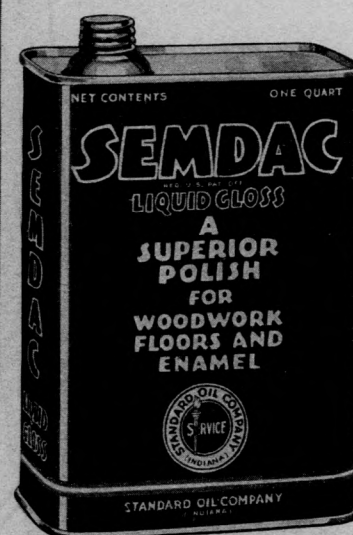


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Number 2479

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Scathing Indictment of the Chains

We women consumers want more genuine merchants and fewer chain store robots.

We have no prejudices against chain stores, per se, because they helped us break down the old cob-webbed era of the open sugar barrel, the cat on the bread counter—and overly long profits. But retailing conditions as they have developed in the last ten to fifteen years along standardizing chain store policies have been distinctly and increasingly to the consumer's disadvantage. Nor, from what I can gather, are they to anybody's advantage.

The five outstanding deficiencies of this present robot retailing I would set down as follows:

1. Over-emphasis on price cuts, "bargains" and misleading price statements.
2. Limited stock, narrow range of assortments and sizes.
3. Unsatisfactory distribution of goods, particularly new and improved products of manufacturers and trade-marked merchandise.
4. Unintelligent, inadequate clerks.
5. Unsatisfactory or limited store service.

No fault of this present robot system is more pernicious and more repressing in its effects on the consumer than the chain store practice of carrying only limited stocks and incomplete assortments.

What women want is better merchandising and more intelligent human understanding of their psychology and their problems. Retailing has degenerated from intelligent merchandising into automatic robot bundle wrapping, and silently the consumer has been expressing her position by selecting other types of retailing distribution.

As a representative of "Mrs. Consumer," I ask for the elimina-

tion of fly-by-night retailing, hectic changes, hectic competition, misrepresentation and insincere price cutting tactics. I ask for helpful, intelligent, constructive service; I ask for a merchant who shall be as up-to-date scientifically as possible, but who can still give the human values which most of all the consumer expects from the retailer.

Mrs. Christine Frederick.

The Very Latest in Business News.

Industrial employment and wages showed improvement in February for the first time in a good many months, the Secretary of Labor, William N. Doak, announced last week. The data supporting this statement are preliminary figures of the Bureau of Labor Statistics: a 1.4 per cent. employment gain and a 7.5 per cent. payroll gain, comparison being made with the figures of the month before. These gains, Mr. Doak says, are more than seasonal.

Less than half a billion dollars of extraordinary individual losses in the wreck of 1929 is far below estimates current at the time of the crash. But the losses of those who held on into 1930 in the forlorn hope of a rally have still to be recorded from the returns of that year.

In any case, however, the figures (incomplete though they are) are significant as evidence that the troubles of 1930 were the anticipated cause of the stock market tumble rather than the result of that disaster. By way of contrast, it is interesting to recall that work people, not counting agricultural and office workers, lost at least \$7,000,000,000 in wages during 1930, thereby impairing buying power with lamentable effects on business.

The average price of commodities did not change last week, the Irving Fisher index number standing at 76.0, the same as the week before.

Cotton cloth production has risen sharply in the last seven months, especially recently, the index number having reached 86.7 last week compared with 67.4 in August. This is one bright spot in the industrial skies, notable even in the textile industry which, after long prostration, is showing decided powers of recovery.

Maxwell House Coffee's price to dealers was cut five cents a pound last week, the most drastic reduction thus far made. This radical step undoubtedly presages a redoubled drive for volume and may lead to lively times in the coffee trade which for some time has been enjoying an exceptional degree of prosperity.

Sears, Roebuck is going into automobile insurance in rural districts where, according to estimates, only one in five cars is insured because such territories are not attractive to insur-

ance agents. The business will be by mail, not in any case by stores.

Six cities in Indiana, Michigan and Ohio having a combined population of 559,208 had total retail sales in 1930 of \$326,732,322, of which independents had 60 per cent., chains 30 per cent., the other 10 per cent. going to what the Census of Distribution classifies as other types of organization. The cities are: in Indiana, Elkhart and Mishawaka in Michigan, Kalamazoo, Port Huron and Flint, and in Ohio, Akron.

In these cities there were 5,014 independent stores and 1,463 chain stores. The independents had 14,933 full-time employees, the chains 8,416. The wages and salaries in the independent stores amounted to \$21,955,524, in the chains to \$11,719,250. Taking no account of the facts that the payroll of the independents makes no allowance for the proprietors and that the wages and salaries include in both cases payments to part-time employees—rather important omissions—the average per capita earnings of independent store employees were \$1,470, those of the chains \$1,392. Full particulars of the census will probably clarify this situation.

The sharp rally in silver prices is attracting attention because of its expected tonic effect on world trade. The rise is due to the better outlook in India.

Half the silverware sales (49.5 per cent.), the Census of Distribution finds, are made by manufacturers to dealers, 36 per cent. to manufacturers' own wholesalers, 11.7 per cent. to outside wholesalers and 2.2 per cent. to commercial and industrial users. Leather belt manufacturers sell 70.4 per cent. of their output direct to users.

Coffee War Resumed.

A reduction by General Foods Corporation of three cents a pound to jobbers and two cents to dealers in the price of Maxwell House coffee last week has resulted in a trade "war" which has brought the price of various National brands of coffee virtually to the level of the more widely sold private brands.

The present price of Maxwell House to dealers is now twenty-eight cents, and one large Eastern chain is selling it to customers at twenty-nine.

The Great Atlantic & Pacific Tea Co. is now advertising its Bokar brand at twenty-nine cents—sixteen cents lower than fifteen months ago. Its Red Circle and Eight O'clock brands have been reduced to twenty-five and twenty-one cents a pound.

Coffee has long been one of the largest profit items among grocery products. Most present coffees are a blend of Brazilian Santos and of Colombia. Colombia is milder and the price generally depends on the amount of Colombia coffee used. The present price of green Santos is 8.25 cents and

of green Colombia 15.50 a pound. Figuring on a fifty-fifty blend of the two, the cost of the coffee used in the average high-priced blend is about twelve cents per pound. Shrinkage in roasting and grinding accounts for about 16 per cent., thus adding about two cents to the cost. Vacuum packing adds another four cents, bringing the total "production" cost to about eighteen cents. Physical distribution then adds another cent and selling costs, including advertising, now amount to about six cents. The entire average cost of getting each pound to the consumer, therefore, totals about twenty-five cents.

It is estimated that General Foods sells annually 50,000,000 pounds of Maxwell House coffee, a larger amount than any other "National brand." Of its Maxwell House sales volume of approximately \$12,500,000, General Foods is supposed to spend \$3,250,000 annually in advertising this product.

Although A. & P.'s total annual volume in its brands of coffee is now approximately 200,000,000 pounds, the advertising costs per pound of coffee is less than one-half cent.

Fair Trade Measure Hits Chain Stores.

Lincoln, Neb., March 23—The State Senate has placed its approval on a bill asked by the Nebraska Retailers' Association and drawn up by the state's attorney general which is aimed at chain stores, particularly those engaged in the grocery lines, and power companies selling electrical equipment in competition with hardware men.

The bill creates a state fair-trade commission made up of the governor, attorney general and state treasurer, with the work to be done by a paid commissioner and assistants. It defines as unfair trade practices and bans the following:

Misbranding of merchandise as to quality and origin; adulteration of commodities; misleading advertisements; false representation of usual prices as being special, reduced prices; combination sales where common articles of merchandise are sold for low prices, while the less known articles are sold for higher prices than ordinary; use of misleading trade names intended to induce the belief on the part of a buyer that the seller is the manufacturer of the article; the use of free goods or service device intended to create the impression that something is being thrown in without charge. The bill vests the commission with power to declare unfair other practices it holds to be in violation of free competition.

Whales are giving American hogs and Danish cows stiff competition in European markets, according to Royal W. Bell, member of the Chicago Board of Trade. The extensive whaling operations in the Antarctic have created an immense supply of whale oil, and this is now being used extensively in cooking fats, in place of lard and butter. Due to a hydro-generation process that has been developed, it is now possible to eliminate the fishy taste in whale oil.

THE SPELL OF VESUVIUS.

Interesting Sidelights on Ravello, Sorrento and Naples.

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Strange how one survives absence of daily newspapers in these out-of-the-way corners. "Things" do not seem to matter so much, nor whether "conditions" are good or not so good. Whether school keeps or closes becomes a factor of indifference. As for clothes, we are reminded of Peter Gillies.

Peter was a substantial citizen, a well-to-do miller, and when a friend ran against him in London garbed in his workaday clothes, he said: "Why, Peter, how's this, you going about London dressed in such shabby garments?" "Oh," answered Peter, with perfect composure, "neabuddy kens me here!" A few weeks later the two met again, this time in Edinburgh, and Peter wore the same clothes. "Well, here you are at home, now, Peter, and going about as if you could afford no other clothes," said the friend. "Aye," said Peter, "but that disna matter; a'buddy kens me here."

Pete's philosophy was pretty sound, whether everybody knew him or nobody knew him; but anyone who travels widely, having all the time there is, becomes wonderfully indifferent to whether he wears crushed neckties and seedy clothes. The English have this point well learned. They dress for comfort and let appearance go hang. Both men and women are great walkers, the women carrying canes and using them as skillfully as the men. Their appearance is described as "a scream" by the modern girl, but they have solid comfort and their indifference to sartorial outfit is profound.

At the Palumbo Hotel, in Ravello, was a Swiss woman chaperoning three young American girls from Evanston, Youngstown and one of the Springfield—very important, in their own eyes. They ask her: "Why can't we have orange juice—and fresh raspberries—and what kind of a place is this without an elevator?" and otherwise evince the dense provincialism of only daughters—only children—of the rich. In the back of their vacuous heads was the notion that part of Italian life was serenades, and they wanted one of their own. So the poor harrassed governess had to see what could be done, further handicapped by the girls' idea that no cost should attach—characteristic stinginess also of the rich and pampered. The old mother landlady came to the governess' rescue, prevailing on some of her daughters' friends to come and sing under the girls' windows.

Thus we enjoyed some delightful Italian opera singing, with guitar and zither accompaniment—something we wondered about, but enjoyed considerably on two successive evenings—at the same cost paid by the girls. We, of course, know better than to want serenades on our own—no provision for such in a Schoonmaker budget.

Big, fat priests are everywhere about. They are so big they should pay fare and a half in the busses. Also a lot of various degrees of polizziani and soldati are on hand; obliging, cheerful,

polite, but mostly stupid. Beggars yodel their wares in the piazzas and by the churches.

An interesting feature is the lone men, traveling by themselves. They do themselves rather well, as the British say it, taking their leisure in liberal doses, completely unhurried, at their meals, their newspapers, their walks or what have you. And believe me, they see a lot.

There are two outstanding show places in Ravello, two magnificent villas of ancient Italian nobles, both situated to command a sweep of enchanting land and seascape from their 1,100 foot sheer elevation from the Mediterranean. One, the Villa Cimbrone—cheem-BRO-nay—is restored and, with its grounds, thrown open to the public for the fee of one lire—5¼c—each, except as to certain portions reserved for the caretaker's family. The other name forgotten, is in process of restoration, will be really more wonderful finally.

The pictures afford mere glimpses of Cimbrone's grounds. It were idle for me to attempt description. The chief charm of these places is the way they reflect the lives of the chosen few in both ancient and modern Italy—elsewhere, too, in Europe for that matter. For hereabouts has been the traditional division carried to its nth degree that some shall be hewers of wood and shall be drawers of dividends, with the hewers of wood in the preponderating majority. And yet, as will be seen in our notes on Rome, nobody in these lands knew comfort, and few know it yet even approximately as it is familiar in the homes of the ordinary run of American working people—to go no higher in the scale for our comparison.

Formal gardens were a strong feature in Italy and these are yet to be found here in profusion and perfection, for the Italian is an artist, take him anywhere you find him. Here, then, are lovely winding walks with fountains scattered about at suitable vantage points and settings, water for which comes to-day, as it has come through the centuries, from an impounded lake four miles back and somewhat up from the town. We saw some of the old pipes being replaced by modern galvanized ones—which will not live nearly so long as the old lead ones did, though those were not as symmetrical as these.

View from Ravello included a far distant boat being rowed, forward fashion, by standing men—rhythmic motion, in absolute unison, looked like phantoms of the damned, ala Dante. Replicas of Jacob's coat in Piazza Municipale, Amalfi; no telling where coat ends and patches begin. But wearers plenty busy smoking cigarets. Atmosphere of we should worry—we had breakfast—the sun is warm—the sky is blue—'taint goin' to rain no more. Young shoemaker, sitting at his single bench in his little shop in Ravello, proud to show Americans sample of his own make shoe. It was a low shoe, man's, made so perfectly we quite understood his honest pride in his own handcraft: tutto a mano, of course. Mark Twain was told the sunrise over these Italian mountains was

beautiful. He said, "They say it is wonderful." By some chance we saw it at Ravello. We can vouch for "they say." Felucca sails in Amalfi harbor look pirate like with their rackish angle. There probably never was a swifter rig. On the drive from Ravello to Sorrento we transferred baggage at Amalfi. Did all the toting myself except elevating to roof of bus, which job turned over to bus driver. But a burley brigand presented himself at door demanding tip. I asked him what for—he had done nix for me. He took a lot out in motions, showing how he had boosted my grips, while the crowd gathered close about the entire vehicle. After vainly trying to make me see his side, he lighted a cigaret and swaggered off on the quay. Then, just to show there was no coldness, I held up half a lire and beckoned, but he swept his hand around the horizon in motion of negation while he laughed with a fellow ragamuffin. Nor could I tempt him—nothing doing—magnanimously he was quite indifferent to my 2¼c bit.

Let the buyer beware has a distinct hangover everywhere abroad, whether it be the much over rated directions of a London policeman or printed, painted or oral "information" elsewhere. Our bus had a sign which read: "Salerno—Amalfi—Sorrento," but on paying our fare the conductor indicated that we arrived at some point from which—well, what? We were hung up until a big, jolly fellow in a seat ahead of us said: "You must stop at Blahon, den taka trolley cara a Sorrento," for which information we were duly grateful. But with trolley competition we got a bid so low that we took a private vettura to our journey's end, the charming town of Sorrento, where we had a room fronting on the Bay of Naples, sheer below our feet about 100 feet on the shores of which, in the low water, were remains of the home of Tasso, either native or adopted son of Sorrento.

It was what the Scotch call an eerie thing to wake up at two next morning and immediately have the lights fail. Nor would answer come to the bell. These are ancient inns in which the doors are locked and barred at a moderate hour and everybody goes to rest. We had noted a candle and I groped for it, but, alas, there were no matches—hard situation for a non-smoker in a land where matches are counted by the piece because heavily taxed. We promised ourselves a flashlight thereafter—and then the lights came on again. We got familiar with this after a while. Public service corporations are not what ours are, believe me.

Passport inspection is various. In Naples we got a pair of lengthy papers from the police, through the courtesy of the Continental, without effort or trouble on our part, with spaces for official stampings in perhaps ten or a dozen towns in Italy in the event that we visited that many; and we were told the number could be extended if we wished—all cost something like 35c. But here in Sorrento we had to fill out another long form, this time furnishing our mothers' Christian names—one dead nearly thirty years, the other five years. Why? I did not know and do

not know, but also I ask no unnecessary questions.

Old time church being restored here. Entire facade being replaced with smooth brown marble, highly polished, very beautiful and enduring. But we feared for the preservation of some of the original carvings, so had a set-to with a handsome, intellectual looking priest who could speak no English. But restoration can be put across readily enough if one have only a rudimentary ear for language; so at "ristorat-zee-O-nay" his face lighted up, and the idea that they must be careful was conveyed. Then sensing such interest in strangers, he took us within the court yard and showed us how carefully and painstakingly they were doing the work.

This brought out a fact to be noted all over Italy. That strange things occurred during the ages between, say, the 10th and 14th centuries, of which some consequences persist to-day. This courtyard, for example, was an awful looking place. The Old South church in Boston cannot have looked much worse immediately after it was evacuated by the British, who had used it as a stable and riding school. Surrounded on its four sides by the plain outlines of a cloister, a stone bracketed stairway, like those in Florence, on one side, here was symmetry of plan and original execution, but if the space originally laid out for garden and a fountain in the middle had not been utilized for stables and manure piles, it certainly had that appearance.

Now the priest showed us how, in the galleries of the cloistered ways, the original carved pillars, pilasters and fluted columns had been buried in rough masonry at some time or other, and how carefully the restorers were working to remove the covering without injury to the fine work buried therein, and we could see the work was in good hands. But not only in Rome—which see—are ample evidences that there was vandalism within Italy since the time of the Caesars as well as among the invaders.

A bright boy came to help out our mixed word and sign language. He told me the church was seventy hundred years old. One is moved to smile; but should we? Glance at Italian: Sette—set-tay—seven; Diciasette—deechee-ah-set-tay—seventeen; Settanta—set-tahn-tah—seventy, and see how we ourselves might be confused among them. And at that, of course, Italian is child's play compared with French for the outlander to acquire.

Sorrento is the Italian center for wooden inlay work, and for much other handicraft, such as painting on wood and, ever and always, embroideries of many kinds. Too, there are up and coming merchants therein who have fine stocks and their prices are really low. Hence, we spent much time looking about—the more so that the one museum we went to was characteristically cold as a refrigerator. Also it had no elevator and there were so many stairs that our strength was about gone when we had mounted part way up—no energy left to look at the exhibits.

It is the cold, cold, cold in these

Italian buildings, all of them, which handicaps people used to moderate comfort. These are ancient stone places—stone walls, thick and sturdy; stone floors overlaid with tile; lofty ceilings; not a trace of heat anywhere. In summer such places may be tolerably inspectable, yet I question whether one could remain in the rooms long at any season. We found that if we bundled up as for Wisconsin winters outdoors at "20 below" we could stand about an hour in those galleries. By then the chill penetrated everything and we had to go out into the sun of December and January to get warmed up.

But that night we had what caused one of us to write back home thusly: Saturday night, November 1, gave us moonlight in Sorrento—ah, that's something to be thankful for. Right below our windows the Golfe di Napoli, famous Bay of Naples, tideless as is all the Mediterranean, so calm that there was only a lazy lapping on the sandy beach; the lights of Naples and its environs towns strung like glistening gems along the shore; directly opposite our windows old Vesuvius, fifteen miles away as the crow might fly, clearly outlined; the slope so gentle and the funnel of steam rising in clear white rings to the starlit heavens—steam from the broth of the immortal gods. All this to remind us of Virgil's songs.

We turned away and faced Sorrento's exquisite "eternally" lighted beacon monument to her Immortalis Mors, which will look across that matchless scene for ages to come, and

somehow it was borne in upon us that there is truth in the saying that Italy is not a country but a spirit.

Vesuvius, as seen from Naples, lies almost directly East. From Sorrento, the view is about directly North and Vesuvius stands alone. He is not quite as perfectly proportioned as Fuji Yama, but he lacks little of perfection and standing alone with his feet at water level his height is all apparent, like that of Tamalpais on San Francisco Bay, which is a small mountain in itself, or like those magnificent ranges of snow-peaks, all far loftier than Vesuvius, which fringe Puget Sound; and somehow, now that we know him better, we seem to understand how those who live hereabouts forget their fears, and gain confidence and faith to nestle ever higher on his slopes.

They feel—and we seem to understand it—that his fits of ill temper come seldom, that he blusters much and hits little; and surely they have reason thus to feel since in all the history of this region only two cities have suffered death—Pompeii in 79 and Herculaneum shortly before or since. But those places are in altogether different directions from Vesuvius and each is surrounded by other towns, villas and dwellings, for this is a garden country, rich in production of fruits, vegetables, nuts and grapes, the cultivation rising far up the mountain's slopes.

Why do people thus tempt death? we ask. Having before them the demonstration of what a catastrophe follows an upheaval of the mountain, why do they not move elsewhere,

abandon such dangerous vicinities? Their persistence in remaining near the source of such devastation seems passing strange to us who live great distances away.

But let us get nearer home for our answer. In what respect does this disregard of danger from Vesuvius differ from the confidence of those who rebuild their shattered homes in Omaha, or St. Louis, or North Dakota after a tornado has cut clean through any of those cities or that landscape, spreading destruction that obliterates and sudden death? Nor does it serve for answer that we say glibly that lightning never strikes twice in the same place; for St. Louis and, if I mistake not, Omaha, has been visited more than once within a few years—a score or so.

It is all in the point of view and this writer feels that if his lot were cast on the shore of the Bay of Naples, he would prefer to set his home right on the side of Vesuvius in trust that if the Old Mountain got a "mad on" now and then when he'd lash out regardless, he'd maybe pass by that little cabin.

Pretty little steamers cross from Sorrento to Naples in about an hour. We left in the calm of a beautiful evening and landed after the lights of Naples were glinting on the waters.

That night we saw what we had hoped might come our way before we left—the red glow of Vesuvius. This we understand, is commonly seen in summer. Heretofore, even on clear nights, all we could see was the voluminous white cone. But on this last

night, at about two o'clock, the atmosphere was favorable; and there, at the base of the white cone was the deep red glow as of a Titanic steel re-ort. This was such a tempting glimpse into subterranean fires that we decided to stay over another day that one of us might ascend the Cook funicular railway and visit the crater while the less venturesome partner spent the extra hours in Pompeii.

But in the morning we had a steady downpour, perfectly seasonable at this time of year and liable to continue indefinitely. So we moved on Rome.

Paul Findlay.

Retailers And Wholesalers May Organize New Bureau.

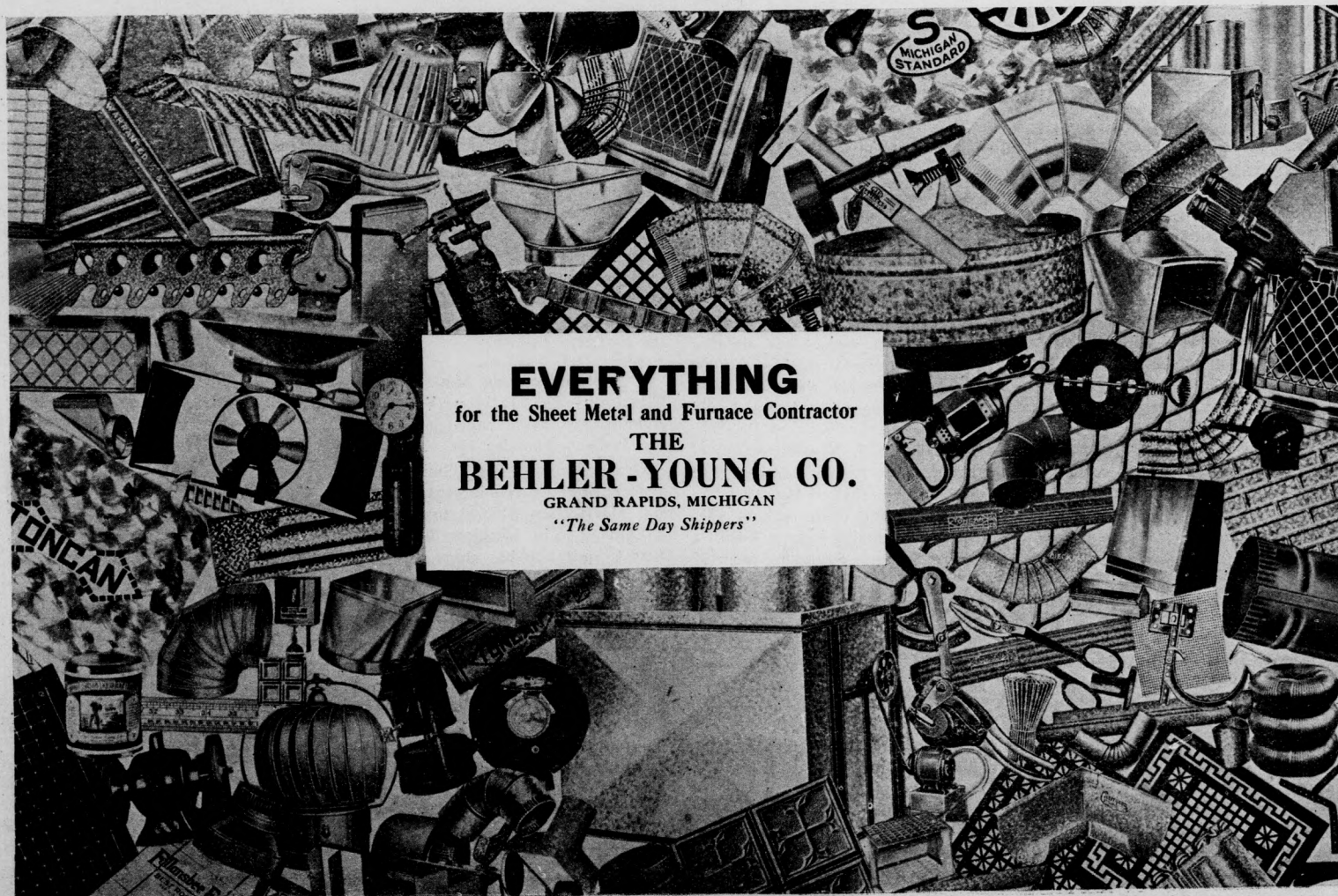
Bay City, March 24—Organization of a Better Business Bureau as a department of the Retail and Wholesale Merchants' Bureau of the Bay City Chamber of Commerce, has been taken under consideration by the executive committee at the Chamber office.

How such departments are handled in other cities is to be investigated by a special committee working in conjunction with Oscar C. Boucher, secretary of the Merchants' Bureau, it was decided, and a report made at a meeting next week.

A spring junket, the date of which has not been set, will take in territory North of Bay City. It is to be sponsored by the wholesalers' division of the Bureau. Frank Kirchman is to be chairman of arrangements. A second junket will likely be made into the Thumb territory.

The committee agreed that the stores will be closed between 12 and 1:30 p. m., Good Friday, April 3.

If no news is good news, then tabloids must be good newspapers.



EVERYTHING
for the Sheet Metal and Furnace Contractor
THE
BEHLER-YOUNG CO.
GRAND RAPIDS, MICHIGAN
"The Same Day Shippers"

MOVEMENTS OF MERCHANTS.

Pentwater—B. M. Whalen succeeds J. Morehouse in the cigar and tobacco business.

Manistique—The Cloverland Oil Co. has increased its capital stock from \$40,000 to \$65,000.

Big Rapids—M. J. Howard, formerly engaged in business here, has opened a fruit and vegetable store.

Perrinton—E. H. Lucas, formerly engaged in the drug business at this place, has moved his stock to Middleton.

Baroda—L. Levinsohn has purchased the H. Jaffe stock of general merchandise and is closing it out at special sale.

Detroit—Dealers Warehouse Supply Inc., 14090 Schoolcraft avenue, has increased its capital stock from \$50,000 to \$250,000.

Freeland—Burglary of the Ferguson & Fraser general store netted unknown thieves between \$50 and \$60 worth of merchandise.

Grand Rapids—The Valley City Creamery Co., 305 Scribner avenue, N. W., has decreased its capital stock from \$22,400 to \$1,000.

Paris—Fire destroyed the J. J. Henderson store building and stock of general merchandise, March 20, entailing a loss of about \$13,000.

Kalamazoo—The Style Shop, 217 South Burdick street, closed for a few days for enlargement and redecoration, is again open for business.

Cohoctah—Fire destroyed the grain elevator and contents owned by Floyd Lott, causing an estimated loss of \$25,000. The fire occurred March 22.

Sturgis—The Aulsbrook-Jones-Grobhiser Corporation has changed its capitalization from \$25,000 to 150,000 shares no par value to \$315,000.

Jackson—L. Levinsohn has purchased the musical instrument and furniture stock of Maher Bros., 124 East Michigan and is closing it out at special sale.

Lansing—Anson C. Longstreet has engaged in the boot and shoe business at 401-13 East Michigan avenue, under the style of the Farmers & Merchants Market.

Detroit—Sandelman's, Inc., 14259 Gratiot avenue, has been incorporated to deal in shoes at retail with a capital stock of \$3,000, all subscribed and paid in in cash.

Grand Rapids—Louis Levinsohn has purchased the furniture, fixtures and tailoring stock of Douglas Berry, 85 Monroe avenue, N. W., and removed it to Saginaw.

Lansing—Mahoney's, 214 South Washington avenue, has been incorporated with a capital stock of 1,000 shares at \$10 a share, \$10,000 being subscribed and paid in.

Detroit—The Union Tire & Radio Stores, 2734 Grand River avenue, has been incorporated with a capital stock of 1,000 shares at \$10 a share, \$5,000 being subscribed and paid in.

Detroit—The Altman Casings Corporation, 2428 Riopelle street, has been incorporated to deal in meat and meat products with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Detroit—The Mixtrol Detroit Co., 125 Winder street, has been incorporated to sell "Mixtrol" and auto accessories with a capital stock of \$50,000, \$25,000 being subscribed and paid in.

000, \$25,000 being subscribed and paid in.

Detroit—The Michigan Furrier's Exchange, 19 Clifford street, has been incorporated to deal in skins, furs and manufacture garments, with a capital stock of \$1,000, all subscribed and paid in.

Portland—The Portland Co-operative Co. has been incorporated to deal in farm produce, etc., with a capital stock of \$30,000 preferred and \$30,000 common, \$35,000 being subscribed and paid in.

Lansing—P. W. Ballentine, jeweler, is remodeling his store at East Grand River avenue and Turner street for the accommodation of a new department he will open as soon as the work is completed.

Detroit—Gregory's Flowers, 204 Grand River avenue, has been incorporated to deal in flowers, fruits and confectionery with a capital stock of \$50,000, \$1,400 being subscribed and \$1,000 paid in.

Detroit—Refrigeration, Inc., 8031 Hamilton avenue, has been incorporated to act as agent, commission merchant and importer, with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Saginaw—Louis Levinsohn has purchased the furniture, fixtures and tailoring stock of the late T. A. Reade, 110 North Franklin street and is closing it out at special sale. Mr. Reade died about six weeks ago.

Charlotte—In the reorganization of the Farmers Mutual Fire Insurance Co. of Barry and Eaton counties, the company will seek a new charter from the State which will permit it to write insurance in any part of Michigan.

Detroit—The Stuart Tool Service, 51 East Canfield avenue, dealer in tools and garage equipment at wholesale and retail, has been incorporated with a capital stock of \$10,000, all subscribed and \$5,000 paid in in cash.

Standish—The S. H. Sanford Electric Co. has leased a store building which it is remodeling preparatory to occupying it with its stock about April 1. It has been located in the Economy Hardware Co. store for several years.

Mt. Pleasant—The Mayfair Stores Co. has been incorporated to deal in clothing for men, women and children at retail with a capital stock of \$25,000 preferred and 25,000 shares at \$1 a share, \$5,000 being subscribed and paid in.

Alma—The J. J. Newberry Co., of New York City, has leased the Caple building for a period of twenty years and is remodeling it throughout preparatory to occupying it June 1 with a stock of merchandise retailing from \$1 to \$5.

Battle Creek—M. Howard's, Inc., with business offices at 202 South Washington avenue, Lansing, has been incorporated to deal in ready-to-wear apparel for women with a capital stock of \$10,000, all subscribed and \$8,000 paid in in cash.

Lansing—Dave Hoffman, proprietor of Hoffman's Men's Store, 214 North Washington avenue, has purchased the stock of the Richards Clothing Co., 306 South Washington avenue, through the United States District Court and will consolidate it with his own stock.

Bay City—Hughes, women's spec-

ialty shop, has been opened at 901 Washington avenue, under the management of Mrs. J. C. Parker. The unit is owned by the Angerman Co., New York, which has a chain of individual stores and leased departments within stores from coast to coast.

Kalamazoo—Eugene McAllister, for 27 years connected with the clothing and haberdashery business here, has opened his own store in the Kalamazoo National Bank building on the Burdick street front. The store is very attractive and was outfitted by the Grand Rapids Store Equipment Co.

Coldwater—Ge Ru, 90, dean of Coldwater merchants and said to have the shortest name of any person in the world, died at his home following a long illness. In 1870 Mr. Re opened a confectionery store here which he conducted for 22 years. For the next 30 years he successfully conducted a general store at Coldwater lake.

Saginaw—Louis Stierle, one of the city's most widely known grocers, is retiring from the business he has conducted for the past 22 years. His store is located at 711 Hoyt avenue and is closed preparatory to disposing of the stock and fixtures. Mr. Stierle came here 39 years ago from Ann Arbor and will return to Ann Arbor to reside.

Kalamazoo—Mr. and Mrs. Bert DeBolt and Mrs. B. M. Cavanaugh have opened a modern restaurant in the City Hall block, South Burdick street, under the style of Garden No. 2 and supplements Garden No. 1, 356 South Burdick street. For years the DeBolts conducted a retail candy store and ice cream parlor, manufacturing their own ice cream and confectionery.

Battle Creek—The stock and prescription files of the South Jefferson avenue store of the Parker-Jones Drug Co. moved to the company's West Michigan avenue store. The Parker-Jones Drug Co. has conducted a store on South Jefferson avenue since the company was organized in 1916, first at 42 and for the last nine years at 56 South Jefferson. Its removal leaves but one drug store on the street. The stock of the West Michigan avenue store will be considerably increased by the change.

Manufacturing Matters.

Jackson—The Jackson Furnace & Foundry Co. has changed its name to the Jackson Foundry Co.

Grand Rapids—The Smith Bros. Iron & Steel Co. has increased its capital stock from \$12,000 to \$25,000.

Lansing—The Michigan Clay Products Corporation has changed its capital stock from \$700,000 to 70,000 shares no par value.

Flint—The Superior Novelty Manufacturing Co., 126 East Third street, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Detroit—Detroit Auto Parts Corporation, 3233 Penobscot Bldg., has been incorporated with a capital stock of 5,000 shares at \$10 a share, \$1,000 being subscribed and paid in.

Holland—The canning factory here may be placed in operation again as a unit of the recent consolidation known as the Great Lakes Fruit Industries,

Inc., is reported from the local Chamber of Commerce.

Grand Rapids—Burkhardt Bros. Co., 316 Douglass street, N. W., has been incorporated to manufacture wire, iron and sheet metal products with a capital stock of \$25,000, \$6,300 being subscribed and paid in.

Detroit—The National Concrete Pipe Co., 802 Majestic Bldg., has been incorporated to manufacture and deal in concrete machinery with a capital stock of \$500,000, \$27,200 being subscribed and paid in.

Grand Rapids—B. F. Krasner, manufacturer and dealer in jewelry at 514 Widdicomb Bldg., has merged the business into a stock company under the style of the B. F. Krasner Co., with a capital stock of \$3,000, all subscribed and paid in in property.

Detroit—The Taylor-Detroit Co., manufacturer of metal stampings and also a protective for automobile gasoline tanks, is removing its machinery to Adrian. It will be located on Center street and will open its plant for business about April 1.

Detroit—The Gary Products Co., 613 Central Detroit Warehouse, has been incorporated to manufacture ice cream paper containers, machinery and implements of ice cream trade with a capital stock of \$25,000, \$1,000 being subscribed and paid in.

South Haven—James L. Barron, vice-president and production manager of the Everett Piano Co., announces the company has increased its staff of employees by 90 per cent. since Jan. 1. Orders received during March being 50 per cent. greater than for any previous month.

Marine City—Buildings South of Marine City, occupied more than forty years by the Michigan Salt Co., are being dismantled and the equipment is being salvaged by the United Iron & Metals Co., 216 Court street, which recently purchased the property from officials of the company.

Kalamazoo—The Circulat-Aire, an improved type of electric hot air heater and cool air fan combined will go into production immediately at the West Willard street plant of the American Signs Corporation. It will be marketed by the American Appliance Co., now a unit of the American Signs Corporation, and specializing in certain household appliances.

Hides and Pelts.

Green, No. 1	03
Green, No. 2	02
Cured, No. 1	04
Cured, No. 2	03
Calfskin, Green, No. 1	08
Calfskin, Green, No. 2	06½
Calfskin, Cured, No. 1	09
Calfskin, Cured, No. 2	07½
Horse, No. 1	2.00
Horse, No. 2	1.00

Pelts.

Sheep	10@40
Shearlings	5@10

Tallow.

Prime	05½
No. 1	04
No. 2	03

Wool.

Unwashed, medium	@20
Unwashed, rejects	@15
Unwashed, fine	@15

C. N. Kane, grocer at 304 North Wabash avenue, Battle Creek, writes the Tradesman when renewing his subscription: "It comes to my desk as an old and true friend."

When you come to the end of your rope, tie a knot in it and hang on.

Essential Features of the Grocery Staples.

Sugar—No change from a week ago. Jobbers hold cane granulated at 5.10c and beet granulated at 4.90c.

Canned Fruits—California fruits are in somewhat better condition and California packers report confidence that they will be fairly cleaned up in the coming months. Prices are low and merchandising by large chains has stimulated the movement of fruits from the West.

Canned Vegetables—The major vegetables are listed at unchanged prices, but there is not enough buying interest to test out present levels. Peas are irregular in price, and buying attention is still focused largely on low priced varieties. It is difficult to state what the market is at any time, for it shifts back and forth. So far peas have not shown any decided improvement. Distribution has been reported as very good and many factors report that they are pretty well cleaned up on cheap lots. String beans continue easy, with standard cuts getting most of the attention. Fancy refugees are not moving very well and usually at an attractive price.

Dried Fruits—There is little feature to the dried fruit market, and prices generally are holding at last week's levels. An indicated increase in the price of muscat and Sultan raisins is seen here as a result of the advances made by the raisin pool on these varieties in its recent offering to the trade. However, Thompsons are offered on the previous basis, and this ought to stabilize the market for them. A slight increase is being predicted for Thompsons when the pool makes its next offering. Prunes continue to move out well to other distributing centers and Europe is still in the market for small sizes, which can be picked up at a low price. However, there is nothing particularly bullish about buying here at the present time. Stocks on the spot are not heavy, but are apparently adequate to cover demand at the present time. Top grades of peaches, apricots and pears are closely sold up in California, and packers who are holding unsold stocks are very firm on their price ideas. The greater part of the unsold stocks still in the primary market is confined to standards and choice. An improvement in the dried apple market in the West is noted. With Europe in the market, and concession selling in New York State easing, Western shippers look for a price recovery soon.

Salt Fish—Aside from the fair volume of seasonal business being done the week in salt fish developed few changes. The influence of the Lenten season has stimulated trading and focused more attention on the apparent shortages of supplies in large sized mackerel, both on the spot and in primary markets. There is, however, an adequate supply of mediums available. Packers are confident that the remaining stocks will progress to an orderly clean up well in advance of the coming season and probably on an advancing market. Prices were unchanged for the week.

Canned Fish—Salmon is in a good position and should easily maintain present prices.

Nuts—The market is a routine affair here, and no developments of interest occurred last week. California shelled walnuts are reported as cleaned up by the association, which now has only a limited amount of unshelled fancy Northerns still to dispose of. The almond situation is likewise in a very healthy shape. The price guarantee of the exchange against its own decline has stimulated the confidence of buyers and almonds are now progressing toward an orderly clean-up. Present indications in California are that the crop next season will be as large and as good in quality as last season's crop. The blossoming trees give every indication of a fine production. Foreign walnut markets are firm, and offerings are coming in only occasionally and for small lots. Prices continue to be firm. Trade interest has been centered largely in Manchurians, which were the most attractively priced, as well as being of unusual quality, but Oriental shippers are not offering. Shelled almonds are firm in both Italy and Spain, while Levant filberts are irregular and low.

Rice—Trading in rice continues on a replacement basis here. Distributors are only taking what stocks they need and prices continue steady. The growers in the Southern producing states are holding their stocks firmly, and no change in the situation is likely in the near future. All long grains are scarce and closely held, while Blue Rose is in fair supply.

Sauerkraut—Prices on both bulk and canned kraut finished the week unchanged. There is a little better movement of kraut reported, particularly cheaply retailed bulk kraut. Canned kraut is not very active, although moving in a better way than formerly.

Vinegar—Trading in vinegar is restricted to immediate future needs. Buying on the whole is much below the usual volume of business that is done at this time of year. There is a fairly broad enquiry for all varieties, but actual sales have shown no particular gain. Prices are unchanged.

Review of the Produce Market.

Apples—Current quotations are as follows:

Spies, A Grade	2.75
Spies, Commercial	1.65
Spies, Baking	2.50
Spies, Fancy	4.00
Baldwins, A Grade	2.25
Baldwins, Commercial	1.50
Grimes Golden, A Grade	1.50
Grimes Golden, Commercial	1.00
Jonathans, A Grade	2.25
Jonathans, Commercial	1.50
Talman Sweets, A Grade	1.75
Talman Sweets, Commercial	1.25
Hendricks Sweets, A Grade	1.50
Starks, A Grade	1.60
Starks, Commercial	1.25
Cooking Apples, all varieties	1.25
Western apples command \$3 for Delicious and \$2.75 for Winesaps.	

Bananas—5@5½c per lb.

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

Butter—The market is weak and 1c lower than a week ago. Jobbers hold 1 lb. plain wrapped prints at 29c and 65 lb. tubs at 28c for extras and 27c for firsts.

Cabbage—75c per bu.; new from Texas, \$2.50 per crate of 80 lbs.

Carrots—65c per bu.; new from California, 75c per doz. bunches or \$3.25 per crate.

Cauliflower—\$2.25 per crate of 12 to 16 home grown.

Celery—Florida stock is \$1.75 for 2 doz. box and \$4.25 per crate.

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

Cucumbers—No. 1 hot house, \$2.10 per doz.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	\$4.25
Light Red Kidney	9.50
Dark ed Kidney	10.00

Eggs—The market is weak and 1c lower. Jobbers pay 17c for strictly fresh.

Grapefruit—March Seedless from Teas is sold as follows:

54	\$3.75
64	3.50
70	3.25
80	3.00

Extra fancy sell as follows:

54	\$3.00
64	2.75
70	2.75
80	2.75
96	2.75

Choice is held as follows:

54	\$2.75
64	2.75
70	2.75
80	2.75
96	2.75

Bulk, \$3 per 100 lbs.

Green Onions—60c for shalots.

Lettuce—In good demand on the following basis:

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

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

360 Sunkist	\$6.00
300 Sunkist	6.00
360 Red Ball	5.00
300 Red Ball	5.00

Limes—\$1.75 per box.

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

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

Floridas extra fancy are held as follows:

126	\$3.75
150	3.75
176	3.75
200	3.75
216	3.75
252	3.50
288	3.50

Florida 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

Bulk, \$4.25 per 100 lbs.

Onions—Spanish from Arizona, \$2.50 per crate; home grown yellow in 100 lb. sacks, \$1.20.

Parsley—50c per doz. bunches.

Peppers—Green, 65c per doz. for California.

Potatoes—Home grown, \$1.10 per bu.; Wisconsin, \$2.25 per 100 lb. sack; Idaho, \$2.65 per 100 lb. sack; 75c per 25 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy fowls	22c
Light fowls	19c
Ducks	14c
Geese	12c

Strawberries—24c per pint for Florida fruit.

Sweet Potatoes—Indiana, \$3.50 per bu.; Tenn., \$2.75 per bu. Both are kiln dried.

Tomatoes—\$1.50 per 6 lb. container, Southern grown.

Veal Calves—Wilson & Company pay as follows:

Fancy	12c
Good	9c
Medium	8c
Poor	8c

Income Tax Payments.

Last year the corporations making returns for 1929 turned in to the Federal Treasury a sum slightly in excess of that contributed by individual income tax payers. Very few corporations reported earnings equal to those of the previous year, and most of them experienced great declines in net earnings. Similarly, countless persons who last year were able to pay income taxes will not be able to help the National Treasury in the current year.

The intermediate class of taxpayers, therefore, the people with incomes of moderate proportions, will probably show a considerable shrinkage when the preliminary income tax statements are made up within a week or two on the basis of income reports registered as a basis of tax payments in the current year.

Fifteen New Subscribers of the Tradesman.

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

- Fishel Style Shop, South Haven.
- Carl Myers, Ann Arbor.
- A. F. Kammann, Ann Arbor.
- Eschelback Market, Ann Arbor.
- George M. Ayars, Grand Rapids.
- Vogel Bros., Ann Arbor.
- H. L. Severns, Ann Arbor.
- Philip Ehnis, Ann Arbor.
- E. Schneeberger, Ann Arbor.
- W. P. Schenk & Co., Ann Arbor.
- R. W. Keller, Ann Arbor.
- M. J. Scott, Ann Arbor.
- Steve Brousolis, Ann Arbor.
- Francis K. Leggett & Co., Detroit.
- Merkel Bros., Chelsea.

The Tradesman urgently requests every grocer and meat dealer in Michigan to attend the annual convention of the Retail Grocers and Meat Dealers Association of Michigan, which will be held at Ann Arbor April 29 and 30 and May 1. Ample arrangements are being made by the local committee to secure the proper entertainment of every merchant who can arrange to be in Ann Arbor on those dates. An instructive programme has been arranged and every subject vital to the grocery and meat business will be given consideration.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Detroit shoe retailers reported excellent business during January and February. January business showed an increase over the same month of last year, while the first week of the current month showed a sharp upturn greater than was expected. Dealers say that the public is now showing a tendency toward better classes of shoes and paying more attention to style than at any time during the past decade. An increase in the sale of brown shoes for men has been noted. The sale of accessories—slippers, rubbers and hosiery—has been normal, while the seasonal demand for footwear with skates attached has shown some falling off. Dealers are looking forward to a steady increase during the year in view of the fact that general economic conditions are reported improving.

In the matter of the Sweet Sixteen Shops of Detroit, retail women's wear, 27 John R street, an order confirming a composition offer of 30 per cent. and calling for distribution has been entered by the U. S. Court here in involuntary bankruptcy proceedings. This offer provides for payment of 15 per cent. in cash and 5 per cent. three, six and twelve months thereafter. Assets are given as \$28,122 and liabilities \$89,945, in schedules filed.

An involuntary petition in bankruptcy was filed in U. S. District Court here against L. H. Johnson Co., Inc., retail furnishings, 19 Cadillac square, by John McNeill Burns, attorney, representing Trau & Loevner, \$1,133; L. Shafarman, Inc., \$1,954; Max Orloff, \$110. The court subsequently threw the case out of court.

An order confirming composition offer of 25 per cent. cash and calling for distribution has been filed by the U. S. Court here in involuntary bankruptcy proceedings against Benjamin Pupko, doing business as L. & B. Hosiery Co. Assets are given as \$2,332 and liabilities, \$6,986, in schedules filed.

Traditionally the peak month of motor car production, April is expected to surrender that distinction this year to May. The advance in automobile output has been steady since the first of the year, but at a pace which indicates that the peak will come later than usual. April is expected to result in a production higher than the 300,000 anticipated for March, but no one, apparently, expects it to reach the high mark of 468,281 made during the same month in 1930. Because it has geared output to actual demand, however, the industry is convinced that the production curve will show no such sharp dip in 1931 as it did last year.

Marmon's decision to enter the field of truck manufacture was received with interest in Detroit. The Indianapolis company will get into the new activity through a subsidiary known as the Marmon-Herrington Co., Inc. The trucks will be specialized types built around patents held by A. W. Herrington, widely known for his designs of multiple-drive vehicles. They will be intended for the most severe conditions of service. Mr. Herrington will be vice-president of the subsidiary

and its chief engineer. F. E. Moskovics, former president of Stutz and previously identified with Marmon and Franklin, returns actively to the industry with the formation of the new concern. He will be chairman of its board of directors.

Detroit continues to convalesce industrially. The Mayor's unemployment committee and the Department of Public Welfare report that 1,300 of the 13,000 single men who have been city charges for months have obtained employment. Likewise, new applicants for city aid decreased from 11,721 in January to 5,663 in February. A still better showing will be made during March. The motor car industry has played a big part in absorbing many of these work seekers.

Motor company executives continue to wrestle with the problems presented by the new Canadian tariffs on automobiles. Nash's arrangement with Durant Motors of Canada to manufacture products of the former in the Dominion is taken as meaning that there is little likelihood of a revision of the tariff.

Hudson has passed up the opportunity to manufacture in Canada, at least temporarily. Its executives, however, continue to study the problem from all angles. President McAneeny sees no prospect for an early decision. In that respect, Hudson is in the same boat with Packard, Willys, Reo, Marmon, Graham and Hupmobile. All the latter still are seeking means of meeting the situation created by the raising of the Canadian tariff barrier.

Customer Club To Be Resumed.

Lapeer, March 24—The Customer's Club, sponsored by Lapeer merchants, will again be formed this year. It will start April 1 and will operate along the same lines as last year when it proved so successful. C. H. Vickery is chairman of the retail merchants committee of the Chamber of Commerce, which will conduct the club.

Plans, as discussed at a meeting of Lapeer merchants last Wednesday evening, give the customer of co-operating stores a chance to enroll in the Club as merchandise is purchased or accounts paid. With every dollar's worth of merchandise purchased for cash or for every dollar of an account paid, the customer is given a membership ticket. This he signs and leaves with the merchant. On Saturday of each week, some fortunate ticket holder will be awarded a cash prize and on Lapeer Day, the latter part of August, a cash or merchandise award of a value over \$500 will be given away.

Last year \$25 in weekly prizes were awarded, five people getting \$5 each. On Lapeer Day, a Chevrolet automobile was awarded, William Forsythe, Lapeer, getting this grand prize. A number of merchandise awards were also made on Lapeer Day. The plans this year call for a somewhat similar awarding of prizes.

Another merchant project to be sponsored somewhat later is a Lapeer Dollar Day. This is to be held May 21 and should prove beneficial to customers of Lapeer merchants as the values offered on such a day are exceptional. Watch for this day and for further announcements regarding it.

W. E. Davis, dealer in general merchandise at Morrice, renews his subscription to the Tradesman and writes: "I have enjoyed reading it very much the past year and do not want to miss a single issue."

4

Billion Dollars

in

Life Insurance

is now

deposited under

LIFE INSURANCE
TRUSTSIs your Life Insurance included in
this four billion?

If it is:

You have protected the proceeds
against unwise spending, unsound
investment, or speculation.You have assured your family a
regular income for life—with funds
available for emergencies.

If not:

Ask us about this modern method
of family protection.

The MICHIGAN TRUST Co.

Grand Rapids

The First Trust Company in Michigan

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Ironwood business men are attempting to learn something more about an automobile club, which it was proposed to organize there last week. Early last week a salesman, giving his name as E. L. Dee, called on business men and informed them he was organizing an automobile association in Ironwood to operate along the same lines as the American Automobile Association. He said he was representing the North American Automobile Association. For the privilege of being the exclusive representative in Ironwood, the local garage was to pay \$75. A charge of \$25 was to be made a local restaurant for the same concession. The local service station proprietor, was to pay \$25 for the service. Individual memberships were \$25. One of the men who was approached by the salesman said the agent informed him he planned on renting desk room at one of the local hotels. No man by the name of Dee has been registered at any of the three local hotels within the past month, but every one Dee called on handed out a check for advance payments.

R-i-n-g goes your telephone. A lady's voice asks you to purchase tickets for a benefit dance or entertainment which is to be given soon by the Patriotic Sons and Daughters of America. There doubtless are some such offerings which are legitimate, but generally speaking, only a very small percentage of the money paid for tickets to such dances and entertainments actually goes to the patriotic organization which you are led to believe is to receive the benefit.

In nearly all cases where a telephone solicitation is used, these benefit dances and entertainments are run by professional ticket racketeers. A traveling racketeer mob will come into town, seek out some well established patriotic organization of good standing, and convince the members on the idea of running a benefit performance. These members are honest citizens and usually their organization has some sort of a welfare fund which is used to care for their sick members, widows and orphans. These members are interested in seeing that this fund is maintained so that they may better serve those in need. It is therefore easy to understand why they fall for the enthusiastic plan of the ticket racketeer who paints an alluring picture of the tremendous profits which their fund will derive from a benefit performance.

He employs from ten to twenty-five telephone salesmen, either men or women, and proceeds to call every business house listed in the telephone book and sometimes they even go so far as to include every residence in the city. They call name after name, hour after hour and day by day until the entire list is covered. These salesmen are "furnished a 'canned' sales talk which will include all the heart throbs that can possibly be put into it for the

sole purpose of wringing money from the public and the business man.

It is not sufficient for these promoters to sell one ticket to each business firm but they attempt to sell five or ten to each firm at \$1 each. Sometimes in the case of large corporations they are only satisfied when they are able to sell from 50 to 100.

It would be rather an inexperienced promoter with much less than average ability if he were unsuccessful in relieving the business men of this community of an average amount of \$5,000 for each solicitation. In larger cities this amount would run considerably higher and ticket racketeers have admitted their plan would take out \$20,000 any time they run through the list. The only thing that stops them from working the scheme every day is the fact that they do not want the business man to get wise, which they believe would happen if they worked the scheme too often.

Sometimes they throw in a bonus and give the members a few hundred tickets which they are to sell themselves, but as a rule, the sale of tickets by members is to their friends and takes nothing from the promoter who specializes on business firms. The business community pays \$4,000 to \$5,000 and the patriotic organization receives \$200. Most of the money has gone either for profit or expenses of the promoter.

Endorse Use of Railroads Over Auto Trucks.

Sturgis, March 24—Members of the Sturgis Retail Merchants' Association went on record at their annual meeting as endorsing the use of railroads for the transportation of merchandise rather than the commercial trucking outfits which are rapidly monopolizing the public highways. A resolution to that effect was unanimously passed and ordered sent to State Senator James T. Upjohn and Representative Edward J. Buys.

In the discussion which preceded the passing of the resolution some interesting facts were developed in regard to the commercial trucking problem in this State and the feeling seemed to be general that this traffic brought no desirable business to the community and was unfair competition for the railroads which have to operate on private rights of way.

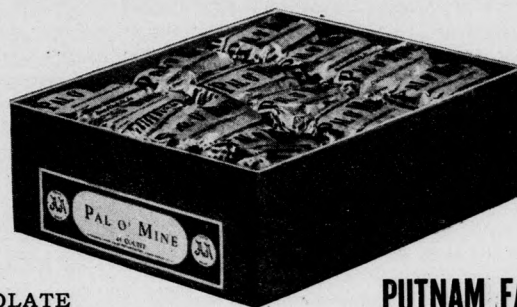
It was apparent that Sturgis merchants are not singing the blues over business conditions and have complete confidence in the future of Sturgis as a shopping center.

U. D. Crowe, president of the organization, gave a brief outline of the accomplishments of the merchants during the past year in promoting their common interests. Louis Loetz, Jr., was called upon to present the needs of the American Legion and, following his talk, it was agreed to donate the amounts direct to the Legion that were formerly spent for advertisements in the annual booklet.

R. S. Donaldson and H. E. Beadle were nominated and elected as new members of the Board of Directors and D. A. Chestnut, C. A. Rehm and U. D. Crowe were re-elected. Carl Rehm was elected president to succeed U. D. Crowe who has held that office for the past year. The office of secretary, now held by D. A. Chestnut will be filled at a later date.

About fifty members of the Association attended the meeting.

PUTNAM'S



CHOCOLATE
COVERED NUT ROLL 24/5c

PUTNAM FACTORY
NATIONAL CANDY CO., Inc.
Grand Rapids, Mich.



50,000 Grocers Can't Be Wrong

MONARCH Super-Quality Foods are nationally advertised. Sold only to independent merchants. "The Monarch Way—See It in Glass, Buy It in Tin," increases sales of 50,000 progressive grocers. Cost of fixing up a store this up-to-date way is so little you'll be surprised.

MAIL COUPON NOW

REID, MURDOCH & CO., P. O. Drawer RM, Chicago, Ill. MT3

Please tell me about the Monarch Way.

Name.....

Address.....

Rademaker-Dooge Grocer Co.

Distributors

Peter Pan

Canned Fruits

and

Vegetables

DRY GOODS CONDITIONS.

Although retail trade improved during the past week over what it was earlier in the month, reports on the average agree that volume has failed to meet expectations. This is particularly true, of course, in sections of the country which have suffered from unfavorable weather. Locally, the indications are that sales are running in the aggregate a little ahead of a year ago in the larger stores.

During the week for the first time some evidence appeared that the loans made to veterans were being used for merchandise purchases. There will probably be more of this from now on as such loans increase and as the veterans finish paying off pressing obligations.

Another feature of the week has been the success attending the opening of bargain basements by several stores. It seems to be apparent from such results that the public welcomes lower prices and has not been altogether satisfied, as so many trade factors contended, with an increase in quality rather than a reduction in price.

The fact that dollar volume has not declined as much as prices have been reduced has been remarked here before. The stores are therefore obtaining a larger physical volume of trade. About the only plausible explanation offered for this development is that the larger stores are taking business away from smaller competitors. Consequently trade statistics must be viewed as reflecting the most favorable aspects of the business. The smaller retailers have probably been hit much harder than the figures indicate.

The wholesale merchandise markets have been busy with reorders, but more hesitation has developed on post-holiday needs because of the unsettlement caused by the repricing of important apparel lines. An opening of men's clothing fabrics disclosed reductions ranging from 8 to 17 cents per yard on staple numbers.

CONSUMER DEMAND IGNORED

While a good deal of stress in the last three years has been placed by retail interests on the importance of adjusting their operations to consumer demand, there is not a little evidence that many stores merely gave this policy lip-service. During the period of security and business inflation it was to be imagined that too many stores would enter the "exclusive" class and prate a good deal about high quality and luxurious surroundings.

The fact is beginning to dawn on the rank and file of merchandisers, however, that their public is not quite so exclusive as they would have them be. Perhaps some study of the income tax returns has hastened this conclusion, and yet it is more likely that a scanning of sales results over this period of depression has had a more practical effect on retail thinking.

At any rate, it is now apparent that there is revision of these ideas going on in the trade field. A year ago many store executives were committed to the policy of holding up prices but raising quality. They asserted that their customers did not want lower priced goods but goods of better material and make at the same prices.

Most manufacturers subscribed to the same program, but, along with the majority of retailers, have since given up what was a losing battle to produce what the public actually did want—the same quality at lower prices.

The successes reported for recently opened bargain basements should go a step further in convincing retailers that "consumer demand" is not just a phrase that means "giving them what we want them to buy," but a very sound policy of testing out consumer wants and supplying those wants.

BUSINESS EXPANDS.

A sharp upturn in the weekly business index and favorable reports on building were two highly favorable developments during the week which were not obscured by another break in commodity prices and indications that deficits in government revenue may prove even larger than expected.

The advance in the business index was brought about chiefly by the rise in electric power output, but there were only small declines in the automobile and car-loadings series.

In building, the value of contract awards for the first twelve days of the month ran 31 per cent. ahead of the daily average for February and was only 12 per cent. under the level for March, 1930. This was apparently brought about chiefly as a result of a spurt in this area, where contract awards in the first two weeks of the month have run 28 per cent. ahead of a year ago.

The decline in wholesale commodity prices has brought the Annalist weekly index to a low point for the depression at 109.3, as against 110.7 in the preceding week and 133.3 a year ago. The sharpest drop was recorded in the fuel group, due to the price slashing in crude oil. However, fuel's are still well out of line with the price average, as are building materials.

It is still felt in well-informed quarters that many products have not yet reflected all possible price liquidation, particularly the adjustments that have been made in raw materials. Until this is accomplished along the line from producer to consumer, the feeling is that substantial recovery will be delayed.

CONTRADICTORY POLICIES.

While many remedies have been brought forward to relieve the business depression ranging from quack schemes to those which possess features of sound value, it is becoming increasingly more apparent that the Government must end its contradictory policies with respect to business and at least give industrial and trade interests a chance to know exactly how their practices may or may not conform to the law.

If the confusion that now exists in this respect was confined to business interests operating along their own lines, observers point out, there might be some excuse for the Government holding aloof, but general bewilderment is greatly increased by the example of the Government itself violating in important respects the very laws it forces on its citizens.

Thus the week brought forward an action under the anti-trust law to dissolve an institute of bolt and nut manufacturers, while at the same time

a Government board moved toward restriction of oil output by agreement. Price fixing is condemned and yet an important agency of the Government is doing all in its power to increase farm product prices.

It seems essential in the circumstances, therefore, that some way be found to end this confusion. Why cannot business interests unite to find through the employment of the best legal talent, in conjunction with eminent representatives of the public, trade and industry, just what the law forbids and what it allows? A declaration to this effect with such backing should go a long way in removing the uncertainties which are now a major disturbing element.

THE FAMILY PICTURE.

Out of the findings of the 1930 census some conclusions are to be derived that will have wider interest than is usually shown in statistics. The long list of questions which made up the official cross-examination of the census takers included some matters that seemed comparatively unimportant, but they contribute to the fund of information from which the Government hopes to determine the American average, as well as facts and figures which will be directly serviceable to the business and social interests of the Nation.

It is proposed, for example, to derive from the census an authentic portrait of the typical American family. Its numbers will be known, its degree of independence as represented by home ownership and its approximate share in such luxuries of modern life as are represented by possession of a radio receiver. Different types and levels of family life will be represented by real estate valuations or rentals paid. These will qualify the significance of other statistics. It will be important and interesting to know, for example, whether the larger families are to be found among those of comparative poverty or whether the possession of a comfortable income and the security of home ownership encourage and allow a family of fair size.

Past findings of the census have shown a consistent decrease in the American family. Since 1850 the household average has dropped from 5.6 to 4.3 persons per family. But in other important ways the family life of the United States has profoundly changed within the past generation or two.

EXPORTS HIGHER.

Further heavy declines in exports and imports were indicated in the foreign trade figures for February issued during the week. While exports at \$226,000,000 were the lowest for any February back to 1914 and 35 per cent. under the total for the same month last year, there was at least one element of cheer in the fact that they declined less from those in January than is usually the case. On a daily basis, therefore, an index of February exports would move up.

On the import side, however, the reduction was more than seasonal last month when the total of \$175,000,000 was 38 per cent. under a year ago and the lowest value for the month since 1915. The favorable balance was \$51,000,000. Gold imports of \$16,145,000

last month were less than half of the January receipts, while exports slipped to the negligible sum of \$14,000.

Improved political conditions in some of our major markets, the opening up of long-term international credits, the waning of resentment abroad over our extreme tariff, some reductions under the flexible provisions of that law and the commodity stabilization plans either near completion or under way are all regarded as improving prospects for world trade.

On the other hand, the position is taken by authorities that sooner or later we must give up our impossible role as a creditor nation always insisting upon an export surplus.

PRODUCTION OF LIQUOR.

The relation of Prohibition to the production of distilled spirits is indicated by figures made public by the Bureau of Industrial Alcohol in Washington. Immediately after the Eighteenth Amendment became operative there was a marked decrease in production. For the year ended June 30, 1920, which included not quite six months of Prohibition, the production was 101,000,000 gallons, against 178,000,000 gallons in the fiscal year of 1918. By 1925 the production increased to 167,000,000 gallons, and for 1930 it was 195,000,000.

What becomes of the distilled spirits, including whisky, is indicated by their use by hospitals, physicians and dentists. In 1923 the hospitals used 7,000 gallons of alcohol and 31,000 gallons of whisky, the physicians used 65,000 gallons of alcohol and 26,000 gallons of whisky, and the dentists used 9,000 gallons of alcohol. In 1930 the use of alcohol by the hospitals had not increased and their use of whisky had fallen to 20,000 gallons. The physicians, however, were using 231,000 gallons of alcohol and 75,000 gallons of whisky, and the dentists were using 51,000 gallons of alcohol. The industrial use of alcohol is, of course, very large.

THE MOTHER'S DAY ROW.

It is not pleasant to see another row over "Mother's Day." How people can row over a subject like that is more than we can understand, anyway. This "day" might have remained a quiet and harmless bit of sentimentality. But the American genius at once sprang forward to commercialize it. The florists, the confectioners and the telegraph companies bent every effort to cash in. Send, they proclaimed, flowers, candy or a telegram to Mother! And now some estimable and philanthropic ladies propose to make out of Mother's Day an occasion for urging everybody to give contributions to charitable institutions which look after mothers. The thought, of course, is one of those things so admirable, logical, perfect and unhuman that the average being instantly rebels against it. For our part, just to help the row along, we would rather see a good, healthy, flowers-candy-telegrams festival than a day for passing the hat for charity.

A certain amount of opposition is a great help to a man; it is what he wants and must have to be good for anything. Hardship and opposition are the native soil of manhood and self-reliance.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

With Kalamazoo as the objective, last Saturday, Out Around proved to be very enjoyable. As we approached Plainwell, we were hailed by Lloyd Smith, manager of the Eesley Milling Co., who is feeling very happy over the plan he put into execution some months ago to place his products in the store of any independent merchant who wishes to handle them within a radius of fifty miles or more in each direction. Four trucks loaded with mill products start out every morning, going as far North as Ewart, as far East as Mason and Leslie and as far South as the Indiana line. The calls on the trade are made every two weeks. So far the innovation has proven very satisfactory. No sales are made to chain stores under any circumstances.

The sympathy of the trade will go out to Amos S. Smith, whose wife was ill with tuberculosis for a long time and who passed away last week. Mrs. Smith was a woman of many excellent qualities. She was a great help to her husband in the store in the days of her activity.

My acquaintance with Mr. Smith has covered many years, dating back to the time he was assistant manager of the Towner general store at Byron Center. From there he went to Springvale, where he managed the general store of Cobbs & Mitchell for many years. He then engaged in general trade on his own account at Conklin under the style of the Smith Mercantile Co. About a dozen years ago he purchased a general stock at Plainwell, which he has conducted under the style of the Smith Mercantile Co. He has taken an active part in the municipal, religious and fraternal life of the town and enjoys the respect and confidence of his neighbors, customers and friends.

The Michigan Paper Co. did better in a financial way last year than it has for several years. The net earnings were in excess of \$50,000, which is 5 per cent. on the million dollars capital stock. I am told that the outlook for this year is even better than last. The attempt at the annual meeting to elect two more local directors was unsuccessful, which was a fortunate outcome for the stockholders, because what the company needs, more than anything else, is the advice and assistance of men of wide experience in paper making and financial undertakings of large magnitude. But for the handicap of local directors who cannot qualify in either respect, the company would have enjoyed a much larger degree of prosperity.

The approach to Kalamazoo on US 131 affords a most interesting view of that portion of the city which is plainly in evidence from the high hills which flank the Celery City on the North. I was pleased to find most of the merchants I called on in a good mood, so far as volume of business is concerned, although some of them complained about the narrow margins they are now

forced to accept on their sales. All feel that the worst is now a matter of the past and that from now on the recovery will be gradually upward.

I have noted in my lifetime the passing of many industries, such as the hand harness maker, the hand cooper and the old-fashioned apothecary. The recent death of William E. Elliott coincides with the passing of the button shoe era, never to return.

Fifty years ago button shoes were as common as lace shoes are to-day, but there was no device to attach buttons to shoes except a little hand fastener which made the process both slow and tedious. Dr. Eggleston, a dentist of Marshall, invented the Eggleston button attaching machine about 1883. It consisted of a tube in which the buttons were assembled after the fasteners had been inserted in the eyes of the buttons by hand and placed in the tube. The tube was then placed in a little foot power machine, after which the process of attaching the buttons to the shoe was automatic. The organization to put this device on the market was formed in Grand Rapids and included as stockholders Col. George C. Briggs, Charles S. Hazeltine and others. I think I am the only original stockholder still living. The business proved to be very prosperous. Col. Briggs ultimately sold his interest, which had cost him only \$10,000, for \$100,000. With that money he erected the large brick building on Canal street (now Monroe avenue) long occupied by the Heyman Co.

The marvelous success of the Eggleston Co. aroused the interest of inventors and would-be inventors all over the country. Among those who entered the field to give the trade something better than the Eggleston device was Wm. E. Elliott, who was then engaged in the sale of shoes at retail with his father at Marion, Iowa. George R. Mayhew, who was then the leading shoe dealer in Grand Rapids, noted an item about the invention in the Boot and Shoe Recorder and brought it to my attention. We decided to ask the inventor to bring his machine to Grand Rapids for investigation and possible action. He promptly complied with our request and for several days the device was demonstrated in the office of the Michigan Tradesman. All who saw the machine were completely captivated by it, because it was so much in advance of the Eggleston device, which had made millions of dollars for its original owners, except the inventor, who was given a raw deal. The leading financial men of the city made all haste to enroll their names as stockholders. A company was organized with \$160,000 capital to engage in the manufacture and sale of the device. Among the original stockholders were Louis H. Withey, Hon. T. J. O'Brien, Chas. S. Hazeltine, J. C. Wenham, W. O. Hughart, David E. Uhl and Geo. R. Mayhew. Dr. Hazeltine was elected president, Geo. R. Mayhew treasurer and E. A. Stowe secretary. Mr. O'Brien was made the legal adviser of the company. While he was out of the country as Ambassador to the Netherlands, Japan and Rome, Arthur C.

Denison assumed the duties of that position. The first thing Mr. O'Brien did was to establish the fact that our device was not subject to attack for infringement. He referred the papers to Edward Taggart, who was then regarded as the leading patent attorney in Michigan. His reply was that we did not infringe the Eggleston patent (charge \$250). He then sent them to West & Bond, Chicago, who were then considered the best patent authorities in Chicago. Their opinion was in accord with that of Mr. Taggart (charge \$500). Feeling that we should have a final authority from the leading patent attorneys in this country, we sent the documents on to Marble & Mason, of Washington. Mr. Marble had been Commissioner of the Federal Patent Office for many years. The reply was in exact accord with the opinions of Mr. Taggart and West & Bond (charge \$1,000).

Armed with such opinions, we began the manufacture of the Elliott machine. As soon as we placed the device on the market, the Eggleston Co. sued us for infringement. We were represented by Mr. Taggart and Mr. Pusey, the leading patent attorney of Philadelphia. Judge Severans, who was judge on the Federal bench here, promptly held that our device infringed the Eggleston patent, which opinion was subsequently sustained by the Court of Appeals and the United States Supreme Court. This meant that we had to create an entirely new machine, which was placed on the market a few years later and continued to function without successful attack for many years.

Mr. Elliott insisted on managing the company, which was unfortunate for all concerned. Few inventors are good business men. Mr. Elliott was not an exception to the general rule and his management ultimately resulted in our losing our entire investment, due to the fact that button shoes ultimately went out of style. Mr. Elliott spent \$150,000 with the Root Newspaper Association and others in undertaking to force button shoes back into use, but every penny thus expended was lost, because no one in a republic can accomplish the impossible. His management of the company was extravagant and highly spectacular. He succeeded in obtaining a rating of the company in excess of a million dollars and caused people generally to regard him as a millionaire, when, as a matter of fact, the obligations of both were in excess of their possessions. When the crash finally came and the company was placed in the bankruptcy court, he suddenly left the scene of his exploitation and, I think, never returned until the statute of limitations had placed an embargo on his prosecution.

Some ancient writer said we should always speak well of the dead. I do not agree with him. I think we should deal gently and truthfully with the dead, which I have done in this instance. Mr. Elliott had a contagious personality which enabled him to hold his friends in line to the point of exhaustion and he had many admirable qualities, along with some very unfortunate characteristics, but he was not

a good business man and never made a penny along approved lines. He died poor, full of hope that he would live to see the return of button shoes to the show windows of the retail shoe dealers. The funeral and burial were held in Marion, Iowa, where he was born and lived as a child and youth.

If I have one failing, worse than another, it is the absolute faith I place in my friends and associates. I have made it the rule of a lifetime to stand by them to the end and refuse to listen to any one who seeks to alienate me from them by relating their shortcomings. For thirty years I stayed by Mr. Elliott and denounced any one who sought to turn me against him. I would have been a good many thousand dollars ahead if I had been less stubborn in this respect.

Hon. Wm. Alden Smith evidently does not take kindly to my suggestion of a week ago that Grand Rapids people give him a testimonial banquet on his birthday, May 12, judging by the following letter:

Grand Rapids, March 20—This is to acknowledge with appreciation your courteous personal references in this week's Tradesman. I appreciate the spirit which prompts you to emphasize some of my public work, and our long personal acquaintance extending over half a century has been marked with similar generosity throughout the entire period.

Your reference to life's milestones, however, and your hospitable proposal to celebrate my birthday by a dinner does not strike me with favor. Such events—and I have attended many—are filled with sadness and old memories which one may be able to bear privately but not so easily set aside publicly. "How many memories crowd around the brain. How many ghosts are in the wooded plain."

No, indeed! No birthday dinner for me—no matter how kindly and well meant the suggestion. The marvelous beauty of the after-glow is really very beautiful to behold, but if one would keep abreast of the spirit of the age and preserve his faculties, though the course seems definitely Westward, he should keep his eyes upon the East and find pleasure and happiness and comfort in the contemplation of each new day.

This is my philosophy, and I spend no time in celebrating birthdays which give emphasis to the rapidly passing years. No, indeed! No dinners for me! I much prefer to spend that particular day amid scenes and experiences which engross my attention, unmindful of its epochal character and possible significance.

Again, old friend, I make my acknowledgements to you, thank you for your courtesy and ask you to recall your invitations, as I shall not be present at that or any other natal dinner.

William Alden Smith.

Eight school districts have joined in creating a new consolidated school at Middleville. This necessitates the construction of a new building at a cost of \$90,000, of which \$60,000 will be raised by a bond issue which was purchased by the Grand Rapids Trust Co., and \$30,000 contributed by the Kellogg Foundation of Battle Creek. The building will be erected on a six acre tract of land on the high ground just West of town. It will be 75x165 feet in dimensions, two stories and basement. It will be constructed of brick and will be thoroughly modern in every respect.

Two rooms in the building will be devoted to the medical examination of the students at regular intervals by physicians sent out by the Foundation. It is expected that the building will be completed by the time snow flies next fall. The old school building which will be abandoned when the new structure is occupied was erected sixty-five years ago.

For many years William K. Kellogg was exceedingly careful about his expenditures, but now that his personal fortune has reached a figure somewhere between fifty and a hundred million dollars, he is making every effort which appeals to him to return this money to the source from which it came—the people. His benefactions to Battle Creek are varied and extensive. He appears to have a keen appreciation of proper educational advantages for the underfed children of poor parents and an understanding of human suffering which causes him to do much for the amelioration of crippled and unfortunate children of the community. It must be a source of great satisfaction to him to be able to do these things with such remarkable prodigality and with apparently accurate discernment and belief that he is doing them along the best and most approved lines.

June 1, 1930, F. L. Blake leased his vacant store building at Middleville to Frank Malmstone, who conducts a dry goods and shoe store at Wayland. The tenant put in a stock of dry goods and shoes under the management of Mrs. Malmstone. Seven months later the Malmstones moved their stock back to Wayland because they found it somewhat irksome to conduct two stores in periods of stress like the present. Mr. Malmstone speaks nicely of Middleville as a trading point. He says the farmers tributary to Middleville have good farms and, because the percentage of farms encumbered by mortgages is smaller than in most localities, he thinks Middleville ought to have just such a store as he undertook to conduct there.

Instances continue to present themselves of insolvencies which were being worked out advantageously and economically by receivers, but were wrecked by being thrown into bankruptcy by crafty lawyers who were actuated solely by the fees which they could collect by resorting to the Federal courts. The retirement of the Western Michigan Grocer Co. affords an excellent example of how a business can be liquidated at the lowest possible ratio of expense. When Mr. Gilleland found it impossible to continue the business, due to his inability to secure sufficient funds, he wrote all his creditors that he would close out the stock and collect the accounts as expeditiously as possible and make remittances pro rata as fast as the funds came in. Every creditor accepted the situation and approved of the plan. If any creditor had taken up the matter with an attorney of the type above described, the latter would probably have insisted on throwing the matter into bankruptcy, which would have proved rich picking for the lawyers and meager returns for the creditors. Because the lawyers were

not permitted to dominate the situation every creditor has already received 85 cents on the dollar and will probably receive the full amount of his claim.

E. A. Stowe.

Patronize Home Industry.

Rep. Stanley Powell introduced the following resolution in the Legislature Wednesday:

Whereas—The State of Michigan has extensive and widely diversified agricultural, mineral and manufacturing resources, and there are produced in Michigan supplies sufficient to care for all of the demands of State institutions, and

Whereas—The State Administrative Board, through its Purchasing Department, is buying and contracting for materials and equipment for buildings and stocks of food stuffs for the various State institutions in large quantities from other states, such as canned goods, fruit, meat, furniture, ovens, paper and other commodities too numerous to mention, and

Whereas—The farmers, mining companies and manufacturers are the principal taxpayers of the State of Michigan, furnishing the funds for the building and support of state institutions, and

Whereas—Since all of these products are available in Michigan in quality equal to or better than that produced in other states and at prices comparable with those in other states; therefore be it

Resolved—By the House of Representatives (the Senate concurring), That the State Administrative Board be and is hereby directed to purchase all necessary supplies for the State institutions of Michigan from Michigan farmers, mining companies or manufacturers whenever such requirements are produced or manufactured in the State of Michigan and can be procured at reasonable prices.

Choose Practical Hues For Summer.

Colors of a practical character have been selected for promotion for the Summer season, it was announced last week, by John Hahn, executive director of the Garment Retailers of America. One shade, however, was selected for its "high style" significance and another as an accent hue. The colors, he added, are markedly different from those which have prevailed during the regular Spring wholesale season and accordingly possess "invaluable promotional possibilities." The new shades will be launched at the Summer style show of the organization at the Hotel Astor on April 15.

Plan Writing Paper Campaign.

Concerned over the large percentage of business lost each year to greeting card manufacturers, the writing paper producers are considering a campaign to popularize letter writing. A number of large factories have been forced out of business in the last two years. Spring business this year is reported as fair with sales somewhat better than in the corresponding period last year, but the stationery manufacturers are convinced that concerted action must be taken to preserve their present markets and regain some of their lost business.

A Profitable Service . .

Through
Fleischmann's national advertising, the world's famous physicians are telling millions of

Americans that fresh Yeast is helpful in the prevention of colds. Pass on this good news to your customers. Urge them to eat three cakes of Fleischmann's Yeast every day. They'll appreciate this Service and will become better customers. Tie up with the Fleischmann advertising. It means more sales to you.

5 Big reasons why you should push STANDARD BRANDS PRODUCTS

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

FLEISCHMANN'S YEAST SERVICE

Assured goodness

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

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



PURITY OATS COMPANY
KEOKUK, IOWA

CATERERS TO THE THIRSTY.

Sidelights of Some Local Dispensers of Liquor.

In the year 1856, William Leppig departed from his happy home in Germany, bound for the United States. A few weeks later he arrived in Grand Rapids seated on the stage driven over from Kalamazoo. William, who was not overtaxed with wealth, promptly accepted an offer made by a German contractor and builder to carry a hod. A hod is no longer used by builders. The wheelbarrow and elevator have displaced it. After Leppig had carried a hod and performed other menial tasks two or three years, he purchased a small house located on Lyon street, near the Arcade, and opened a saloon. The sale of wines, liquors and beer has, and ever has been, regarded as a respectful occupation in Germany and many other countries. In the United States certain churches and fraternal societies would not admit the owner of a saloon or a bartender to membership. Leppig had learned to speak the English language and, being of a genial, companionable nature, he quickly attracted patrons. Years ago owners of saloons have furnished free lunches at certain hours to patrons. Leppig adopted the American plan. An ordinance passed by the common council forbade the opening of saloons on Sundays and certain legal holidays after 10 o'clock at night. During the twenty years following while Leppig operated a saloon and restaurant, he observed the terms of the law strictly. Complaints were made against other saloon keepers of saloons, but Leppig was never taken before the court. As his means accumulated he purchased two lots on Lyon street and erected three brick buildings, one of which contained a large room which was occupied by the Kent Circuit Court and the Board of Supervisors. It was also used for public entertainments. A small Dutch congregation occupied the hall on Sundays. The tall rawboned, bespectacled minister operated a blacksmith shop on week days. An inseparable companion was a pipe with a long flexible stem. While he beat his anvil or pumped his bellows, the pipe swung to and fro uncontrolled. It was said he was an able preacher and that his sermons were as strongly constructed as the buggy tires he beat into shape with his hammer.

Leppig was a popular individual and fond of a practical joke. While seated on the head of a beer barrel in front of his saloon, he would frequently interrupt the progress of a pedestrian by exclaiming—"Say!" If the pedestrian should stop and turn toward Leppig, he would add in a sing-song tone—"Can you see?" and laugh at his victim. The second floor of this building was devoted to offices, the first to Leppig's bar and the restaurant presided over by Mrs. Leppig (an excellent caterer), where choice meals were served for moderate prices. Leppig, after acquiring a liberal fortune, purchased lots on Lafayette avenue and erected a modern home. He then sold his business and prepared to spend the remainder of his days in peace and comfort. He had served the public as a poor commissioner and rendered competent and faithful service. While enjoying pros-

perity and the cares of his somewhat annoying business, he endorsed a number of notes for a brace of impecunious young men, which he was eventually compelled to pay at the bank, thereby impairing his financial independence. A young woman who assisted Mrs. Leppig in the restaurant, won the heart and hand of Charles N. Armstrong, a clerk in the employ of John Morhardt, as chief clerk, at the Bridge Street House. In later years Armstrong was elected to fill the office of city comptroller.

N. C. Johnson was the proprietor of Sweet's Hotel during the closing years of the past century. Occasionally he would take a stroll around the block for the exercise it afforded and to see what he could see. One morning he happened to stop on the crossway of an alley and cast his eyes toward the rear of his hotel. One of his cooks came to a window of the kitchen which was located on the second floor in the annex to the main structure, and with the aid of a rope, lowered a basket of provisions to the ground. The owner of a saloon in an adjoining building emptied the basket and placed therein a half dozen bottles of beer and a quart of whisky. The cook raised the basket and it was presumed he and his associates indulged in a good time.

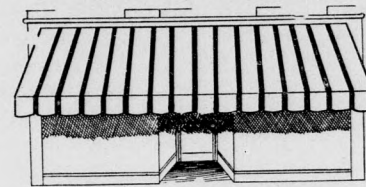
Johnson continued his walk until he reached the saloon, which he entered and found an elaborate free lunch displayed on the counter. A variety of sandwiches, a pan of steaming hot escalloped oysters, an ample supply of salads, olives and pickles. The bar was surrounded by a number of men who helped themselves liberally to the luncheon. "Harry," said Mr. Johnson, speaking to the saloon keeper, "you are serving a mighty ne lunch; must cost you considerable if you provide such a layout every day." "Yes, Mr. Johnson, it is an expensive lunch. I can hardly afford it. Frank Bonell, Charles Kelly, Peter Reed, and other neighbors of mine in this line of business serve expensive lunches and I must do so to hold my trade." "Well, Harry, I do not wish you ill luck, but let me advise you to engage another cook," Mr. Johnson replied. Mr. Johnson paid his help twice each month. Returning to the hotel, he imposed as fines upon the cooks the amounts due them for their services and discharged them.

B. Hartt was the proprietor of Hartt's wine house. Hartt requested the public not to regard him as an ordinary saloon keeper, as his dealings were confined to the sale of the best brands of intoxicating liquors obtainable. Social clubs had not been organized fifty years ago, and when a merchant, banker or manufacturer wished to entertain a friend or acquaintance from abroad, he was obliged to choose between the hotels and the sa'oons for the purpose stated. A first class restaurant was managed by Mrs. Hartt, a cultured, witty, discreet and companionable woman. She possessed an intimate knowledge of the many and various phases of domestic science. Under her direction dinners were prepared which would please and

(Continued on page 30)

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	PORT HURON	1.05
	MADISON, WIS.	1.00
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For fastest service, give the operator the telephone number of the person you are calling, which can be obtained from "Information"



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Go to your Corduroy Dealer today. Ask to see the tire. Big—Sturdy—Handsome in all its strength and toughness, the Corduroy Tire will sell itself to you strictly on its merit.

CORDUROY TIRE CO.
Grand Rapids, Mich.



FINANCIAL

Excess Supply of Silver Problem Not Easily Solved.

February's cut in silver production helps, but evidently the world will not shake off the depressing influence on business of low silver prices until it understands better that the problem goes deeper.

Silver's decline has reduced the value of bullion going into a metal dollar to about 25 cents, but we in this country do not commonly understand the importance of that phenomenon on world depression since a silver dollar still purchases a gold dollar's worth of commodities.

Herbert B. Elliston in Foreign Affairs for April goes to the core of the silver problem when he says that the decline in its price not long ago to the lowest level in all history reflects oversupply but not overproduction. What he has in mind of course is that in the last ten years the world's annual output has scarcely kept pace with consumption. Not excess production but an enormously increased supply of silver in connection with demonetization programs is the root of the difficulty.

Spread of the gold standard has augmented substantially the flow of silver back into commercial channels which have in the meantime not been proportionately expanded. When asked why the silver industry does not seek equilibrium through adjustments this authority answers "No measures could be imagined that would offset the waywardness of such competition as other supplies have provided in the last two or three years.

"There are those who assert that enough activity has not been devoted to the promotion of uses for silver apart from its uses as a precious metal. And it may well be that the historical regard for silver as a precious metal has not encouraged enough research into its possibilities as an industrial commodity. Only 15 per cent. of supplies is now absorbed by industry; but present conditions may provoke further research, especially into possible uses at different price levels. As yet the only hope of a larger industrial outlet lies in the effort now being made to put nontarnishable silverware on the market."

Limitation of output is not the simple solution it seems since 60 per cent. of the production comes from mines that likewise yield lead, zinc and copper.

What this authority does urge is that the Western world recognize the importance of controlling what he terms these "other supplies" of silver as an essential step in making markets for Western goods.

For "a" marked decline in the price of silver depletes the ability of both the silver users of China and the silver savers of India to buy Western goods at present gold values. We have seen that in China there exists a new desire to import foreign goods. But the drop in silver is depriving more and more Chinese of the ability to pay for the very goods which the enterprise of foreign merchants has introduced during the past century. Reports from Shanghai state that Chinese (or silver) prices on wool, for example, have sky-

rocketed so high that thousands of Chinese, long used to Western style clothes, are going back to Chinese silks."

Paul Willard Garrett.

[Copyrighted, 1931.]

Two Principal Kinds of Fixed Trusts.

There are several interesting differences and a few similarities between fixed trusts and investment companies of the management type. The difference in distribution methods, explaining the growth of fixed trusts, was discussed in a previous article.

The principal difference in the two types—one that has been emphasized by friends of both—is implied in the names. That is, the fixed trust permits of no substitutions of stocks in the portfolio except in the event of mergers, re-organizations, etc. Management trusts, on the other hand, may make changes in portfolios at will, subject in some cases to restrictions on proportions.

Consequently investors may choose between portfolios they know will remain unchanged and those which are subject to revision as conditions change.

Broadly speaking, there are two kinds of fixed trusts, one which distributes all cash and stock dividends, rights and splitups and the other which retains, or accumulates, all except regular cash distributions on stocks in the portfolio.

Securities comprising portfolios of fixed trusts are deposited with recognized trustees, who issue therefor receipts or certificates. They are trusts in the true sense of the word and their income is not subject to the Federal corporation tax. Management trusts, on the other hand, generally are corporations with capital setups similar to industrial concerns. They own the securities in their portfolios in their own right. Their income and profits on transactions are subject to taxation in the same way as are the earnings of any other kind of corporation. Fixed trusts invest only in common stocks, as a rule, while management companies may hold bonds and preferred stocks as well.

Some fixed trusts, as well as some management trusts, specialize in particular industries, holding stocks of concerns such as utilities, railroads and banks. Most fixed trusts and some management trusts have specified termination dates. All fixed trusts issue only one class of stock (really trust certificates), while many management trusts have preferred and common stocks and some have fixed-interest obligations ahead of the shares.

Trusts are formed, of course, primarily to be sold to investors at a profit to the organizers. The profit in fixed trusts comes from a so-called distribution fee, usually based on a percentage of the cost of the underlying stocks at their listed market values. Fixed trust shares therefore do not sell below their asset or liquidating value.

Profits in management trusts supposedly are realized from a management fee, based, as a rule, on a percentage of the trust's quarterly or annual profits. Since the price of management trust shares is determined solely by supply and demand, these stocks may

(and usually do now) sell below their asset value. William Russell White.

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No chain is stronger than its smallest link, but it takes a giant corporation to see that it pays in cash to keep the lowliest employees strong, loyal and independent.

You may object to big business in this country on the ground that it destroys individual initiative but General Electric is one huge organization that gets results by making it worth the while of employees to offer suggestions and in the depression year 1930 it got more suggestions than ever before. Specifically its annual report to-day records that the number of suggestions received in the year was 29,919 or 536 for every thousand of eligible employees.

That is not all. The employees did not turn in wild schemes. No less than 32.1 per cent. of the suggestions was adopted. That is indeed an impressive testimonial to the liberal employee attitude maintained by General Electric. It stimulates energy and loyalty on the part of employees for the simple reason that General Electric pays employees in cash or bonds for suggestions.

Years ago it was thought in this country that big business never could be relied on to treat employees kindly. In more recent years you have been able to measure the popular success of our industries largely by their employee policy. Some of our most practical plans for unemployment protection are coming to-day not from governmental agencies but from the corporations themselves.

General Electric openly expresses its pride in the development of a plan worked out for stabilization of employment in its incandescent lamp department where by storing lamps in off seasons it reduces to a minimum seasonal unemployment.

In departments that do not lend themselves so readily to this method it recently inaugurated a plan of unemployment pensions, loans and relief. Employees become eligible for unemployment payments after they have contributed to the fund for six months. Each dollar put up by employees is matched with a dollar put up by the company.

Financial independence in life is not attained by any rule of thumb, for all individuals and the secret of General Electric's success in helping its employees toward financial independence rests in its recognition that this complex problem must be approached from a variety of avenues each suited to a little different need.

Paul Willard Garrett.

[Copyrighted, 1931.]

Earnings of Tobacco Producers Rise Sharply.

One of the outstanding industrial achievements of 1930 was the continued growth of tobacco manufacturing. With an investment of more than \$1,000,000,000, the industry has come to be regarded as among the largest in the country.

An idea of its importance as a revenue producer for Uncle Sam may be gained from tax figures, which show that tobacco taxes set a new high record last year at \$450,339,060, an increase of 3.66 per cent. above those of

1929. Cigarettes alone contributed \$359,816,274, or 80 per cent. of the total.

Consumption figures are taken to indicate that the number of smokers as well as the total use of tobacco is steadily increasing.

Although the amount of tobacco used in all products increased slightly less than 25 per cent. from 1913 to 1929, tobacco used in cigarettes gained 137 per cent. and the percentage of cigarette tobaccos to total tobacco used rose from 23 to 44.

Cigarette consumption increased 151 per cent. between 1920 and last year, with a gradual increase in the percentage gain from year to year. It is estimated the annual rate of consumption will reach 300,000,000,000 by 1940.

Virtually all this country's cigarette production is in the hands of four companies, American Tobacco, Reynolds, Liggett & Myers and Lorillard. Their total earnings for 1930 showed an increase of 163 per cent. over 1920 profits and a rise of 201 per cent. after preferred dividends.

Although cigar production showed a decline of about 2 per cent. between 1921 and 1929, earnings of the five leading companies increased 173 per cent. The improvement was attributed to concentration of the business among the leaders, who are: General Cigar, Consolidated Cigar, Congress Cigar, American Cigar and Bayuk.

The leading snuff producers are American Snuff, Helme and United States Tobacco. Demand for this product continues steady, and earnings applicable to common stock of the three companies rose 48 per cent. between 1920 and 1930.

William Russell White.

[Copyrighted, 1931.]

On the Curb.

Leaning hard against a post—
It was steel and full of frost
For it held both rod and rail
Of the Elevated Road—
Shivering with cold
At the noonday hour
Was a stranger, middle-aged,
Quite asleep,
And a prototype of deep despair;
Yet awakened half
With a smile
But to drop his head again
Deeper in the upturned coat
Which was tattered and of summer-weight.

Would you care
For this buttered roll—
But a bite, with meat between?

"Oh, kind sir,
Thank you much,
This is happy
Seldom such;
But how good of you."
Then he smiled, and then—
Would have dozed again.

Just a word, old chap
Tell me, stranger, tell me true
Why this circumstance
What has happened you
And the more from whence you
came

Sweden? Germany?

"No my friend
I am fifteen year
Now already here
From my home in Denmark
Jah, my job was good
Werry good
But—I gambled
Efry veek
All away
Now—too late."

Thus the curb
Cold with snow and sleet
Brought to me
There a double chance to win
In a crowded city street.

Charles A. Heath.

Asked why the interurban car was late, the conductor politely replied:
"Well, you see the car ahead was behind, and we were behind before besides."

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GREAT FOOD INDUSTRY.

Marine Products Becoming More and More Important.

Marine products represent basically a great food industry. This class of food is, generally speaking, a good source of proteins, vitamins, and minerals in quantity and variety. Because of these facts and because the primary consideration of food products is their food value, the Bureau of Fisheries has become greatly interested in the science of nutrition.

It has been known for a long time that protein is essential to any diet for the maintenance of life. Fishery products are an excellent and a cheap source of protein. Furthermore, the proteins found in fish and shellfish have a very high coefficient of digestibility. The quantity and variety of minerals in sea foods have been determined by chemical and spectrographic analyses. Some of the elements found in fish meal by the Bureau's scientific investigator at Johns Hopkins University are: Calcium, phosphorus, copper, iron, manganese, sulphur, magnesium, iodine, fluorine, chlorine, sodium, potassium, titanium, aluminum, silver, zinc, silicon, lead, and tin.

Fish meal is a dehydrated fishery by-product used extensively in animal feeding.

A number of the above-mentioned minerals have been shown to be vital in life processes. Notable among these are the role played by iodine in the prevention and cure of simple goiter, and the value of copper in one type of nutritional anemia.

At least 34 elements have been identified in sea water. A good many, if not all, of these are essential to life. In fact, knowledge concerning mineral nutrition is in its infancy. Great discoveries in the future will come in this field. Of all the food industries or classes of foods, sea foods offer the most fertile field for investigations in mineral nutrition.

Cod liver oil is an example of the richness of marine products in vitamins. Oysters are another example.

Cod liver oil has been in use in therapeutics for many years. Long before the modern knowledge of vitamins became available to the medical profession, cod liver oil was universally recognized as a tonic and metabolic factor. It was known to be a good tonic or medicinal agent many years before it was known why it was such an important factor in nutrition.

Recent investigations of the Bureau of the Department of Commerce and the Bureau of Chemistry and Soils of the Department of Agriculture have revealed that certain American fish oils such as tuna, sardine (California pilchard), menhaden, and salmon oils are excellent sources of vitamin D. Tuna oil was shown to be 25 per cent. more potent in vitamin D than the best obtainable grades of medicinal cod liver oil. Sardine (California pilchard) was equal to medicinal cod liver oil, menhaden was 75 per cent. as good, and salmon oil was about 50 per cent. as potent in vitamin D. Salmon oil also compared favorably with medicinal cod liver oil in content of vitamin A.

Since the publication of these results, more recent experiments, to be

published shortly, by the two Bureaus, have indicated that the process of manufacture of these oils has a marked effect on their content of both vitamins A and D. It has been considered generally among biochemists that vitamin D is relatively stable and heat-resistant, but we have found a variation of as high as 25 per cent. in vitamin D potency of oils from the same fish depending on the method of processing.

Some of these oils can be produced superior to the best obtainable grade of medicinal cod liver oil in potency of vitamins A and D. You can readily see what these discoveries mean to this country by citing the following statistics. The total consumption in 1929 of cod liver oil in this country, for therapeutics and animal feeding, was somewhere between 3,000,000 and 4,000,000 gallons. Ninety per cent. of our domestic consumption of cod liver oil is imported. In other words, we only produce 10 per cent. of the cod liver oil which we consume. The production in 1929 in the United States and Alaska of tuna sardine (California pilchard) menhaden, salmon, Alaska herring and Maine herring oils, was in excess of 12,000,000 gallons. Sardine (California pilchard) oil at 50 cents a gallon is replacing imported cod liver oil in poultry feeding on the Pacific coast. The imported cod liver oil has been costing the poultrymen from \$1.50 to \$2 per gallon. A new industry of this kind places this country at a decided economic advantage.

There is no reason why these American fish oils should not be substituted for imported cod liver oil in therapeutics.

A few months ago, the Bureau of Fisheries and the Bureau of Chemistry and Soils became interested in a new food product, namely, fish flour. Fish flour is made from the edible parts, including the backbone, of fish remaining from the filleting or packaged fish industry. It is dried at low temperature, under vacuum, and ground into a fine meal or flour. It has a pleasant taste, odor, and fine, white, fluffy, attractive appearance. It can be made cheaply, as it comes from raw material which is now either a waste or is converted into fish meal for animal feeding.

It contains as high as 28 to 30 per cent. of minerals, consisting mostly of calcium phosphate. For purposes of comparison, ordinary white wheat flour, for instance, contains less than .5 per cent. of minerals. Laboratory investigations and baking tests, conducted by Dr. LeClerc, of the Cereal Laboratory of the Bureau of Chemistry and Soils, in co-operation with the Bureau of Fisheries, have demonstrated that it is possible to incorporate 10 to 25 per cent. of this fish flour in sweet cookies, using cinnamon or ginger flavor, of a very palatable and nutritious nature, designed especially to appeal to children.

Accordingly, these Bureaus have arranged with a public institution in Washington, namely, the Episcopal Home for Children, for a large-scale test extending over a period of one year or more.

Eighty children will be divided into two groups of 40 each, selected as to comparable age and physical condition.

In order to establish comparable conditions at the beginning of the experiment, thorough preliminary medical and dental examinations should be made of these children and these data should be used in dividing the children into two comparable groups. In this connection, the District of Columbia Dental Society has appointed a special committee to work with us. We are asking also the co-operation of the District of Columbia Medical Society.

It should be emphasized that marine products represent, potentially, a great food industry. They represent a specialized food for man and beast. They are a diversified source of nutritional requirements in our National dietary. They represent man's principal opportunity to replenish and compensate for the increasing deficiency of foods obtained from land areas. These land areas are constantly being depleted of their mineral elements through countless centuries of soil erosion.

It is obvious then that man and his civilization must depend in the future to an ever increasing extent upon foods from the sea to supplement the complicated and artificial requirements of a balanced diet. As man becomes further removed from the natural sources of his food he must ever guard more carefully against the deficiencies which may arise as a result of increasing demands upon his body and as a result of further preservation of the food products which enter into his daily diet.

John Ruel Manning,
Technologist United States Bureau of Fisheries.

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MUTUAL FIRE INSURANCE

Matches Are Valuable, But Very Dangerous.

The match is perhaps the most valuable and the most dangerous article made by man. It has been in use for less than one hundred years, but think of trying to get along without it.

Suppose, for example, that you were camping far from any houses and discovered, when it came time to cook dinner, that you had lost your matches. What would you do? Would you rub sticks together like the Indian or make a "bow-drill" like the Eskimo? These were some of the methods used by mankind for thousands and thousands of years, but they mean desperately hard work, as you would soon realize. You would be fortunate if you could find a bit of flint from which to strike sparks with steel, as your great-grandfather probably did. But even in that case you certainly would appreciate matches as never before.

It was not until the year 1827, that an English druggist named John Walker made the first practical friction-matches, and they were known as "Congreves." A folded piece of glass-paper went with every box, and in order to ignite the match one had to draw it in one hand quickly through the folds of the paper tightly pressed together with the other. Another kind of match, the "Promethean," appeared a little later. It had at one end a thin glass globule, which it was necessary to press in producing fire.

Thus people went on experimenting, for everyone was interested and there was great demand. Gradually methods of manufacture that were better and cheaper were discovered until to-day matches are found in every home and are carried in millions of pockets.

It is said that more matches are sold in the United States than in all the rest of the world. More than seven hundred million matches are used in the United States each day. You can hardly imagine such a figure. If a factory made just one match for every minute, night and day, it would take nearly fourteen hundred years for it to produce as many matches as this country uses in a single day. Or—to put it in another way—nearly five hundred thousand flames are struck every minute on an average. There is not one of these flames that would not develop into a destructive fire if it had a chance. Consequently, every match must be treated as a possible source of great damage. It has within it the power to rob you of your home, even the lives of your loved ones and yourself.

With the exception of fires from lightning, spontaneous combustion, and a few other causes, all fires can be traced in some way back to matches. If sparks from a chimney set fire to a roof, for example, the fire in the stove from which the sparks came was undoubtedly lighted with a match. But when we speak of the danger of matches, we do not mean indirect danger such as this. Many lives and millions of dollars in property are lost every year because of carelessness in the direct use of matches. In a single year the insurance companies reported a loss of \$30,281,840 from this cause,

including the great damage caused by careless smokers.

Matches to-day are of two general classes: Those which may be struck upon any rough surface, and the so-called "safety" matches, made to be struck only upon the box; but there are good matches and bad matches in both classes. In other words, while the safety match as a rule is safer than the kind first mentioned, a poorly made strike-on-the-box match may be more dangerous than a well-made strike-anywhere match. Therefore, we ought to know something about what a match is as well as how to use it.

Here is a match. What could appear more harmless? A tiny stick of wood, shorter than your finger, coated at one end with some substance that forms a little bulb, or head—who would believe that it can be either a blessing or a deadly peril, according to the way in which it is used.

The secret of fire-production lies in the head of the match. This contains certain chemicals which take fire easily when heated, and it also contains particles of ground flint in order to create heat by friction when the match is struck. If two objects are rubbed quickly together, the resulting friction brings heat, and all the more easily and quickly if one of the objects be rough. If you sandpaper a board, rubbing it hard, you will soon find both paper and board becoming warm. Thus the friction from striking a match produces sufficient heat to cause the head to burst into flame.

The heads of the best of the strike-anywhere matches contain a chemical called sesqui-sulphid of phosphorous, while the strike-on-the-box match heads contain chlorate of potash, which substance must be rubbed on phosphorous to bring fire, and for that reason the box has phosphorus paint upon its sides.

Now it must be remembered that even careful persons may meet with accidents through the use of bad matches. Sometimes when struck, the blazing head will fly off, or the stick will break and fall; sometimes, too, the match will continue to glow after the flame has been blown out. These are signs that the match is poorly made; probably it is of some very cheap brand, for such things never happen with good matches. Carefulness, therefore, must begin at the time of buying. One should always notice the brand and always order by brand. Whenever a brand is found to have any of these faults, it should be avoided in future, no matter how low the price may be. If manufacturers find that no one will buy the dangerous brands, they will stop making them.

The best of the strike-anywhere matches have a black bulb surrounding the colored tip. This black substance is placed there to prevent the head from flying off when struck, and also to guard it from being set on fire accidentally. But as a class the strike-on-the-box or safety matches are less dangerous.

Matches of all kinds are carefully tested in the great Underwriters' Laboratories, which the National Board of Fire Underwriters maintains at Chicago, and those that are able to pass

(Continued on page 31)

FINNISH MUTUAL FIRE INSURANCE CO. CALUMET, MICH.

Financial Statement Dec. 31, 1930

ASSETS	
U. S. Municipal and other Bonds	\$225,950.00
First Mortgage Loans	21,100.00
Cash in Banks	112,682.21
Office Building and other Real Estate	10,700.00
Premiums in Course of Collection	7,966.81
Furniture and Fixtures	1,500.00
Accounts Receivable	1,474.40
Accrued Interest	3,714.44
	\$385,087.86

LIABILITIES	
Reserve for losses unpaid	\$ 307.32
Reserve for Commissions	835.33
Reserve for unpaid Bills	433.29
Reserve for unearned Premiums	72,208.76
SURPLUS TO POLICYHOLDERS	311,303.16
	\$385,087.86

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WILLIAM N. SENF, Secretary-Treasurer

THE GREATEST AMERICAN.

Refuses To Accord That Honor To Alexander Hamilton.

Hamilton Holt, noted editor and eminent educator, gave the principal address last Sunday at the Highlands Hammock dedication, to which this writer has made previous reference. He spoke not more than fifteen minutes and in that time described the unique qualities of the place, paid tribute to the deceased donor, made some historic allusions and covered the whole field of his topic, "The Effect of Outdoor Beauty on the Individual," to the pleasure of his many auditors. There were other speakers, the Secretary of State, representing the administration, the congressman of the district, the representative of the estate of the donor, who presented the deed of the property to the president of the holding corporation, each of whom spoke in turn upon the various features of the project and of the event. None of them occupied more than ten to fifteen minutes and each one covered his subject completely. The brevity of the remarks of the several speakers under all the circumstances made them the more remarkable—they were in such contrast with the tendency of some speakers to bore their audiences with extended verbosity. Most speakers talk too long, just as many people talk too much.

In contrast with the general practice on this program, which brought pleasure and information to every listener, I am reminded of another affair which I attended not long ago. The subject under consideration concerned suggestions for betterment of conditions of a local nature for the larger enjoyment of a greater number of people. Three to five minutes should cover the time profitably taken by anyone, yet one man took nearly twenty minutes to tell how the city, in which and about which he was talking, might have been better arranged twenty years ago and how the immigration laws of the United States interfered with the coming and going of foreigners like himself. Neither subject was patent to the matter under consideration; neither of them could be altered in the least by the assemblage. On the other hand, the matters about which the country's and the community's guest rallied were definitely satisfactory to the great majority of those most intimately concerned. That's another peeve I have—aliens attempting to direct the policies of the U. S. A., either from within or without.

I have been quite interested in a series of articles appearing in some Michigan newspapers under "The Greatest American." I will confess to something of a shock at the first of the series, which seemed to designate Alexander Hamilton as that personage, without any apparent alternative of a second choice or any multiplicity of the greatest. Knowing the author of the series as I do I should expect him to follow the faith of his father, whom I am sure would have definitely picked Abraham Lincoln as the "greatest," although without contentious argument. As I read others of the articles and do not yet find mention of that great man,

raised up by the Almighty in the stress of the Nation's travail, I am the more consumed with wonder on how differently men measure values from historical records of individual greatness and personal accomplishments.

Possibly I should not agree with the contributor of the articles upon several whom he might, in my opinion, select with greater accuracy than the one greater than Mr. Mellon, a distinction with varied valuations in the public mind just now. But I will not argue about it, as it would be quite profitless. Once when asked, very late in his life, what he thought of the Christian religion, Dr. Benjamin Franklin said, "I am of the opinion that it is the greatest that has ever been introduced into the life of man, but I do not dogmatize upon it, as that would not profit me nor anyone, and I shall very likely soon know concerning what I now believe."

While I do not share the adulation for Hamilton of my long time friend, Senator Arthur H. Vandenberg, who states Hamilton's greatness with as great conviction as does anyone, neither do I hold the anti-Hamilton prejudice, more or less common with the school of political thought in which I was reared. But if I were to select Benjamin Franklin in preference to Hamilton I would pick a man who had been of great service to his colony and his country before Hamilton was born; whose versatility of accomplishment, it seems to me, to have no real rival in his many fields of action. Yet I shall hesitate to pronounce him the "greatest" among the many Americans who have been great.

Comparisons are always odious, so I will avoid any insidious ones. Acknowledging the remarkable mentality of the brilliant West Indian, who so completely captured the favor of Washington, I am still prompted to ask, what did he do that other men might not have done, which would compare with the innumerable accomplishments of that great scientist, statesman, inventor, writer, diplomat who for sixty years served his colony and his country with unequalled sagacity? Who served it, in fact, longer than Washington, Adams, Jefferson, Madison, Jackson or Lincoln.

The tragical end of Hamilton's life was a great National loss. But who, familiar with the canny wit and sound sense of Benjamin Franklin, could picture him being driven to so sad and senseless an undertaking. Had an Aaron Burr turned the vials of his wrath and malice toward Dr. Franklin, would the man who matched wits successfully with the most clever men of the old world and the new, been chased into Hamilton's predicament by the machinations of a man half-crazed with over-weening and disappointed ambition?

Matched against this canny master of wit and acumen, a Burr would have been laughed out of the country. If challenged to mortal combat the sage would, very likely, have exercised the right of the challenged and chosen goose quills or, possibly, turkeytail feathers, as the weapons. And what would have been the natural, National reaction to that status of the code dudello?

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for every occasion



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Grand Rapids, Mich.

Personally I accept Hamilton as great, but not the greatest. I will not argue on Washington. He possessed so many qualities of greatness, applied in the right way, at the right time, that his title, "Father of his country," is rather generally acknowledged and pretty well sustained. I prefer to claim for Franklin the right of "god father." His services in the establishment of the Republic were so varied as to suggest that title.

Thomas Jefferson as the author of the Declaration of Independence, may very fittingly be designated as the "father" of that immortal document of democracy. But as a matter of record, in the words of Mr. Jefferson himself, that he advised with Dr. Franklin about it and that the suggestions of Franklin were incorporated in the declaration, the only ones except those of the author himself. May we not say, therefore, that Franklin was the "god father" of the Declaration?

Franklin helped negotiate the treaty of alliance with France in the war of the revolution and remained at the French court as the colonial representative until the war was won. To whomsoever the individual credit of the victory for freedom may be given, Franklin was not less than its "god-father." He helped negotiate the treaty of peace with England, which brought a definite acknowledgment of freedom. And in this act to all Americans North of the Ohio river he was the "god father" of their citizenship, for his was the voice insistent upon including Ohio, Michigan and the lands of the Great Lakes section.

Then, in the days of his accumulated wisdom, when time was weakening his once vigorous physique, yet not at all dimming the brilliance of his remarkable mind, he was called to his last, perhaps his greatest, service in helping to form the constitution of the United States. More than three decades before, at the Albany conference, he had proposed a constitution for the colonies, the fundamentals of which were similar to those eventually adopted as the basic law of the republic. Madison is referred to as "the father of the constitution," but never did the genius of Franklin stand out more dominant than in this undertaking. His was the guiding hand, his the mollifying counsel which stilled the troubled waters of contention. Without him the constitutional convention of 1787 would have split upon the rocks of irreparable dissension. Surely Franklin was, at least, the "god father" of the constitution.

Franklin was the only man who participated in the formation of and signed all of these great state papers which achieved our independence and established our Nation.

Speaking of great men I am reminded that this is a week of great men or that anniversaries of their several births have occurred within the past seven days. Thomas Marshall, elected Vice-President in 1912 and 1916, was born on the 14th of March; Andrew Jackson on the 15th; James Madison, the 16th; Chief Justice Taney, the 17th; Grover Cleveland, the 18th; William Jennings Byran, the 19th; Charles W. Eliot, the 20th. Just off

hand I would say that this includes as representative an association of men of prominence in their respective days and ways as any week in the year. although Daniel Webster, Jan. 18; Robert E. Lee, Jan. 19; Stonewall Jackson, Jan. 21; Joseph Choate, Jan. 22, might be considered close up.

The fact is that there are so many men and women great in American history that it is a precarious undertaking to assume to pick the "greatest."

Harry M. Royal.

The Chain Store Gang.

The Chain Store Gang
Has come to town;
Say they're putting
Prices down.

Cutting prices
And wages, too;
Is not all
They try to do.

They also cut
Their measures down,
And send their money
Out of town.

Not content
With slavery;
They also
Practice knavery.

Such as giving
Shorter weights
Than the scale
Of honor states.

Dodging taxes
Is their meat;
This and other
Ways they cheat.

Taking advantage
Of the trade
And towns that other
Men have made.

Not inclined
To give a cent
For civic pride
Or great event.

The daily press
They subsidize
More than people
Realize.

Let's unite
And start the fight
Against the Nation's
Parasite.

C. S. Skinner.

Reduces Dress Price Line.

A reduction of its price line of dresses to \$5.75 was announced last week by the Fair Waist and Dress Co. through A. Gevirtz, president. The new price, he said, was made "to bring wholesale prices down and stimulate retail sales." Retailers, he added, will be enabled to feature a better value and obtain a higher mark-up. No reduction in quality standards from the former price level of \$6.75 will be made, Mr. Gevirtz said. New developments in dress price lines in the market have recently received a great deal of attention. A short while ago manufacturers launched a new price range at \$12.50 to meet demands of retailers for styles to retail at \$19.50.

COFFEE

The line the dealer can be proud to sell.

Quaker Vacuum Packed
Morton House
Imperial Vacuum Packed
Majestic
Nedrow
Boston Breakfast Blend.

We are in a position to fill all requirements on Bulk Coffee. Our line is complete and sold always at the lowest price possible.

Our Coffees are sold to Independent dealers only

LEE & CADY

DRY GOODS

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

Wrong and Reactionary, But Who Cares?

The anti-elegance champions—the ladies who so bitterly opposed long skirts and the rest of the gentle furbelows in 1930—are not so vociferous as they used to be. They are finding it increasingly harder to get either audiences or rostrums from where to declaim the pathetic plight in which milady is being placed through the unsympathetic endeavors of the haute couture. No one listens to them very long—a polite boredom is the only emotion they awaken. But don't think for a moment that they are any less truculent than they used to be. Or that they are dressing according to the new tenets of chic. You can still find thousands of them along the avenues—and scores of them at even the smarter dansants, still stubbornly wearing the habiliments of simplicity, still declining to surrender the hard-won post-war heritage.

They may not ruffle the calm and confident ladies and gentlemen who make the mode, but they have caused a liberal amount of skepticism among the women who belong to the ultimate consumer crowd. The ultimate consumer is worried—she is still cynical about the eventual success of elegance. She isn't quite sure that the demure and the sweet shall inherit the sartorial earth. The new clothes, she will argue, aren't practical. They aren't businesslike—they may even be a step backward as the anti-elegantes proclaim. Calm, cool analysis does show a lot in favor of boyish simplicity. And with summer coming, who will want these trailing ends, these winsome wisps of fragile chiffon. The daily mail of every fashion editor contains numberless enquiries from women who don't know which way to step and who are still hesitating, with Easter but a short while away.

When a debate has been going on for eighteen months it ceases to be interesting and it is time that these dissenting prophets be at least prevented from being such a continuous source of annoyance and worry. Let us admit that logic is all on their side—let us concede that the short skirt sympathizers are correct in declaring that Victorianism in dress can be but a temporary reaction in this modern era of dress. To-morrow we may all be wearing pyjama ensembles, and who knows what the day after has in store. Or cares. The mistake of our argumentative fashion lawyers is that they expect each new mode to be a panacea for the whole dress problem. Or at the very least a long step forward.

The nature of fashion is completely misunderstood by these women. The mode is a frivolous affair. If it is art, it is the most fleeting sort of art. It has no permanence, and it can never attain that substantial quality. Its essence is change, and it is as likely to change in conformance with the current trend as it is against it. It isn't

founded on logic, progress or history. Its primary fundamental raison d'être is fatigue—or, if you prefer, boredom.

Have you ever purchased a hat which was the loveliest you have ever worn? Or a printed frock whose design was quite too perfect? Do you remember how annoyed you became after a season at the rakish tilt of the bonnet? How bored and tired you became after a few months' gazing at the self-same print. Fundamentally, the hat and frock were the same attractive affairs you had acquired at the beginning of the season. You simply became tired of them and needed a change.

And that, my dears, is the secret of fashion. It's not the sort of thing you can argue about. It is interlaced with a peculiar mob psychology that defies the analysis of our major philosophers. It allies itself with history when it needs to—with progress for the same reason. The makers of the mode are deft opportunists, swift-change artists. After each new style move they broadcast philosophic tomes explaining the psychology of what they have just done. Actually they are rationalizing but that has always been pretty obvious. Boredom changed the mode—and not any new temper or tempo of milady.

This dissertation should clear up the dilemma of those women who are still wondering what it's all about. Elegance is the vogue to-day. Say it's uncomfortable, old fashioned, reactionary, if you like. Admit that short skirts are more in the modern manner, and that it is hard for a 1931 demoiselle to disport herself in the grand manner. What of it? Milady has simply tired of simplicity after a decade of it, and she has decided to indulge in what may become an orgy of elegance. Smart women joined the ranks months ago—clever women will delay no longer. Brilliant women—some of them—may prefer to swim upstream, but it's a futile gesture. And a silly one.

This current mode belongs uncompromisingly to the elegantes. No one else is in the picture, and the only course for our truculent antis is to swallow the bitter pill and wait for better days. They are coming—they always have.—Ruth Stuyvesant in N. Y. Evening Post.

Men's Sport Shoes Now in Demand.

Demand for men's sport shoes has been the outstanding feature of the shoe market recently and has served to stimulate sales slightly, but on the whole the volume of business being placed is proving disappointing, according to comment in the trade yesterday. Retailers are purchasing the regular calfskin styles on a hand-to-mouth basis and reorders are frequent and small, it was said. In sport shoes the wing-tipped black and white model is proving a leading seller with brown and white close behind. Orders for canvas footwear are coming in very slowly, whereas at this time last year the bulk of the business was completed. Merchants apparently believe there might be some slight reductions in these styles and are waiting until the last minute to make their purchases. Prices on all other styles are considered firm.

Report Small Mills Cut Rag Rug Prices.

Reports that small floor coverings mills are shading prices on popular-price goods in order to keep up sales volume persisted in the New York market last week, despite denials from executives of several of the mills mentioned. The low levels at which certain grades of axminster, velvet and tapestry rugs are now selling, small mill representatives insist, preclude any possibility of "inside" prices to favored buyers. However, competitors who claim to have lost business because of price concessions granted buyers by rival companies assert that ample stocks of standard size goods are available below the market and are having a depressing effect upon sales.

"Spotty" Giftwares Call Reported.

Conditions in the small giftwares market are described as "spotty." A heavy call for certain items is balanced by subnormal demand for others. At present picture frames in small or "snapshot" sizes and novelties in medium-price pewter ware are most active. The picture frames are wanted in both square and oval shapes decorated with either black or green glass. Frames retailing between \$2.55 and \$5 are most popular. A steady drop in orders for statuettes was remarked by those in the trade. Excepting for the extreme low-end ranges where chain stores have placed orders, the call for miniature figures has dropped to the lowest point in years.

No Price Leadership in Woolens.

To a lack of "courageous price leadership" on the part of outstanding producers was ascribed the efforts toward secrecy which have marked the pricing of men's wear staples for Fall by a number of mills. Each mill is trying to avoid being the target for underselling by a competitor. This tendency toward increased competition, it was added, is emphasized by the concentration on plain goods as a result of the depression. Additional openings of staples will be made by leading producers during the next few days. Overcoatings will not be shown for at least ten days to two weeks, while fancies are not scheduled to be shown until well into next month.

American Appoints Style Director.

Entrance of the American Woolen Co. upon a broad style program for its men's wear fabrics, featuring the creation of a styling division headed by Oscar Iverson, was announced last week by company officials. The new division will serve as a clearing house for the collection and utilization of style information and as a laboratory for style experimentation. Mr. Iverson, who took up his duties on Monday, for many years has been connected with leading retailers. The company has informally opened its men's wear staple suitings for Fall at prices from 8 to 17 cents a yard under the Spring levels.

Reorders Now in Greater Volume.

A heavier volume of reorders is now reaching ready-to-wear and accessory markets, with emphasis placed on quick delivery. The gain is believed the forerunner of a brisk demand during

the period directly ahead, reflecting broader pre-Easter turnover at retail. Stocks in the wholesale markets, particularly of dresses and coats, are not heavy. While sufficient to take care of current quick shipment requests without great difficulty, they are not large enough to accommodate any sudden rush for merchandise without placing a premium on desirable styles, it was said yesterday.

Denim Mills in Sound Position.

With most of the leading denim mills sold through April and May, this branch of the cotton goods industry is in the soundest position it has been in several years. While the bulk of the business has been placed by over-all manufacturers, orders for goods are still coming through in fair volume and prices are on a firmer basis. Manufacturers of work clothes are reporting an excellent volume of business from jobbers and mail order houses, as they have reduced prices to the lowest possible basis, it was said.

Notions Buyers Seeking Novelties.

Promotion of quilted chintz and poplin clothes hangers, equipped with a pocket to hold gloves, scarfs and other related items, has proved successful in the notions field this season. The hangers, designed to retail from \$1 to \$2 are made up in popular pastel shades. Those in the trade report notion buyers are active in the market this week and are dividing their attention between sewing materials and novelty accessories designed to provide a special appeal for Easter trade.

32 Years Experience Is Back Of

DuroBelle
HUMAN HAIR NETS

distributed to you from New York, Chicago, Toronto.
This means prompt service.

\$ 9.00 a gross—all regular styles and colors.

\$12.00 a gross—gray, white, lavender, purple.

\$9.00 a gross

DuroBelle
Slumber caps and Water Wave Nets with Chic Elastic. Pastel and Hair Shades.

FREE! Display Cabinet That Makes Sales!

We also import the
UNICUM
Hair Nets.

Have us quote you on your own brand.

NATIONAL GARY CORPORATION
M. HERZOG, Pres.

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

SHOE MARKET

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

Final Test of Success in Retail Shoe Selling.

Does success lie in having one's name over an elaborate front on main street or Fifth avenue? In having a host of back-slapping friends who greet us as hail fellows and often quote us? In doing a tremendous volume of business but crossing the street whenever we see our banker? In attending meetings at which the pros and cons and the rights and ills of humanity are subjects? In perpetually being a booster, helping to build for a better to-morrow, a to-morrow which we may never experience in our business life?

Or does success, simply stated, consist in "finding a bit of net profit at the bottom of one's balance sheet at the end of the year?" That, I believe, is the story. We are in business for profit, and the larger sustained profit we net the greater our success. I do not mean profit for a month or a year or so but a steady profit, averaging over good years and poor.

It is not necessary to charge the public exorbitant prices to earn money and one may profit and still give greater values and better values and better service than a competitor who is constantly in the red. I believe it is merely a matter of aliveness and control—alertness to the trend of our type of business as a whole and the tendency of our own or individual business. The shoe trade, like every other business, is constantly evolving small differences, minute changes, perhaps, but changes which, if they go unheeded, may spell disaster. Each of our establishments must run with the current of change, bending itself to conformity rather than abruptly about-facing. If we are possessed of this happy faculty of adaptability, we are that much on the right side of the ledger.

It is an impossibility to fight against the basic law of economics, that of "Supply and Demand." We are retailers or manufacturers in business to supply. Yet we can only supply that for which there is a demand. We cannot glut our commodity market for a too extended period; we cannot force merchandise for which there is little or no demand. Whether we like the idea or not, we are harnessed. Progress we can make certainly but sane progress is the only steady progress.

A most important factor in any business is control—a complete and comprehensive knowledge of our organization and of all of its components. We must know the variant strengths and failings of all branches of our organization and of all those composing them. Around our strong points we must build for progress, utilizing all factors that are favorable—playing them up and increasing their strength. If ours is a business in which style is the greater interest, we must constantly be in the lead with newer and smarter merchandise. If, on the other hand, fitting is paramount with the style element reduced, we must emphasize this strongly and our stocks must bear out

our story. We must train our sales staff continually to build their sales talk around those features which we want to impress upon our public. Give them something to talk about so that they do not draw out the thread of their verbosity finer than the staple of their argument.

The story of profitable success is a series of successful ventures. Successful planning, successful buying, successful merchandising, successful advertising and successful selling, all of which must be planned within the scope of our business taken into consideration. Successful planning for merchandise which is intended for the masses may make no appeal whatsoever to the clientel of the very select establishment while individuality and thought put into the finer types of merchandise may be entirely lost in the sea of volume. Store service is essential but it should essentially be built around the type of trade to which each store caters. Certain services which may only satisfy one type of customer will make another suspicious.

There are fundamental differences in the various types of establishments which we operate and in our planning we must not only point our basic stock toward the ultimate aim of upbuilding that reputation which we already possess but we must feature such merchandise as will enable us to bear out our plans. In successful buying we must know what merchandise is already on our shelves, what disposal of it we can make, how, whatever trend fashion may take, it is going to fit into the picture of the merchandise which we have, and have an idea as to whom or to what type of person whatever styles we may select are to be sold.

There are in every community varying types of people. To one class we can only sell very conservative or staple styles. To another class only the very newest and most ultra modern has any appeal, while to others fit and gracious simplicity of line and color have the call. Our basic stocks should include a sufficient number of shoes to appeal successfully to the class or classes of trade to which we cater. This is the foundation of many successful businesses and should be carefully watched.

Each department of every business should be carefully budgeted. Every merchant should know his market. If he expects increases, he should be in such a position that he can take care of them or if he has reason to believe that a decline is in order he should make his plans so that a recession in business will mean no more than a normal recession in profit.

Commodities of all kinds are continually shifting in price. Our stocks should be kept in such condition that a sharp recession will not catch us in a position in which we will show losses hard to retrieve. In the event of price advances, a low clean stock will always allow us to introduce new items which can be turned over profitably. The average price of any multi-price store will vary over the course of years, indicating an increased demand for higher or lower priced merchandise. No matter how obdurate we may feel on the subject we must in some measure cater to the demands made upon us, to blindly

blunder along, hoping that things can be taken care of in stride, is more than likely to mean that full benefit is not derived from increased business or that decreases lead to losses.

There must be a certain amount of elasticity in every mercantile business. In catering to the wills and wants of people one is dealing principally with the human element, which cannot be exactly calculated. Therefore, we should lay our budgets along the lines which we believe our business is going to run and until we find that the trend has changed keep within the limits which we set. To glut our shelves with stock in the hope of being able to save one or two sales which may walk out is putting ourselves in such position that it may be difficult to operate profitably.

Merchandise must be disposed of. Fortunately or unfortunately we are not dealing in a commodity which improves with age, but the perishable aspect must be considered and cared for. We must obtain a sufficient turnover to force our odds and ends, our broken lots, our bad buys out at a price that will leave us a net profit at the end of the year. On the other hand, we hear so much of turnover that a great many merchants are going after it so avidly that too great a percentage of people walk out of their stores unsatisfied.

Stores in the metropolitan centers can, of course, cater to a much more selective field than their small town contemporary. Naturally they can operate on a much smaller basic stock. To offset this they must be more alert

to the latest style tendencies. No one store can sell every customer, but a successful store cannot have too great a percentage of lost sales. People who make satisfactory purchases from us are people who speak well of us, while persons who come into our stores continually and get no satisfaction whatever and are merely told that we have something coming in that may please them after a while cease to call, or become knockers.

Successful advertising does not necessarily mean that our story is the brightest one on the page, or that our windows are the most elaborate on the street, but telling our individual story in the best possible way. If we have convenience of location to stress, we must do so. If we have parking facilities or a low rental appeal to make, they should be made. If we have style to feature, we should do so, and if we have fit to emphasize, likewise. We must tell our own story, and if we tell it convincingly we are going to have results. If we merely stab for this or that indefinite objective, we are liable to stagger about in a hit or miss fashion that will get us no place. Whatever our newspaper, mail or other advertising media takes to the public, our windows should carry on to them. It is merely the old story of the drop of water continually falling in the same place that nets results.

Successful selling is not the mere passing out of a quantity of merchandise. A pair of shoes that is well sold generally means another pair to replace them. Your salesmen should be

(Continued on page 31)

INSURE WITH US

Our Assets and Surplus are at the highest point in history

And we have returned to policyholders since organization in 1912, \$1,090,327.64 in Losses and Dividends

When in Lansing visit us and get acquainted

**MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE CO.**

LANSING, MICHIGAN

Mutual Building

Phone 20741

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. LaBarre, Pontiac.

Success Not Due To Plan, But To Man.

Father Edgar, long guiding genius of Frankford Grocery Co., now also head of Quaker City, both being co-operatively owned wholesale grocery houses, has never coddled his members. Recently he sent out the following to his entire membership:

"A grocer complained bitterly last week about the way his business has taken a backward step since he has met new competition; whatever signs he put up his neighbor would go him one cent lower, he could not display his posters unless his neighbor, not a member of our Association, would cut under. The complaining grocer could see his neighbor's faults but not the real reason for his slowing business. This is what we think:

"He formerly had a well-kept store. His fixtures were white, his store tidy, neat and clean. Now his paint is dirty, smeary, windows dusty and cloudy, the order of his store not what a clean store enjoys. Let him brighten his store and paint and make his delicatessen case shine. Then we believe his business will come back. Sometimes a grocer loses his pep and ambition. Appearance of his store suffers, business goes elsewhere. It is not always cut prices that hurt. We believe the appearance of this store is the cause. We mention no name. If the coat fits you, you know what to do."

Note the absence of coddling. No sob-sister stuff about "unfair practices" there. It rings so clarion-tongued of sound, common sense that no comment is needful. It also fits into my further remarks on the conference of big California grocers during the last state convention. For such men have this characteristic in common: that they think out their own problems with their feet on the ground of actualities, on that basis reach their decision what to do, do it so long as circumstances fit into such plans, change the plans and methods when change is logically indicated, and do not squeal. They are, in fact, too busy to do much talking and they know the utter futility of complaining about the constant changes that work always not only in business but in every affair of life.

One of the big men at the California conference, doing business of perhaps \$750,000 in a small country central trading post, issues trading stamps with cash sales. He has done this for years. He is successful with it. He makes no apology for doing it. Will change when it ceases to be profitable. You may depend on that, for such men reason to a conclusion and then act on their conclusion.

How this contrasts with the ways of ordinary weak sisters. I remember

a meeting during which it was unanimously agreed that it were better to weigh sugar in 5s, 10s and 20s, changing the price with the market, rather than to weigh in 25c, 50c and \$1 packages all of which must be changed in case of advance and decline. It was then also obvious that competition would not have such a handle as in the case of so many pounds for any of the popular subdivisions of the dollar.

But it never went into general effect because, as most of the small men said, their customers "wanted sugar in the old-fashioned packages." Grocers must have a thought for the wants of their customers, but grocers who run their own business are the ones who progress. Those who let their customers run it are always without profits and filled with complaints.

We have long passed the point when trading stamps as such were regarded as of value to the grocer, but their lack of value was due to the grocers' own failure to use them according to the plan of the inventors thereof. The grocer I have mentioned, who now uses them profitably, issues them in strict accord with the plan. Hence he finds them profitable. He finds them additionally profitable now that his neighbors who never did use them right have quit issuing them. Such is the situation now wherever stamps are used. The present users find them more effective than ever before.

One large country organization sells \$175,000 worth of foods per year, with ten persons in the food department. Here is \$17,500 sales per person, or about \$5,000 more than what chain employees accomplish. Here, then, is an average of \$50,000 annual sales without expense, speaking comparatively as between individual and chain unit. If we estimate expense at only 10 per cent., here is \$5,000 earnings, literally found per year in this store.

It is along lines of such endeavor that success lies. Let any man take thought to speed his sales per person engaged; let him study the layout of his store and fixtures to economize steps; let him rearrange, install more scales at convenient points and allot space in its order of relative importance from the standpoint of popularity and profitability. Then he will find his way through a thousand problems which now puzzle him for solution.

Incidentally, this farmers' store's sale range 65 per cent. credit and only 35 per cent. cash. It does not seek to change that ratio. For here again it is not cash or credit as such but the management thereof which tells the tale of profit or loss. Cash can be king if your business is laid out on cash lines; but credit is the mainstay of so many strikingly successful businesses that we know it is a question of management and not another thing that enters here.

This farmers' store had what all advanced stores are gradually coming universally to have, a meat department. Because this line was new, it "did not always run in black. Sometimes results were in red," but that fault was properly recognized as due to its novelty and the lack of experience in the management. The management was not afraid of final outcome. It did not feel that anybody had an unfair advantage. The task was to find the way

and the way was being serenely gone after.

Lynn & O'Neil, Sacramento, have had an interesting evolution. Jack Lynn is affectionately known by and to every prominent association grocer in California. This for many reasons. For one thing, Jack is without a trace

of either personal jealousy or envy. He never has been afraid to tell anything about his business that either might help another grocer or reveal a weakness which, by interchange of experience, might be made strong.

Thus, though Jack's business has de- (Continued on page 31)

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

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Automatic 4451

WHOLESALE FIELD

SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

25-29 Campau Ave., N. W.

GRAND RAPIDS, MICHIGAN

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

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

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham

Rowena Pancake Flour

Rowena Golden G. Meal

Rowena Buckwheat Compound

Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.



Rusk Bakers Since 1882

Leading Grocers always have a supply of

POSTMA'S RUSK

as they are in Demand in all Seasons

Fresh Daily

POSTMA BISCUIT CO.

GRAND RAPIDS, MICHIGAN

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.

Choice of Meats Shows Changes in Recent Years.

Total production and consumption of meats in the United States last year was the smallest since 1922, and per capita consumption of meats was the smallest since 1919, according to estimates by the Bureau of Agricultural Economics, Department of Agriculture.

The Bureau places total production of dressed meat, not including lard, at 16,394,000,000 pounds in 1930 as compared with 16,803,000,000 pounds in 1929, and 16,295,000,000 pounds in 1922. All of the decrease in 1930 as compared with 1929 was in pork.

The 1930 production of beef was 6,076,000,000 pounds compared with 6,065,000,000 pounds in 1929; veal, 833,000,000 pounds against 816,000,000 pounds in 1929; lamb and mutton, 820,000,000 pounds against 699,000,000 pounds; and pork, 8,665,000,000 pounds against 9,223,000,000 pounds.

Production of beef increased slightly, due to heavier weights of cattle slaughtered and a larger farm slaughter, but total consumption decreased as a result of slightly larger exports and smaller imports. Total exports of all meats, excluding lard, last year were the smallest in 31 years. Total veal production and consumption was slightly larger last year than in 1929. Lamb and mutton showed the greatest relative increase in both production and consumption. Lamb production has increased 50 per cent. since 1922.

Per capita consumption of meats, excluding lard, is placed at 131.7 pounds the smallest since 1919 when consumption was 130 pounds. In 1929 it was 136.8 pounds, and in 1924, the record year since 1908, it was 149.7 pounds. The record year since 1908, it was 149.7 pounds. The smallest per capita consumption in the last 30 years, 120.1 pounds, was in 1917. The quantity of lard used per capita last year was 13.8 pounds as against 14.3 pounds in 1929.

Per capita consumption of pork last year was 68.2 pounds compared with 72.8 pounds in 1929, and a high of 74.7 pounds in 1923 and 1924. The smallest consumption per capita was 49.3 pounds in 1917. Per capita consumption of beef last year was 50.1 pounds against 51.4 pounds in 1929. Per capita consumption of veal in 1930 amounting to about 6.8 pounds was practically the same as in 1929 and 1928. The smaller consumption of veal in recent years is attributed to reduced calf slaughter. In 1925 the per capita consumption was 8.7 pounds.

Per capita consumption of lamb and mutton has been increasing since 1922, and was 6.6 pounds in 1930 as against 5.8 pounds in 1929. The 1930 average was the largest since 1914, but was 1.5 pounds smaller than the record of 8.1 pounds in 1912. Consumption in 1922 was 5 pounds. Increased consumption is attributed to the marked increase in lamb production which has been under way since 1922.

Protest the Proposed Malt Tax.

Grand Rapids, March 23—While we have been a subscriber to your most admirable weekly, we have not been given to rush into print with protests of every description, although now we dare to do so in the attached cause.

There is a movement in the Michigan State Legislature to re-enact a malt tax. This tax, it is proposed, shall be tacked onto another piece of legislation which, if presented by itself and at an opportune occasion when the State is less distressed with unbearable taxation, would undoubtedly receive public approval. One of the purposes of tacking a malt tax onto such an appropriation measure is to prevent the malt tax from being compelled to go to a referendum of the voters, where it would, undoubtedly, be denied the status of a law, as it is opposed by the pladge of our present Governor and presumably the Republican party, and it is opposed as a great nuisance tax by thousands of jobbers, retailers and consumers on account of bringing in a minimum of revenue with a maximum of annoyance to the taxpayer and it is further unalterably opposed by the anti-saloon league of Michigan for patent reasons.

Nobody seems to want this obnoxious law and yet some are proposing by log rolling tactics to force it down the throats of the people and further to deny a referendum.

It seems to a wide number of thinking people that now is a most admirable occasion for the Legislature and officials of Michigan to not only commence living within the scope of the taxation provided, but to seriously attempt to lessen this distressing burden by a number of millions.

Added, new or obnoxious taxation certainly will prolong the period of depression and disturb the equilibrium of business and is to be avoided.

It is to be hoped that concerted action of business, wholesale and retail, and consumer, shall be had to impress upon the Legislature that the malt tax is one of the measures which had best be kept off the statutes and of all things a proposed desirable measure should not be loaded down with such an odious tax, bringing both into serious controversy.

Protest the Malt Tax!

Harvey C. Whetzel.

Aim at Clean Stocks in Ten Days.

Production of women's woollens is catching up with the current call for quick delivery, and indications are that the mills will be able to meet late demands on most fabrics. During recent weeks garment manufacturers have been holding production closely to orders, which is reflected in the easier fabric situation. The chief aim has been to regulate garment output so that little or no stocks will be on hand at the end of the next ten days. A garment trade executive, in summing up both the fabric and garment situation, said: "There will be a profitable business both before and after Easter if garments have to be manufactured."

Biggest Poultry Plant Has 500,000 Hens.

The largest poultry plant in the world, operated at Reseda, Calif., sells more than 150,000 old hens each year and maintains a flock of 500,000 hens. The statistically minded can calculate that if these 500,000 chickens were marching in a line a foot apart the parade would extend more than 90 miles. This company now uses the poultry inspection service of the bureau of agricultural Economics of the United States Department of Agriculture.



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Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Planning For the Spring Sporting Goods Trade.

In the sale of sporting goods there are three outstanding essentials.

The first of these, is to stock the goods. The second, is to so display and advertise the goods that people will know you have them in stock. The third, is to bring the goods and the people together.

But stocking the goods is a great deal more than merely buying an assortment of sporting goods. Good buying is necessary, intelligent buying; and this necessitates a close and intimate understanding of the needs and requirements of your community. Only two classes of goods can be successfully handled—those for which there is a demand already, and those for which a demand can be created.

For instance, there is no use stocking lacrosse sticks in a community where baseball is a dominant sport; or hockey equipment in territory where no ice is available. Fishing tackle is usually a dead issue in a district remote from good fishing waters. And of course skis and toboggans are hardly saleable in Florida.

You must, in short do your buying with an eye to the potential demand in your community. You must know what sports are firmly established, and what sports can be encouraged and developed. And it is to these two classes that you must cater.

With an intelligently selected stock, your next problem is to bring your sporting goods to the attention of your public. How this can be most efficiently done depends largely on the individual community and to some extent on the individual store. Under almost all circumstances and conditions, however, the store window is one of the most influential factors in the sale of sporting goods.

In any community, a window display is pretty sure to attract the attention of a lot of passers-by, and will thus widely advertise the goods on display.

Almost any window trim is good, but some are better than others. The common fault in sporting goods display is the desire to get into a single display a little of everything you handle. The inevitable result is a confused and unsatisfactory effect.

It has been said that a well educated man is one who knows something of everything and everything of something. But it is the window display which shows everything of something, rather than something of everything, which is truly educational.

One day last spring a couple of young men halted in front of a big city hardware store. One of the windows was devoted entirely to baseball goods. There were bats, masks, gloves of all styles—fielder's gloves, first baseman's gloves, the big gloves used only by catchers. There were wicked-looking but necessary baseball spikes, baseball shoes, uniforms. A touch of wider interest was added by framed pictures of baseball celebrities, past and

present, including photos of the stars of the local team.

The young men studied the display for some moments, and discussed the different gloves and the various players. Then one of them remarked that he would like to see some golf clubs in the window.

"Well," returned his companion, "you can bet your life there are any number of golf clubs inside that store. A store that can show such a range of baseball stuff isn't going to come short in any other sporting goods line."

That incident indicates that the effect of a comprehensive window display devoted to one line of sporting goods isn't limited to that line alone. It advertises and emphasizes the fact that the dealer knows his sporting goods thoroughly. A hodge podge display of all sorts of sporting goods is quite apt to give the impression that the stock inside is very similar, a varied jumble but not well or intelligently selected. A fine display of one line, on the other hand, is pretty sure to indicate that other lines, not shown in the window, will be just as complete.

A window is something like a business letter—it is most effective when it treats of only one subject. And the fact that a display is devoted to a single line can be offset by frequent changes of display. The hardware dealer is not always able to give his sporting goods adequate display, through lack of window space; but a hardware store with three or more windows or window sections should give one window or section almost continuously to sporting goods.

The arrangement of the stock inside the store is quite as important as the arrangement of the window display. Indeed, where the amount of window space is inadequate to permit continuous or even frequent display, effective interior display will to some extent make up the deficiency.

Inside the store, everything can be shown. The purpose of the interior arrangement should be to so utilize the available space that the interior display will appeal to every sport devotee, no matter what his peculiar interest may be.

The sporting goods should, as far as possible, be arranged by themselves, rather than mixed up with general hardware lines. And each sport should be grouped; carrying out the principle of display already indicated for the efficient window trim.

Economy of interior space is often important. A number of useful fixtures and contrivances help toward economy and at the same time assist in effective display.

Thus the sporting goods department of one large hardware store faced the problem of making comprehensive displays of golf clubs and tennis racquets without using very much space. Floor space and shelf space were decidedly at a premium, and the problem was a perplexing one.

For the tennis racquets a stand was made somewhat resembling a bookshelf. The fixtures consisted of three shelves upon which the racquets rested, the handles, protruding at one end, being supported by a brass rod built out about nine inches from the shelf.

Each shelf showed a score or more racquets, yet the whole stand was not more than three feet wide. So convenient was the arrangement, that the customer could try a dozen or more racquets in a few minutes. Even though the store was not wide, there was ample room to swing the racquet as though in an ordinary game, and the stand was so placed that this could be done without interfering with other stock. Thus the intending purchaser could experiment until he found a racquet whose weight, balance and grip exactly suited him.

For golf clubs, the same store used a stand about two feet wide and three feet long, and standing about four feet from the ground. It had not only a top but shelves arranged in tiers, a space of about five inches being left between them. The shelves were made of slats to give a better view of the articles on the lower shelves. The clubs were so placed on these shelves that the club part could be seen at one end and the handle at the other. On this stand, a wide variety of golf clubs were shown. The player looking for an iron could run over the business ends of the clubs, and, seeing some

which appealed to him, could easily draw these out and try the spring and weight. Here, also, the fixture took up little room, and ample space was left for trying the clubs.

In handing such lines, it is sound policy to give the customer a chance to try them out for himself. With some customers, too-insistent sales talk is prejudicial. "I like to buy my stuff from Brown's", one tennis enthusiast remarked. "They don't everlastingly fuss about you. You can go in, look over the stock, test as many racquets as you like. They have the stock, and aren't afraid to let a player look it over. I like that better than a lot of talk."

With many sporting enthusiasts, this factor in selling is to be considered. Such enthusiasts are pretty much like the typical book lover and like a good many magazine buyers. These readers like to browse among the books and magazines and select what they like at their leisure; and nothing is so hateful to them as to the over enthusiastic clerk who interrupts the process with the assurance, "Now, here's a book I'm sure you'd like."

Just so, the sporting goods enthusi-

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ast sometimes likes to experiment; and the wise salesman is the one who lets him do so, and, more than that, lets him do a good share of the talking; interposing as opportunity offers just those few words necessary to clinch the sale.

It is for the salesman to draw the line between neglect of the customer and too-eager salesmanship. This means that he should know his customers. The advanced players who know all about a game do not need much in the way of selling effort; they know what they want when they find it and no amount of talk can sell them something they don't want.

On the other hand, there are novices who will welcome practical suggestions and sound advice. Such represent the golden opportunity to unload old stock. But the wise dealer will pass up the opportunity. The novice learns in time; and the novice who in the process of learning discovers that the dealer has taken advantage of his confidence to sell him inferior goods is pretty sure to go elsewhere with his business.

The sporting goods salesman should know something of every sport that is popular in his community. Try to know, not merely the game, but the local individuals who play it. Keep in touch with local sporting developments and happenings. Then, too, know your goods; and know how and why the various items of sporting goods equipment are used.

This does not mean that you should tell every customer everything you know; but when you do talk, you will not blunder, and when you make suggestions, they will be sound and intelligent. The store where the advanced player finds in the salesman an intelligent audience and where the novice can secure intelligent and dependable advice is the store that is going to get the major part of the sporting goods trade.

Victor Lauriston.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 16.—In the matter of Floyd Evans, Bankrupt No. 4398, the first meeting of creditors was held March 6. The bankrupt was present in person but not represented by attorney. Claims were proved and allowed. 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.

March 16. On his day was held the first meeting of creditors in the matter of George Van Dellen, Bankrupt No. 4384. The bankrupt was not present in person, but represented by attorney Dean S. Cace. Creditors were present in person and represented by attorneys Travis, Merrick, Johnson & McCobb. The petitioning creditors and Grand Rapids Trust Co., receiver in bankruptcy, were represented by Corwin, Norcross & Cook, attorneys. Claims were filed only. The further examination of the bankrupt was waived for the present. Grand Rapids Trust Co. was appointed trustee, and its bond placed at the sum of \$100. The first meeting then adjourned without date.

March 17. On this day was held the first meeting of creditors in the matter of Hans Petreson, Bankrupt No. 4385. The bankrupt was present in person and represented by attorney C. S. Johnson. Certain creditors were present in person. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. 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 Aloysius H. Camodv, Bankrupt No. 4363. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. No creditors were present or represented. Claims were filed only.

The bankrupt was sworn and examined without a reporter. Merle C. Baker, of Grand Rapids, was appointed trustee, and his bond placed at \$100. The matter then adjourned to March 20, to permit the trustee to investigate and report.

On this day also was held the first meeting of creditors in the matter of Edward B. Gardner, Bankrupt No. 4393. The bankrupt was present in person and represented by attorneys Worcester & Worcester. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee and his bond placed at \$100. The trustee was directed to investigate the value of certain policies of life insurance and report his findings. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Floyd M. Parslow, individually and doing business as Parslow Radio Shop, Bankrupt No. 4400. The bankrupt was present in person and represented by attorneys Turner, Engle & Cochran. No creditors were present or represented. Claims were proved only. The bankrupt was sworn and examined without a reporter. Lou L. Landman, of Muskegon, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

March 18. We have to-day received the schedules, reference and adjudication in the matter of Hans J. Hansen, Bankrupt No. 4430. The bankrupt is a resident of Ludington, and his occupation is that of a merchant. The schedule shows assets of \$951.15 of which \$250 is claimed as exempt, with liabilities of \$2,134.53. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

Kennedy and Hamel, Ludington	\$160.00
Hans Abrahamson, Ludington	118.05
Walter Hansen, Ludington	17.70
W. G. Alway, Scottville	37.00
A. Brewster, Ludington	5.00
Larsen & Hansen, Ludington	15.00
Eastman Kodak Co., Chicago	160.00
Lunde & Sheldon, Ludington	18.00
K. L. Ashbacher & Sons, Ludington	24.30
Johnson Bros., Ludington	192.50
Carl E. Erickson & Sons, Ludington	41.05
Abrahamson-Nerheim Co., Ludington	20.00
Beckquist Photo Supply House, Muskegon	94.29
Gross Photo Supply Co., Toledo	30.00
Afga Ansco Corp., Binghamton, N. Y.	28.81
W. K. E. Z. Radio Station, Ludington	15.00
Daily News, Ludington	10.00
Newberg & Gaudett, Ludington	51.50
Reliable Plumbing Co., Ludington	60.33
Kennedy Poster Adv. Co., Ludington	390.00

March 19. We have to-day received the schedules, reference and adjudication in the matter of William James Bonner, Bankrupt No. 4435. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$1,059.99. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

March 18. We have to-day received the schedules, reference and adjudication in the matter of August J. Cook, Bankrupt No. 4433. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$376.03. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

March 17. On this day was held the first meeting of creditors in the matter of Adolph Lapin, doing business as Paradise Lingerie Shop, Bankrupt No. 4378. The bankrupt was present in person and represented by Fred G. Stanley, attorney. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy, of Kalamazoo, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

March 18. On this day was held the first meeting of creditors in the matter of Oscar McKinney, Bankrupt No. 4399. The bankrupt was present only. No claims were proved and allowed. No trustee was appointed for the present. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date. The matter was deferred as to closing to permit investigation of possible assets. If assets are found the referee will appoint a trustee and proceed to administration.

On this day also was held the first meeting of creditors in the matter of Charles Schall, Bankrupt No. 4407. The bankrupt was present in person, but not represented. 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.

On this day also was held the first meeting of creditors in the matter of Eli Nimz, individually and as Vogue Fashion Shop, Bankrupt No. 4379. The bankrupt was present in person and represented by attorney Morton H. Steinberg. Creditors were represented by attorney H. H. Smedley. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. George D. Stribley, of Muskegon, was elected trustee, and his bond placed at \$3,000. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Charles J. Roos, Bankrupt No. 4401. The bankrupt was present in person and represented by attorney Oscar E. Waer. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee, and his bond placed at \$100. The trustee was directed to investigate the value of the assets and report. The first meeting then adjourned without date.

In the matter of Walter Gornisiewicz, Bankrupt No. 4096. The final meeting of creditors of said bankrupt has been called for April 3. There will be no dividends for creditors.

In the matter of George Rickman, Bankrupt No. 4195. The final meeting of creditors of said bankrupt has been called for April 3. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Cavanaugh Auto Body Co., Bankrupt No. 4180. The final meeting of creditors of said bankrupt has been called for April 3. The trustee's final report and account will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of Crammes Mfg. Co., Bankrupt No. 4211. The final meeting of creditors of said bankrupt has been called for April 3. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

March 18. On this day was held the first meeting of creditors in the matter of Ted Tripp, Bankrupt No. 4389. The bankrupt was present in person and represented by Mr. Van Riper for Myrten W. Davie, attorney for the bankrupt. Creditors were represented by attorneys Turner, Engle & Cochran and by attorney H. H. Smedley. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

March 19. We have to-day received the schedules, reference and adjudication in the matter of Charles S. Eggleston, Bankrupt No. 4436. The bankrupt is a resident of Kalamazoo, and his occupation is that of a merchant. The schedule shows assets of \$1,725 with liabilities of \$3,740.73. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Home Savings Bank, Kalamazoo	\$1,800.00
J. H. Baker Co., Toledo	234.47
Woolson Spice Co., Toledo	1,082.69
E. J. Brach & Sons, Chicago	16.92
United Fig & Date Co., Chicago	36.65
G. L. Bennett and St. E. Andrews, Kalamazoo	45.00
Leslie H. S. DeWitt, Kalamazoo	25.00
Vance Piper, Kalamazoo	450.00

March 20. We have to-day received the schedules, reference and adjudication in the matter of Frank Cutler, Bankrupt No. 4437. The bankrupt is a resident of Wyoming township, Kent county, and his occupation is that of a farmer. The schedules show assets of \$1,080 of which \$1,050 is claimed as exempt, with liabilities of \$4,030.50. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

March 19. On this day was held the first meeting of creditors in the matter of Hubert E. Dorsey, Bankrupt No. 4272. The bankrupt was present in person, but not represented by attorney. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined 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 Thaddeus Sloma, Bankrupt No. 4402. The bankrupt was present in person and represented by attorney S. Zamierowski. Creditors were represented by attorney Dorr Kuizema. 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.

March 19. On this day was held the first meeting of creditors in the matter of Deeb Balish, as Balish Mfg. Co., Bankrupt No. 4408. The bankrupt was present in person and represented by attorneys Wicks, Fuller & Starr; Amos F. Paly and Corwin, Norcross & Cook, and by Grand Rapids Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter present. James Starr, of Grand Rapids, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

Notion Trade Shows Spurt in Sales.

March is proving the most active month of the current year as far as the notions trade is concerned, according to reports in the New York market. A substantial increase in purchasing was noted immediately after the first of the month, and the volume has been climbing steadily since that time. The early advent of Easter is held to account for much of the increased trade. Orders for small dress accessories and for sewing materials are outstanding in the current purchasing. Business is expected to reach a peak at the close of the month.

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SAGINAW BRICK CO.

Saginaw.

HOTEL DEPARTMENT

Late News From Hotels and Hotel Men.

Los Angeles, March 21—One of the most sensible plans I have heard of for helping the needy, has been worked out by the Los Angeles fire department. Of course, it has probably been adopted by this time in Eastern cities, but the fire laddies here are entitled to the credit of initiating it. To begin with they passed the hat among department members only, raised a sufficient fund to lay in a stock of choice apples and then "staked" deserving down-and-outers to a stock in trade as apple venders. Most of the 600 or more derelicts are now selling apples on the street corners, under regulations something to this effect: When a woman has sold two boxes, which nets her a profit of between \$4 and \$5, she must quit and let somebody else take her place, and many are so enterprising and fortunate that they dispose of their two boxes in a short time and can be home to meet their children when they return from school. It sure was a happy thought, and has increased the consumption of apples mightily, which health experts will tell you is highly beneficial to the human system. Anyway, when you buy an apple from a badged apple woman on a street corner you may be sure you are not giving money to a professional panhandler. You are getting value received and you are helping a jobless worker earn a living and usually to support a family. I admit to having encouraged the enterprise somewhat myself.

Here is a new one none of you have ever heard about. Imagine creating the illusion of a vast cathedral, of a rocky, storm lashed shore, a great throne room in a castle—all on a stage approximately four or five feet wide and four feet high. That's the "Theater Mechanique" which I discovered on a side street in Hollywood, the other afternoon. It was the most unusual bit of stage entertainment of its kind I ever saw or heard of. To an audience of fifty—the capacity of the house, a most delightful young schoolboy did a fantasy from the legend of King Arthur. He used dolls for characters, supplying motivation with a series of belts on which these characters were placed, and manipulated with life-like precision, the voices coming from a series of records, reproduced over a midget broadcasting system. The stage scenery was most effective, and from a rear seat, which, by the way, would be only 12 feet from the stage, you got the illusion of sitting in the gallery of some life-sized theater. The cathedral, complete with the smallest detail, even to stained glass windows, waves breaking on the shores, fire scenes and all the assemblage of high class opera, was one of the most interesting exhibitions I have ever witnessed. It is hard to say whether it will ever get the swing attained by the midget golf courses—before they struck the corduroy—but it is a "happening" just the same.

Notice of the passing of George H. Swanson, manager of Hotel Huron, Ypsilanti, just reaches me. I account it as almost a personal bereavement, as he was one of my dearest and truest friends in the Michigan fraternity. It seems only yesterday that I met him for the first time at the opening of the Huron, eight years ago. He had come from the Pennsylvania field, enthusiastic and optimistic, to take charge of a proposition which, at that time was considered a problem. On the occasion of the opening I took occasion to criticize the actions of several of the hundred stockholders who were insistent on telling the young man just how to run his hotel—each one a self-constituted managing director. At the banquet that evening I certainly took occasion to convey the impression that

if left alone to his own resources the young man would make a satisfactory record—advice which fell upon fertile ground. And he did accomplish all this and now the cruel hand of fate has removed him at a time when everything was looking at its very best. Mr. Swanson was in his 38th year at the time of his demise, was beloved by his business associates, popular with the citizenry of Ypsilanti and appreciated by his patrons. For the past two years he filled the office of secretary of the Michigan Hotel Association, was high in the affairs of his municipality, and was respected by all who knew him. And above all was a success in the affairs that constitute a business man who is really worth while.

Max V. MacKinnon, manager of Hotel Wardell and secretary of the Greater Detroit Hotel Association during the past year, was elevated to the presidency of that organization at the annual meeting held a short time since, at the Norton-Palmer Hotel, in Windsor. Mr. MacKinnon has been active in hotel association affairs in Detroit ever since he became manager of the Wardell Hotel, prior to its opening in 1926. Before that he was associated with the Hotel Palmetto and other Detroit houses. Retiring President, W. E. Snyder, manager of Hotel Seward, at the business session, held after a beefsteak dinner had been served, introduced R. S. Walsh, inspection engineer of the Michigan Inspection Bureau, who is in charge of a hotel insurance survey now under way in Michigan, called attention to the fact that so far as this investigation has progressed, it has made a difference in some cases of one dollar per hundred in rates brought about through the elimination of certain fire hazards, which had previously not been brought to the attention of insurers. All of which goes to prove that organization of such industries as hotel operation brought about through associations which exist for something else besides real fraternal entertainment are worth while. Edward R. Swett, Jr., assistant manager of Hotel Occidental, Muskegon, was among those who made brief talks on that occasion.

It is interesting to know, says the Hotel World, that one of the leading universities is making a series of tests to determine whether or not dieting is beneficial, but it would be more interesting to know that when the findings of the learned professors are made public, and there has been a scientific determination of the matter, the dieters, or "dieters," will pay any attention to what has been put on record with so much pains. What would be more to the point, so far as concerns restoring that section of the public which now insists on sylph-like lines to sanity in this respect, would be an edict from the fashion centers that a little more embonpoint would make a more perfect filling for the current creations. In the meantime, while we are awaiting this report of the "Commission," as it were, hotels and restaurants would do well to recognize the situation, and like feeding emporiums in Los Angeles, arrange to supply patrons with the sort of food which would meet their fancied requirements, without altogether deleting the items which go to make brain and brawn. The restaurant operator need not assume responsibility beyond giving his patrons a chance to exist on either angel food or "hog and hominy."

Joseph H. Pulliam, who was for years intimately associated with Detroit hotel affairs, but who is now with the Greenbrier, at White Sulphur Springs, West Virginia, is responsible for relating an incident which he claims occurred while at the Book-Cadillac, Detroit, some years ago. A Kentucky blue-grass farmer, one of a large party booked by him, suddenly appeared in



Warm Friend Tavern Holland, Mich.

Is truly a friend to all travelers. All room and meal rates very reasonable.

Free private parking space.

GEO. W. DAUCHY, Mgr.

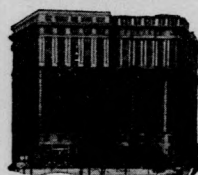
"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

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

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



NEW

Decorating
and
Management
-:-
FAMOUS

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

Rates from \$2

HOTEL TULLER

HAROLD A. SAGE, Mgr.

MORTON HOTEL

Grand Rapids' Newest
Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

In
Kalamazoo

It's

PARK-AMERICAN

George F. Chism, Manager

HOTEL OLDS

LANSING 300 Rooms 300 Baths
Absolutely Fireproof
Moderate Rates
GEORGE L. CROCKER, Manager.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

HOTEL CHIPPEWA MANISTEE, MICH.

Universally conceded to be one of the best hotels in Michigan. Good rooms, comfortable beds, excellent food, fine cooking, perfect service.

Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3
HENRY M. NELSON, Manager

"We are always mindful of our responsibility to the public and are in full appreciation of the esteem its generous patronage implies."

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

Republican Hotel MILWAUKEE, WIS.

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

Park Place Hotel Traverse City

Rates Reasonable—Service Superb
—Location Admirable.

GEO. ANDERSON, Mgr.

ALBERT J. ROKOS, Ass't Mgr.

HOTEL KERNS

LARGEST HOTEL IN LANSING

300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection. Rates \$1.50 up.

E. S. RICHARDSON, Proprietor

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to

Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

the lobby from the service stairs entrance, attired in trousers, undershirt and socks, and, timidly approaching the bell captain, said: "Say, pard, where can a feller find a place to wash up around here?" The bell captain took him back to his room, opened the bathroom door and explained it to him. "Well, I'll be doggoned," said the farmer. "I thought that door led into another room and I was afeared to open it." Incidentally intending to take no chances with the elevator, he sat in his room half the night before he could gather up enough courage to walk down two flights of stairs.

Mr. and Mrs. Iveron Hill have taken a lease on the Bellaire Hotel, at Bellaire, from W. S. Eggleston, and will operate same during the coming season.

D. C. Pennington, an executive of the J. L. Hudson Company, Detroit, has been elected president of the Fairbairn Hotel Company, owners and operators of the Fairbairn Hotel. The Fairbairn is a combination transient and permanent hotel in the downtown section, and is managed by William G. Lee, prominent in Detroit Association affairs.

J. A. Miller, former Chicago hotel operator, who has lived in Muskegon for several years, has taken a five year lease on the Park Hotel, situated opposite the union station in that city. For some time the hotel has been run by C. J. Zoeller.

C. J. Burns, manager of Hotel Delta, Escanaba, has been making substantial improvements in that institution, among them the complete rehabilitation of the dining room.

"I love you California, but, Oh! You—My Michigan!" was the insignia borne on the breasts of many thousand Michiganders participating in the semi-annual picnic of the Michigan Society, at Sycamore Grove on Saturday, last. It was claimed to be the most successful function ever staged by the organization, which has been in existence for a quarter of a century and one of the strongest in the whole galaxy of states. The weather was even better than "ordinary." They came in cavalcades from every part of Southern California, mostly in autos of worth, mostly with California license plates, with an occasional sprinkling of the Michigan sesame for rights of way—indicating that many winter visitors were still lingering for the purpose of absorbing more sunshine. Among those whom I knew personally from my own home town, Pentwater, were Charles F. Lewis, for many years engaged in the hardware business in that delightful little city, accompanied by a son-in-law, Albert Pearce, a Pentwater product, but now one of Los Angeles' most successful corporation attorneys, J. F. Stahl, of the U. S. Coast Guard Service, Gustave Hurtle and wife, and Mrs. Bessie Rennert, who still spends her summers in the Wolverine resort, but has large property interests at San Diego. Then from Fremont were Andrew Gerber and wife, well-known as a substantial business man, sponsored by W. W. Pearson, who migrated from that place some years ago and now is only a few unimportant removes from the "native son" sphere, and a retired nabob as well. Seeing the Gerbers reminded me that in Los Angeles as well as most other S. C. business marts I have visited, there is a natural hankering for Gerber canning products which are to be seen in window displays constantly. Naturally a "good time was had by all" and the destruction of fried chicken approached the carnage stage. The various state societies are certainly one of the great institutions out here. There are forty-eight simon pures, many groups of insurgents, and then there

are auxiliary societies, named after individual cities in the home states. Michigan has several of these, naming Detroit, Grand Rapids and Muskegon, which I have visited. To be sure most of those who participated in the semi-annual picnics, are permanent residents out here, but they still retain their memories of Michigan and greet newcomers heartily, and listen with much interest to the talks and tales of Wolverine affairs. They are all California boosters as well, but next to California is a certain tense feeling of loyalty to the parent State, which is interesting and refreshing.

Having thrown off all camouflage, Nevada has now entered frankly into the business of pandering to divorcees and gamblers. The only requirement for a divorce in that state is a legal residence just long enough to insure your spending a little money. You can have it secret. You can leave your order at the clerk's desk and then call back in six weeks for the decree, in the meantime traveling about over the state as you please. Cutting the residential period from six months to six weeks decreases the amount of money to be dropped by the divorce tourist; but the governor has sort of evened this up by legalizing gambling. The crap games take the mazuma away in six weeks faster than the hotels previously did in six months. Maybe Nevada will find it practicable to adopt a new state seal, combining authority with advertising potentialities. A wedding ring, fractured, or maybe it might be a state flower—poison ivy, for instance. If they could set it to music to the rhythm of "off again, on again, gone again, Finnegan," it might be more tangible for broadcasting.

Walter O'Connor, who has operated Hotel Shepard, at Shepard, for some time, has sold his lease and furnishings to Mrs. Carrie O. Sage, and her son, William A. Sage.

The Marshall Tavern, which has recently been rehabilitated by Mayor Harold C. Brooks, of Marshall, and of which change I spoke recently, has had much in the way of ancient history, accorded to it. It seems the original building was erected for commercial purposes in 1841, and combined a country store, with an assembly hall overhead, but along in the early '50s was converted into a restaurant with sleeping accommodations which were utilized by the traveling men of that day and age, conducted by Will Johnson and George Ferguson, under the pretentious title of the Tontine Hotel. From that time on it was variously operated by Albert and William Holmes, Mrs. Mattie Wagner, and William Dart, who called it the Dart Inn. Then later on it passed down to the possession of George Friend, E. B. Mills and J. F. Burton, some of whom will be remembered by both the traveling and hotel fraternity. When he heard the building was to be razed, Mayor Brooks, with commendable local enterprise, bought the property, and I have no doubt but what it will be much in evidence when history's pages are again turned.

Recently it was discovered that among the school children in Los Angeles, not one in four had ever seen a cow, and supposed that the lacteal fluid was the result of the canner's ingenuity. Of course one of the chiefest reasons for this lack of knowledge was because cows never run at large in the city limits, and the metropolis has enlarged so rapidly in the last twenty years that many born since that time have had no opportunity to get far enough away from the city's tumult, to know just what constituted a milk supply. And of course when they get to the adolescent age they don't give a rap where it really does originate.

But Los Angeles official educators

have decided that such a wave of ignorance shall not go unchecked and have arranged to bring the bovine to the class rooms, to prove to the young shooters that there really is such an animal as a cow. The circus and park zoos have familiarized them with the rest of the animal kingdom, but now they are to have a more substantial knowledge of farmyard fauna. Even a new type of zoo, confined to domestic quadrupeds and bipeds may result from this innovation, which, I might say, is in direct line with a lot of other fool stunts pulled off out here, which heretofore I had supposed were developed to provide new avenues of wastage for taxpayers tribute.

Frank S. Verbeck.

Items From the Cloverland of Michigan.

Sault Ste. Marie, March 24—Navigation between the two Soos opened last Friday, after two days' work for the coast guard ice breaker. Merchants welcome this event, which means reciprocity and more business for the two cities. The new hotel on the Canadian side of the river will get much extra business for some time, as most of the Americans have not been able to get over until the ferry was operating again.

Sam Sorenson, the popular East end grocer, has been taking a forced vacation for several days, by the grippe, but is back on the job again.

The tailor shop of A. Hyman, on Ashmun street, was almost completely destroyed by fire Sunday evening. This makes the third fire suffered by merchants on Ashmun street within the past three weeks.

Capt. A. Roberts, the well-known traveling salesman for the soap department of Swift & Co., who retired two years ago, has been spending the winter at Miami, Florida. He writes that he has put in a most delightful winter in the South. He likes Miami, but tells of the very low prices on property which can be purchased. In one instance one of those cute little bungalows that formerly cost from \$10,000 to \$20,000 on a 50x150 foot lot, five rooms and bath, Spanish stucco, can be purchased for as low as \$1,000. He also tells of one of our Soosites at Diana, which is twenty-four miles North of Miami on the ocean, sold for one of the banks, two very good bungalows for \$1,000 for the two and the bank gave him another next to his own home for the selling of the two, so that all that the bank got was \$1,000 for the three homes. With a report of this kind it looks as if the bottom must have dropped out of the real estate market. Capt. expects to take about one month in coming back, visiting at Washington and other places en route, and be back to his summer home at Mackinaw City about the first part of May. Mrs. Roberts, who had been very ill for several months before going to Florida, is feeling well again. Their many friends here will be pleased to see them again and hear more about Florida.

There is at least one advantage to going "broke" in California or Florida. The climate is warmer.

The town of Racoon, on the D., S. S. & A. Ry., one of the quiet places, is rejoicing over the report that the Government is to spend \$1,000 in putting up a warehouse there. Work is expected to start in the near future.

R. W. Ballensinger, the well-known proprietor of the Canteen, has been on the sick list for the past week.

It is said that the practice of having blindfold tests to pick the best cigaret was discontinued soon after a Scotchman insisted on counting his money before the test began.

For those who like fishing, there'll be just as many creeks as ever around Sault Ste. Marie. The drought of 1930 didn't dry 'em up.

William G. Tapert.

Cities Unite For War on Peddlers.

Marquette, March 24—A movement calculated to protect the business interests as well as the interests of the public from the so-called "outside solicitors," started in Marquette through an appeal to the City Commission by the Chamber of Commerce, will have a county-wide scope, if plans are carried out.

The legal departments of the cities of Marquette, Negaunee and Ishpeming are co-operating in framing an ordinance that not only will offer the protection sought, but stand up under court tests.

Until an ordinance is passed, the Chamber of Commerce warns the public against carrying on negotiations with any solicitor unless he can show an endorsement card from the Chamber.

Chamber officials point out that any legitimate salesman and his firm can stand an investigation, but that the swindlers and fakers are another matter and will not be given an endorsement.

The Chamber declares that the open season for outside solicitors, many of them having illegitimate schemes, is at hand and it warns the public accordingly. Persons approached by strangers who cannot show a Chamber of Commerce endorsement are asked to report at once to the Chamber office.

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

New Hotel Elliott
STURGIS, MICH.
50 Baths 50 Running Water
European
D. J. GEROW, Prop.

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.

HOTEL
DETROITER
ROOMS 750 BATHS
FREE GARAGE
UNDER KNOTT MANAGEMENT

SINGLE ROOMS WITH PRIVATE BATH
\$2.00 \$3.00
NO HIGHER



DETROIT

DRUGS

Michigan Board of Pharmacy.

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

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

Michigan State Pharmaceutical Association.

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

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

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

How One Druggist Built Up a Profitable Trade.

For the drug store properly located there are many far less desirable lines to feature than theatrical goods. Needless to say any store to feature this line of goods must be located somewhere within easy reach of the theatrical houses.

I was once connected with a large individual store so located in an Up State city of about 100,000. This store featured three leading lines—Lockwood's, Miner's and Stein's. Three were featured for the reason that it was discovered that there is quite a diversity of taste among theatrical folks regarding the merits of the different makes. Some swear by one make—others swear at it. Some like certain items of one make and others of another and vice versa. So obviously it is a good policy, if one is in the business at all, to have the variety afforded only by two or three lines.

We carried our stock in a rear, small room. Keeping it—as we did—strictly and rigidly (as to order) on open shelving, I suppose the arrangement could be best described as an "open display" affair, of which we hear so much nowadays.

It was not merely by accident that we carried this stock thus segregated, so to speak, in this rear room. It was because we discovered, through years of experience, first, that these theatrical lines being so large, bulky and diversified, consumed too much room out in front in the regular toilet goods department. Second that, inasmuch as the layman was not interested in them anyway there was little use in the actual display of the goods. Third and most important—that our patrons from the theater appreciated the seclusion of the back room arrangement to such an extent that they not only congratulated us on it but that many of them refrained from making purchases in other cities, preferring to wait until they arrived at our town and our little old back room.

This store ran on two shifts. We had a man on each shift whose responsibility it was to keep himself thoroughly conversant and familiar with this theatrical stock. When a call was made for a theatrical item or items one or the other of these men took care of them. This was done because it was discovered that, while the average clerk knows a little something about all theatrical products in general, few really are able to go very deeply into any of it. And there is much to

theatrical goods besides what appears on the surface.

One outstanding feature about theatrical goods in general is that they are full priced items which is quite an outstanding feature, we'll say, in these days of price prostitution.

Another is that all theatrical goods sales are cash sales—at least in the smaller cities where "stands" of not more than a week are the rule—far too short to establish credit.

Another is that, taken by large, we doubt if there is a finer class of people to deal with than theatrical folks. Always pleasant, most appreciative of little favors, friendly and interesting.

In our theatrical department the average sale ran around \$2. Ten dollar and \$15 individual sales were so common as to cause no comment.

The susceptibility of theatrical folks to good treatment made it, through painstaking courteous treatment on the parts of the salesmen, easily possible to establish their regular patronage. We learned, for a fact, of scores of instances where they would wait until they "hit" our town before stocking up. We made them like us, in other words.

Into every wrapped package went one or two of our business cards upon which was the legend:

Headquarters for Theatrical Goods

As a result our mail order business grew until it averaged 7 or 8 orders daily from all parts of the country.

We naturally became more or less acquainted with these stage folks as they came year after year—and sometimes a couple of times a year to replenish their stock.

Many had pet formulas of their own which they had us put up for them. One well-known actress sent in for a half gallon of "own formula" skin whitener every two weeks regularly. She did an act practically in the nude so she used plenty. But, according to her at least, our store was the only one that could put it up right. Every druggist knows how those things go as every druggist has similar cases.

James Corbett, Al. G. Fields, the little Lee Sisters, De Wolfe Hopper, "Chick" Sales, Helena Chadwicks and innumerable lesser lights were all steady if somewhat "long between" customers at our little back theatrical room.

Another angle to our theatrical line was that it resulted in innumerable sales of other needed merchandise. Actors are human like all of us and are therefore subject to the same needs as all of us. It was very seldom that one bought theatrical items that he did not buy also something else.

The only advertising we ever did in connection with the line was the suspension of a large framed, rather elaborate sign out in the center of the store proper, the legend announcing the fact that we carried a complete line of Stein's, Miner's and Lockwood's Theatrical Make Up. Besides this we had an appropriate sign in each local theater, back stage, of course, to the same effect.

The fact that we specialized in theatrical products was the means of getting us a big volume of business from local amateurs. Every time a local performance was put on a rush re-

sulted for make up and advice as to what to use and how to use it to obtain desired effect.

The fact that we specialized in theatrical products, also, without doubt, greatly increased the legitimate toilet goods business. You see, if you get the name of being proficient in the handling of theatrical goods, the public, right or wrong, gets the idea that you must be likewise regarding the regular run of toilet goods. And this is a situation very easily capitalized on.

As before stated, the right location plus a heart and soul interest in the department is bound to result in success in this matter of theatrical make up.

We had both and did a business of about \$50,000 a year in it. Not so bad—not so bad. Clifford H. Rudes.

Liability of Merchant For Falling Signs.

There is no gainsaying the advertising value to a retail merchant of a sign above his door or upon some conspicuous place upon the premises. And, as everyone knows, such signs vary all the way from a few feet in area to such a size as to occupy the full front of a building, and perhaps weighing hundreds of pounds.

So far so good, and while no merchant should overlook the value of this character of advertising, he may also well give thought to his legal responsibilities in case an innocent passer-by suffer injury thereby. This is true, because the law books contain a surprising number of cases involving accidents of this kind, where third persons have suffered serious injury caused by falling signs.

Further, in most towns and cities before a merchant will be permitted to erect a sign he must obtain a permit from the authorities, and the application for such permit quite generally imposes a legal duty upon the merchant to keep the sign safe and in repair. This then throws the entire burden upon him and he may not be permitted to evade it by having the sign erected by a contractor. In other words, if injury results to passers-by through the sign falling the merchant, is IT, in respect to responding in damages. For illustration:

A firm of retail merchants contracted with a sign maker for the erection of an electrical sign, which was to extend out over the sidewalk in front of their place of business. The merchants obtained the necessary permit for the sign from the city authorities, which, as is usual, bound them to keep the sign in repair and safe.

The sign maker arrived at the merchants' place of business with the sign about noon, and attached it to the building. A test was then made to see if it worked properly, the current was turned on for this purpose, and, for some reason which is not clear, a fire started in the sign and parts of it fell to the sidewalk.

Plaintiff was at this time passing in front of the store and being struck with the falling parts of the sign, suffered injury. In due time the instant action for damages was filed against the merchants. The latter sought to defend upon the ground that they had con-

tracted with the sign maker to safely make and erect the sign, and that he alone should be held liable for the injury. In passing upon this defense, and in holding the merchant liable the court said:

"When the law imposes a positive duty to the public on the contractee (merchants in this case), he cannot escape the responsibility of seeing that duty performed by delegating it to an independent contractor, and he will be liable for injuries resulting from the contractor's negligence in the performance thereof. This rule is often applied when obstructions in streets are made pursuant to authority derived from an ordinance or permit. The taking of these precautions is said to be a non-delegable duty, and the precautions must be taken.

"The street is one of the busiest streets in the city and every business day thousands of pedestrians walk on the sidewalk beneath defendants' (merchants) sign. Defendants could not project their sign over the sidewalk without a special permit.

"To obtain the permit they agreed, and the permit was issued on condition, that the sign should be kept in good repair and at all times maintained in safe condition. The obligation imposed upon the defendants and assumed by them, to thus keep and maintain the sign, could not be delegated by them, so as to relieve them from liability for not maintaining the sign at all times in good repair and safe condition."

So, the merchants were held liable for the injury resulting from the fall of parts of the sign, though from the facts of the case it seems clear that it was caused by negligence on the part of the sign maker. But, as noted by the court, in cases of this kind where a duty is imposed by law, a merchant cannot excuse himself from liability for injury on the ground that it was caused by the person he contracted with to do the work.

In the light of which, it is clear that a merchant should exercise care in placing signs of this kind, and certainly should not employ any Tom, Dick or Harry, to do the work. And by far the safest plan is to employ a responsible sign maker, or company, and require a guarantee of the safety of the sign for at least a reasonable time, after it has been hung and inspected.

Leslie Childs.

Spring Underwear Deliveries Slow.

Activity in lightweight underwear continues to furnish the brightest spot in the knit goods market, with the majority of mills unable to provide prompt deliveries on goods. Activity at this time is ahead of the corresponding period of last year, but the volume of orders placed to date by jobbers is smaller in dollar value due to lower prices. Shirts and shorts appear to be receiving the greatest emphasis at the present time, with large orders being placed for the low-end goods to retail at 25 and 35 cents. Union suits, however, continue active.

The realistic blizzards in the movies, we are told, are produced with corn flakes. We have long suspected the autumn leaves were potato chips.

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

Lard

DECLINED

Twine
Vinegar

AMMONIA

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



MICA AXLE GREASE

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

APPLE BUTTER

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

BAKING POWDERS

Arctic, 7 oz. tumbler	1 35
Royal, 10c. doz.	93
Royal, 4 oz., doz.	1 80
Royal, 6 oz., doz.	2 45
Royal, 12 oz., doz.	4 85
Royal, 5 lb.	24 50
KC, 10c. size, 8 oz.	3 70
KC, 15c. size, 12 oz.	5 50
KC, 20c. size, full lb.	7 20
KC, 25c. size, 25 oz.	9 20
KC, 50c. size, 50 oz.	8 80
KC, 5 lb. size	6 85
KC, 10 lb. size	6 75

BLEACHER CLEANSER

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

BLUING

Am. Ball, 36-1 oz., cart.	1 00
Boy Blue, 36s, per cs.	2 70

Perfumed Bluing

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

BEANS and PEAS

Brown Swedish Beans	9 00
Pinto Beans	9 25
Red Kidney Beans	9 75
White H'd P. Beans	5 35
Col. Lima Beans	8 75
Black Eye Beans	5 60
Split Peas, Yellow	5 60
Split Peas, Green	6 50
Scotch Peas	4 70

BURNERS

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

BOTTLE CAPS

Obl. Lacquer, 1 gross	16
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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 40
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

Kaffe Hag, 12 1-lb. cans	6 15
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 5 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 35
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, 3 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED FRUITS

Hart Brand

No. 10	5 75
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Blackberries

No. 2	3 35
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 25

Gooseberries

No. 10	8 00
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Pears

19 oz. glass	
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 65
Pride of Mich. No. 2	3 25
Pride of Mich. No. 1	2 35

Red Raspberries

No. 2	4 60
No. 1	3 15
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, Mince, No. 1/2	2 25
Finnan Haddock, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddock, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 60
Lobster, No. 1/4, star	2 90
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, k'less	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, lm., 1/2, ea.	10 22
Sardines, lm., 1/2, ea.	25
Sardines, Cal., 1 35	2 25
Tuna, 1/2, Curtis, doz.	1 80
Tuna, 1/2, Blue Fin	2 25
Tuna, 1s, Curtis, doz.	6 10

CANNED MEAT

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

Baked Beans

Campbells	80
Quaker, 16 oz.	75
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

Medium, Plain or Sau.	75
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 75
Baby, No. 1	1 95
Pride of Mich. No. 1	1 65
Marcellus, No. 10	8 75

Red Kidney Beans

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

String Beans

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

Wax Beans

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

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

Beets

Small, No. 2 1/2	3 00
Extra Small, No. 2	3 00
Fancy Small No. 2	2 45
Pride of Michigan	2 20
Marcellus Cut, No. 10	6 50
Marcel. Whole, No. 2 1/2	1 85

Carrots

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

Corn

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

Peas

Little Dot, No. 2	2 60
Little Dot, No. 1	1 80
Little Quaker, No. 10	12 00
Little Quaker, No. 2	2 40
Little Quaker, No. 1	1 65
Sifted E. June, No. 10-10	00
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	1 90
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	1 90
Pride of Mich., No. 10	9 10
Pride of Mich., No. 2	1 75
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 45
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 60
Little Dot, No. 2	2 55
Little Quaker	2 35
Pride of Michigan	2 15

Tomatoes

No. 10	5 80
No. 2 1/2	2 25
No. 2	1 65
Pride of Mich., No. 2 1/2	2 10
Pride of Mich., No. 2	1 60

CATSUP.

Beech-Nut, small	1 60
Beech-Nut, large	2 40
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 55
Sniders, 8 oz.	1 55
Sniders, 16 oz.	2 85
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 80
Quaker, Gallon Glass	12 00
Quaker, Gallon Tin	7 25

CHILI SAUCE

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

OYSTER COCKTAIL

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

Hominy	
Pearl, 100 lb. sacks	3 50
Macaroni	
Mueller's Brands	
9 oz. package, per doz.	1 30
9 oz. package, per case	2 20

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

Sage	
East India	10

Taploca	
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
Holiday, 1 lb.	12 1/2

Wilson & Co.'s Brands	
Oleo	
Certified	20
Nut	13
Special Roll	17

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

Safety Matches	
Quaker, 5 gro. case	4 25

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

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

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

Salted Peanuts	
Fancy, No. 1	14

Shelled	
Almonds	95
Peanuts, Spanish	12
125 lb. bags	32
Filberts	32
Pecans Salted	37
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	
Including State Tax	
From Tank Wagon	
Red Crown Gasoline	16.7
Red Crown Ethyl	19.7
Solite Gasoline	19.7

In Iron Barrels	
Perfection Kerosine	12.6
Gas Machine Gasoline	39.1
V. M. & P. Naptha	20.8

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



Iron Barrels	
Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "R"	65.1
Transmission Oil	65.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 30
Parowax, 100 lb.	7.3
Parowax, 40, 1 lb.	7.55
Parowax, 20, 1 lb.	7.8



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

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

Dill Pickles	
Gal. 40 to Tin, doz.	10 25
No. 2 1/2 Tins	2 25
32 oz. Glass Picked	2 80
32 oz. Glass Thrown	2 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.	13
Good St's & H's	15 1/2 @ 16
Med. Steers & Heif.	13
Com. Steers & Heif.	11

Veal	
Top	15
Good	13
Medium	11

Lamb	
Spring Lamb	13
Good	16
Medium	14
Poor	10

Mutton	
Good	12
Medium	11
Poor	10

Pork	
Loin, med.	19
Butts	15
Shoulders	13
Sparr ribs	12
Neck bones	06
Trimnings	10

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

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

Lard	
Pure in tierces	10 1/2
50 lb. tubs	advance 1/4
60 lb. tubs	advance 1/4
10 lb. pails	advance 3/4
20 lb. pails	advance 3/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	11 1/2
Compound, tubs	12

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

Smoked Meats	
Hams, Cer. 14-16 lb.	@ 21
Hams, Cert., Skinned	
16-18 lb.	@ 20
Ham, dried beef	
Knuckles	@ 33
California Hams	@ 17 1/2
Picnic Balled	
Hams	20 @ 25
Bolled Hams	@ 34
Minc'd Hams	@ 16
Bacon 4/6 Cert.	24 @ 28

Beef	
Boneless, rump 28 00 @ 36 00	
Rump, new	29 00 @ 35 00
Liver	
Beef	16
Calf	55
Pork	10

RICE	
Fancy Blue Rose	5 10
Fancy Head	07

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

SALERATUS	
Arm and Hammer	3 75

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.	
Milkers, Kegs	1 05
Milkers, half bbls.	12 50
Milkers, bbls.	22 25

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

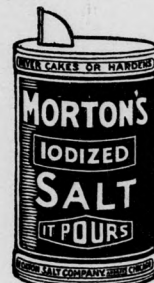
Mackeral	
Tubs, 60 Count, fy. fat	6 00
Pails, 10 lb. Fancy fat	1 50

White Fish	
Med. Fanov. 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
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Dozz.	1 35
Shinola, doz.	90

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

SALT	
F. O. G. Grand Rapids	
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.	85
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 10
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
13, 10 oz. packages	4 40
96, 1/2 oz. packages	4 00

CLEANSERS	
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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
Chimaine, 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 40
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10 oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48, 20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapoline, 3 doz.	3 15
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 Napha, 100 box	5 50
Flake White, 10 box	3 50
Grdma White Na. 10s	3 75
Jan Rose, 100 box	7 85
Mairy, 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	45
Williams Mug, per doz.	45

SPICES	
Whole Spices	
Allspice, Jamaica	@ 35
Cloves, Zanzibar	@ 47
Cassia, Canton	@ 20
Cassia, 5c pkg., doz.	@ 46
Ginger, Africar	@ 15
Ginger, Cochil	@ 46
Mace, Penang	1 30
Mixed, No. 1	@ 24
Mixed, 5c pkgs., doz.	@ 24
Nutmegs, 70@90	@ 50
Nutmegs, 105-110	@ 50
Pepper, Black	20

CATERERS TO THE THIRSTY.

(Continued from page 11)

satisfy a whole regiment of epicures. The establishment was liberally patronized by the business community. A group of young bachelors which included Fritz Loettgert, Sid Hart, William Kramer, Maurice M. Houseman, Henry, Jacob and Arthur Levi and Charles W. Eaton, stabilized widowers like Julius Houseman, Albert Baxter (editor of the Eagle) Gus Hogeboom (a city official) and many married men, including F. W. Wurzburg, Robert Rasch, Henry Spring and Joseph Berles, were among the patrons of the Hartt institution. During his term in the office of mayor, Julius Houseman frequently invited members of the common council to a dinner prepared by Mrs. Hartt. Occasionally Mrs. Hartt was requested to lay a plate for herself by parties who wished to enjoy her intelligence, wit and charming personality. After the Peninsular Club had been organized and the Daniel Ball residence (a large cut stone structure which surmounted the crest of Prospect Hill) had been leased and furnished, much of the trade that Hartt's had enjoyed was transferred to the club. A beautiful daughter of Mr. and Mrs. Hartt became the wife of Maurice M. Houseman. A son who was wanted by the police to answer a charge of misdemeanor attempted to escape arrest by running up Lyon street opposite Keith's theater. Two policemen fired and one of the shots took effect, killing the boy instantly. A year or two later Hartt's wine house was closed forever.

Sam Walling was the proprietor of a cigar store and a bar opposite the entrance of the Hotel Pantlind. Among his customers were two wealthy old men who never had quite enough money to pay for the drinks they ordered. They were fond of Hennessy brandy. Sam obligingly filled their orders by keeping two bottles in readiness which would not comply with our "pure food" law of to-day. Sometimes they would pay eight cents, at next call, nine cents, but never the full amount of Walling's charge. A group of young business men met at Sam's bar every morning at 10 o'clock to take a bracer or two and join the bartender, Little Jake Trowbridge, in singing popular songs. "Silver Threads Among the Gold" and "Speak to Me," were the favorites of the singers.

Arthur Scott White.

Stability of Food Trade.

The general business depression of the last year has demonstrated that the grocery business stands as one of the most stable of the country, so far as volume is concerned, M. L. Toulme, secretary of the National Wholesale Grocers' Association, said recently: "Food tonnage handled by jobbers has been on the increase, in spite of the widespread decline in other lines. Although prices of many of the commodities handled by the wholesale grocers have been subjected to drastic price cuts, the dollar sales for grocery jobbers are only about 6 per cent, under the 1929 level."

EFFECT OF FEAR.**Failure To Invest Money Viewed as Harmful.**

The delay in the solution of economic problems may usually be laid to the time required for the majority of the people to adjust themselves to new conditions.

It is so much easier to do things the old way than to learn a better way that usually the better way is postponed until conditions force us to adopt it. This inertia may act as a safeguard at times, restraining us from taking up with the new simply because it is new. But certainly the unwillingness to recognize and adopt measures which would add to the welfare of human beings has impeded progress. For example, never since time immemorial

deeper in order to get at the root of the trouble.

We know that fear can create a panic just as quickly when the fear is without foundation as when there is a cause for it. We have known of many a bank failure due simply to a false rumor. And we have to-day a fear of investing money even in legitimate business. Money is the artery of business, and at present our banks have millions of dollars inactive. Why? Because fear is at the helm.

In the main, I believe the stock market crash last year was a good thing. Too many of our people were becoming gamblers, nothing attracted them but easy money. Anything they had to work for was not to their liking. Such a condition is not wholesome, and tends to weaken enterprise. Peo-

majority of students in the universities come from families of limited means, whereas in early days educational advantages were open only to the children of the wealthy. And after all, ignorance is the cause of all failure. What we need more than all else is intelligence. Intelligence is the only thing that can avert disasters, overcome fear, and keep the wheels of progress running smoothly.

Solomon Levitan,
State Treasurer of Wisconsin.

How Uncle Dan Miner Made His Farm Pay.

1. He gave the land some consideration and care.
2. He studied his business carefully and constantly.
3. He realized that land wears out unless treated.
4. He determined the needs of the soil and applied fertilizers.
5. He kept enough live-stock to use all waste and roughage.
6. He rotated crops and grew plenty of clover regularly.
7. He grew corn, wheat, oats, clover and soy beans.
8. He diversified in both crops and livestock.
9. He kept hogs, sheep and dual-purpose cattle.
10. He believed in work, both mental and physical.
11. He practiced thrift, but knew it takes money to make money.
12. He is quick to spend a dollar for equipment as soon as he feels confident it will return him two dollars.

A Business Man's Philosophy.

Nothing is so true as that misery loves company. Few people shoot themselves in time of war, or earthquake, or flood, or fire. The suicide rate is lower in general business depression than in prosperity. It is lower in February than in the rare days of June.

Colonel Leonard Ayres, who passed out this information in conversation one day, also said that no heartache is so unbearable as that of the man who is suffering financial losses and ill health at a time when most of his friends are enjoying good times and satisfactory digestion.

General and widespread misfortune relieves us of the sense of inferiority and enables us to face our situation with humor and tranquility.

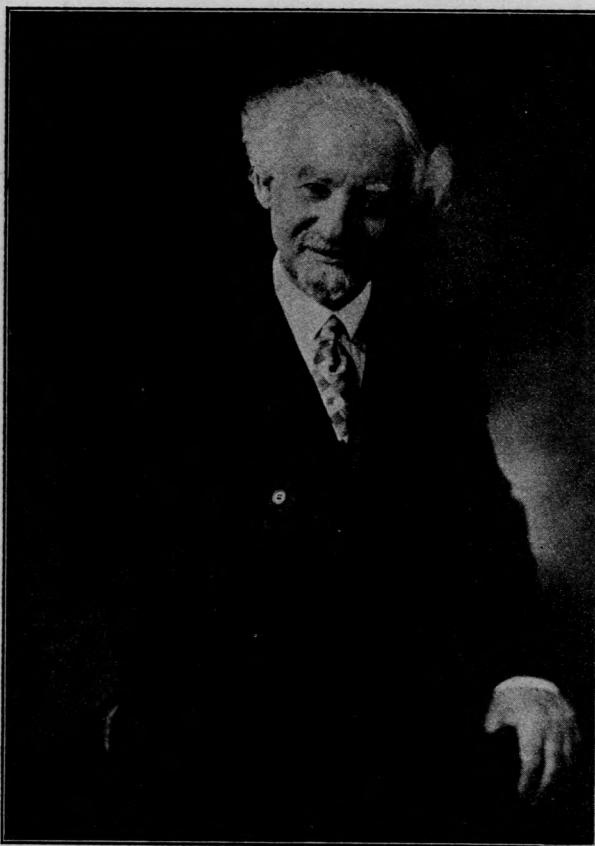
Only when we feel that we are the exception to the otherwise universal rule does our personal situation become insupportable.

William Feather.

[Copyrighted, 1931.]

Liberalize Datings To Small Stores.

In an effort to induce retailers operating small home furnishings and hardware establishments to keep stocks varied and up to date, a number of jobbers are granting more liberal datings and discounts on orders of small size, it was reported here yesterday. The move enables a retailer to carry a more representative stock on a much smaller investment than was needed last Spring,



Solomon Levitan.

have the working hours of men been shortened without a struggle, and each time there has been a victory for human welfare, it has resulted in progress for those who resisted the change just as surely as it has for those who were in favor of it.

I do not know how the present economic depression will be solved, but I am convinced that the solution of it will bring about some permanent benefit to mankind. The time involved will depend upon our ability to discover the underlying causes of depression and our willingness to accept the cure when it is found.

On the surface, it appears that some of the causes are over-production, insufficient consumption, machine power taking the place of man-power. Yet I wonder if we do not have to probe

ple must remain normal if we are to expect economic conditions to remain normal.

But neither is fear to invest in productive enterprises normal, and that is one of the first conditions to be overcome before we are in a mental attitude to cope with the situation. After all, the real problem is how to stabilize industry, how to assure continuous employment, and this can be accomplished only as there is unselfish co-operation on the part of all concerned.

Bad as conditions have been, we are still far ahead of 40 or 50 years ago. People of the most moderate means have more modern conveniences in their homes than did the millionaires of 50 years ago. To-day the poorest children have the advantages of at least a high school education, and the

Matches Are Valuable, But Very Dangerous.

(Continued from page 15)

the test are labeled by the Laboratories. It is always a protection to find one of these labels on a box.

The Laboratories have no interest in the sale of matches, and any manufacturer who will make goods of the right grade can secure the label.

Let us suppose that your house is provided with good matches, those having solid heads and tough sticks. There will be no danger if you are always careful when using them. But are you? Here are some questions for you to answer:

Do you ever throw away a match which is burning or even glowing? Never do this again. It has caused hundreds of deaths and has burned thousands of homes. The wife of Henry Wadsworth Longfellow, the poet, was burned to death because she allowed a lighted match to fall on the floor.

How do you strike a match—away from you or toward you? Probably you have never thought about this, but think of it hereafter, and form the habit of always striking away from you. Thus, if the match breaks or its head flies off, it will not be likely to set fire to your clothing. In lighting matches upon a box first close the box; otherwise the flame may set fire to the whole box. If the box is set in a box-holder, such as those used by smokers, wherein the upper part of the box is pushed open, always place the box so that the heads are not exposed. In striking a match upon such a holder, always strike downward away from the open end.

If matches are spilled, do you stop at once and pick up every one? If you leave them strewn about for even a little while you may forget them until after mischief has been done. A match on the floor is always a dangerous thing. It may be stepped on and ignited, or it may be found by a little child, or it may be carried into the wall or under the floor by a rat or a mouse. It is not probable that mice often start fires by gnawing match-heads, as many people think, but they do like to use them in building nests in warm, comfortable places, close to chimneys or furnace pipes.

Where do you keep your matches? Are they out of reach of little children, as they always should be? No one can tell how many little ones—and older people, too—have been burned to death through neglecting this rule. Are your matches kept away from the stove, or the stovepipe, or any place where they may become overheated? They should never be left loose in a drawer or on a shelf, but should be kept in a strong box or jar of earthenware.

Do you carry matches on your person? A child should never be allowed to do this. He may be careful, but some more careless child may ask him for a match. Always be on the safe side. A grown person should never permit himself to carry loose matches in his pocket. The State Fire Marshal of Iowa says:

Some men, especially smokers, are in the habit of carrying matches around with them. It is the easiest thing in

the world for matches carried around loose in a man's pocket to drop out. Suppose the man has work to do about a barn. A match drops out on the barn floor and a horse steps on it. It is a parlor match and ignites, setting fire to hay and other inflammable material found in barns. Then the barn burns and the cause of fire is reported something like this:

"Unknown. Nobody had been in the barn for some time. Everything safe when the barn was closed up."

Six hundred and ninety-four barn fires took place in Iowa in one year. Hundreds of these were reported as of unknown origin, but it is safe to say that in a great number of cases, if the cause could have been traced, it would have been found to be a match that had dropped out of a smoker's pocket.

Until we find some better device for producing fire, matches will continue to be used in immense numbers, and they will always be a source of danger in the hands of careless people, and even careful people may be imperiled by the actions of careless people about them. There are no safety rules more important than those applying to the use of matches, and habits of carefulness should be formed by every person. Someone has said:

Matches do not think with their heads. When you use them, your head has to do all the thinking. Do the thinking. Put them out.

Safety Rules For Matches. In Buying.

1. Purchase by brand and always avoid brands which break, lose their heads, or glow after being blown out.
2. Look for the label of the Underwriters' Laboratories.
3. Give the preference to strike-on-the-box, or safety-matches, but, in case of buying the strike-anywhere match, get one on which the colored head is surrounded by a black bulb.
4. Never dispose of a used match thoughtlessly. Always be sure that every spark of it is out and, if indoors, place it where it can surely do no harm; if outdoors, break it in two, stick the head end in the ground or step on it.
5. If matches are spilled, pick up every one.
6. Do not carry matches loose; do not carry them at all, if a child.
7. Keep matches out of the reach of little children.
8. Keep them in covered boxes or jars, away from the heat of stoves and stovepipes and out of the reach of rats and mice.
9. Strike matches away from you. If striking on a box, first close the box. Strike downward on the box.

Final Test of Success in Retail Shoe Selling.

(Continued from page 19)

thoroughly familiar with what merchandise you have to offer, for what occasions it is suitable and for what costumes it is adaptable. They should be trained to impart this information to their customers in such a manner that the customers feel convinced and not patronized, that they feel as though they are talking to someone who has a bit of authoritative knowledge on the subject and whom they can consult with rather than dictate to.

It is your duty as merchants to sup-

ply your sales organization with this information, which is as much an implement of their work as whatever measuring devices, shoe horns or button hooks with which you may supply them. The better educated your sales organization is, the smaller percentage of lost sales you will experience, as well as the greater number of multi-pair sales. They must also be taught not to always sell that merchandise which has most recently been put in your shelves, but to be familiar enough with the stock with which they work to dispose of odd pairs here and there, and in which a great part of your profit lies.

Many merchants are constantly looking about for some panacea to better and more profitable business. There is none. If we are alive to those changes which are constantly going on about us and constantly put into force the best of the new, with it discard the worst features of outworn things, we will be successful. We cannot confine ourselves to certain methods because we have always followed them. Neither can we hastily discard well tried standards because there may happen to be a new fad at the moment. We must have sufficient adaptability to advance with the times and sufficient stability not to break beneath them.—Richard D. Hofheimer in Boot and Shoe Recorder.

Success Not Due To Plan, But To Man.

(Continued from page 20)

veloped from a single independent store into twelve stores, one continuing full service, the others being typically chain units, he is regarded as an independent. Like Sol Westerfeld, of Chicago, Jack remains an individual grocer, although he has adapted his business to what the times and his environment seemed to point, but he remains so transparently the picture of good will toward his fellows that there is not one who would not tell Jack his every business secret.

Hence, again, we see that it is not the plan. It is the man.

Lynn & O'Neil's business runs to \$500,000 now. Because all units but the original store operate limited service or no service, sales are 85 per cent. cash and 15 per cent. credit. Prices are the same in all units, but 10c is charged for delivery and 5 per cent. is added for service where old style service is rendered, both charges being added to the bill at the end of each month.

Paul Findlay.

Discuss Plan To Promote Roxon.

A survey to determine the advisability of instituting a campaign for the promotion of coated fabrics under the recently adopted name of "roxon" will be undertaken by the Association of Pyroxolin Coated Fabric Manufacturers, it was decided at a meeting last

week at the Hotel Commodore. Since the adoption of the name a month ago the leading factors in the industry have urged a promotion of their products and a committee was appointed yesterday to submit concrete plans for such a campaign in the event that it is regarded as feasible.

Many a chorus girl who cares little for a man, lives on his account.

Business Wants Department

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

For Sale or Trade For Farm—Stock of clothing, furnishings, and shoes. W. H. Parry, Vassar, Mich. 393

For Sale—A complete grocery stock and fixtures, including a freezer type meat case. Located in good farming community. Address No. 394, c/o Michigan Tradesman. 394.

DRY GOODS STORE FOR RENT—25 x 100, basement, second floor, elevator. 100% location, attractive front, reasonable rent. In the best town for its size in the state. Owner just sold out. Store has been operated for thirty-eight years. A splendid opportunity for man looking for a well established business. JULIUS SAPIRO, Watseka, Ill. 395

FOR RENT—Store building in Frankfort, Mich. Good opening for dry goods or men's furnishings. Location next door to A. & P. grocery store. F. D. Stelzer, Frankfort, Mich. 389

Drug Stock Wanted—Will trade my new modern home in Clarkston, Oakland county, for drug stock in good town. Edwin F. Steet, Clarkston, Mich. 390

Position Wanted—Married man 38 years old wants position as clerk in grocery or general store. Eight years' experience. Can furnish good references. Address Alva Seeley, Rockford, Mich. 391

FOR SALE—The Holley Gift Shop. Now operating, and is located on Bridge Street, in the center of the Charlevoix business district, opposite Charlevoix Hotel. The business has successfully operated for eight years and is offered for sale on account of the death of the owner. Will sell the stock, fixtures, and good will and lease the building, or will sell the building with the stock. If interested, communicate with Mrs. Louise Elston, Charlevoix, Mich. 392

TO EXCHANGE—For Merchandise or Topeka residence.—Western Kansas farm lands; 80 acres Northern Ohio; San Diego, California, residence; and Osborne properties. P. H. Paxton, Osborne, Kansas. 387

Hotel in Western Michigan resort city desires middle-aged clerk, good personality, able to invest about \$5,000. Moderate salary. Address No. 385, c/o Michigan Tradesman. 385

FOR SALE

NEW REFRIGERATORS, 16 to 18 cubic feet capacity, equipped for either ice or electric refrigeration. Porcelain lined, cork insulated. 16 cubic foot box, \$60. 18 cubic foot box, \$70. We took over the entire stock of the Challenge Refrigerator Co. of Grand Haven and have a few of these big boxes left for disposal. COLUMBIAN'S WAREHOUSE FURNITURE COMPANY, Logan Street and Ionia Avenue, Grand Rapids, Mich. Phone 94-278.

I WILL BUY YOUR STORE OUTRIGHT FOR CASH

No Stock of Merchandise Too Large or Too Small
No Tricks or Catches—A Bona Fide Cash Offer For Any Stock of Merchandise
Phone—Write—Wire
L. LEVINSOHN
Saginaw, Michigan

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.

Late Business News From Ohio.

Logan—The Cincinnati Shoe Co. has taken over the shoe factory here, idle since May, adding a capacity of 1,500 pairs a day to its present capacity through the Bethel plant of 1,500 pairs. Machinery has been ordered. Operations are to be begun within a month and Cincinnati officials have declared their belief that on the basis of demand for their product, capacity production will be reached here within a short time.

Cleveland—Favorable comment is heard in Cleveland trade and financial circles on the recent report made by the Cleveland Worsted Mills Co. in its statement to stockholders, which indicates that the company is in the best financial position to-day of the last decade. As stated by a well known trade factor, Cleveland Worsted is in an excellent way to take advantage of business betterment when it comes. Comments here indicate further that the company has the best internal, administrative and selling organization in its history. Sources close to the management declare that Cleveland Worsted is "literally starting all over again," and with the closing down of out-of-town plants and elimination of excess equipment, much of which was practically unnecessary the last few years, the company has "cleaned house" rather thoroughly.

Columbus—About 200 retailers, representing 150 stores in Ohio, attended the second of a series of retail conferences sponsored by the Jones, Witter Co., of Columbus. Sessions were held in the morning and afternoon for retailers, and in the evening for store organizations. The evening session was well attended. Principal speakers were Harold A. Labair, advertising director of Glass & Co., New York; Gov. George White, of Ohio; H. D. Robertson, organization counselor, of Columbus, and A. W. Neely, director of sales, of the Columbus Show Case Co. Mr. Robertson stressed the importance of upbuilding the sales personnel of any retail organization as to the proper manner of approach and in closing the sale. His talk appealed to store managers as well as to buyers and merchandise managers. Gov. George White told tales of his experiences in Alaska during the gold rush and also his desire properly to adjust the taxation system to be just and fair to all. A. W. Neely spoke on "The New Vision," in which he urged that manufacturers get the proper conception of merchandise in order that it can be produced and sold successfully.

Fremont—Farm & Home Co., mail order and retail department store. At first meeting of creditors in this case, Jacob Dick, of Fremont, was elected trustee. Authority to sell the merchandise remaining on hand was granted at the same time. He is taking bids thereon and also on the office furniture and expects to report his sale by the end of March. The real estate will be sold later. There is considerable question concerning the liens on this real estate.

Cleveland—The H. C. Godman Co. and subsidiaries, manufacturers and distributors of shoes, report for year ended Dec. 31, 1930, net loss of \$964,064 after interest and depreciation. This

compares with net profit of \$874,148 in 1929. Sales totaled \$12,367,666 against \$15,295,938. Current assets as of Dec. 31, 1930 amounted to \$6,742,240 and current liabilities \$2,124,547.

Medina—Harry H. Abraham, dry goods and men's work clothes, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing liabilities of \$3,268 and assets of \$1,205.

Urichsville—Earnest H. Varally, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing liabilities of \$4,987 and assets of \$2,316.

Cleveland—George Grad, dry goods, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$2,300 and nominal assets of \$2,700.

Canton—M. J. Rose Co., retail furniture stores in Canton and Wooster, lists nominal assets of \$430,731, including real estate valued at \$240,000, and liabilities of \$220,033. There are 241 creditors.

Cincinnati—Isaac Green, dress cutter, trading as I. Green & Co., 686 Gholson avenue, lists assets of \$500, consisting of property claimed exempted, and liabilities of \$12,000, all unsecured.

Cleveland—Louis Schavel, trading as Marlu Neckwear Shop, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$6,234 and assets of \$645.

Akron—Eastern creditors of the Henry Shaw Co., whose affairs are in bankruptcy, have formed a committee, headed by Ira Guilden, of the Bulova Watch Co., to investigate the circumstances surrounding the failure, as well as to examine into the affairs of the Rogers Jewelry Co. and subsidiaries owned by the debtor business, which operates about twelve stores. The committee reports that a receiver in equity was first appointed for the company, followed by bankruptcy proceedings and that similar action has been filed against the Rogers Jewelry Co., which does business at Canton, so that the two companies are now being conducted under the supervision of the court. Total liabilities are figured at \$290,468, of which \$240,257 is accounts and notes payable, \$45,005 notes payable to banks, and \$4,711 accrued items. Total current assets of the Rogers Jewelry Co. are placed at \$282,607, of which \$6,944 is cash on hand and on deposit, \$166,611 accounts and notes receivable net, and \$109,051 merchandise. In addition, there are fixed assets of \$27,365 and deferred items of \$5,648, making total assets of \$315,621. The total current liabilities are figured at \$257,174, of which \$203,246 are notes and accounts payable, \$50,800 notes payable to banks, \$2,606 accrued rent, and \$521 accrued taxes.

Columbus—Hoover Bros., Inc., furniture dealers, have made an assignment for the benefit of creditors and the Irwin Union Trust Co., of this city has been appointed by Judge Charles S. Baker, of Circuit Court, to liquidate the company's affairs. The company's books are said to show assets of approximately \$24,000 including \$15,000 in accounts and installment transactions. Liabilities are approximately \$15,000.

Unexpected Death of Samuel R. Evans.

Samuel R. Evans, the new tea jobber with headquarters on North Front street, died suddenly Tuesday morning at Detroit, where he had gone to visit a son and daughter. He drove down to Detroit Monday, intending to spend Monday night with the daughter and Tuesday night with the son. He complained of the heat Monday evening and during the night had a stroke which caused his death a few hours later. The remains will be brought to the city and the funeral will probably be held at the family residence, 636 Paris avenue. The date of the funeral awaits receipt of informa-



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

tion from Eastern relatives of the deceased.

Besides the daughter, he leaves the widow, Mattie; two sons, Fred J. Evans, of New York City and J. B. Evans, of Detroit, and four grandchildren.

Feb. 4, 1931, the Tradesman published a biography of Mr. Evans, noting his retirement from the sales force of Renfro Bros., Chicago, and his engaging in the wholesale tea business on his own account. The concluding paragraph of the article was as follows:

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

Gabby Gleanings From Grand Rapids.

Frederick C. Oltman has joined the Wieboldt Stores, Chicago, as manager of the Englewood store at 63rd street, one block West of Halstead. Mr. Oltman was associated with the Herpolsheimer Co. for twenty-five years up to the time the store passed into the hands of the Hahn Co. Mr. Oltman is a very capable dry goods man and will prove a great addition to the Chicago chain, which comprises five stores. The family will remain in Grand Rap-

ids until the close of the school year, when they will join Mr. Oltman in the Windy City.

The death of Howard Morley, the Cedar Springs merchant, after a continuous career of fifty-four years behind the counter, will leave an aching void in the heart of every one who knew him. He was what may be designated as a friendly man in all the word implies. He always had a kind word and a cheery smile for everyone. His death will be universally regretted.

W. E. Sooy, who has been identified with the Michigan Carton Co., at Battle Creek, for the past twenty-four years, has severed his connection with that concern to connect himself with the Wolverine Carton Co., of this city. He will remove to White Pigeon, where the local company is establishing a branch. A vacant building has been leased from the Eddy Paper Corporation, including heat from the main factory and connection therewith by tunnel. Two second-hand presses have been purchased, one at Kalamazoo and one at Fort Wayne. Mr. Sooy has acquired the 5,000 shares of common stock in the Wolverine Carton Co., formerly held by the estate of the late Mr. Johnson, who died while associated with the company in an official capacity several years ago. The opening of a branch on a through trunk line so near to the source of supply for raw material will enable the company to handle large orders on smaller margins than it could afford to do business on in Grand Rapids, where it must pay freight on incoming raw material and also on finished goods shipped to large cities at a distance. Mr. Sooy has long been regarded as one of the outstanding leaders of the folding box industry in the United States.

The Grand Rapids Wholesale Grocery Co. will accord its stockholders 10 per cent. discount from list on all factory brands, instead of 8 per cent., as heretofore. This additional concession will make a large dent in the surplus the company would otherwise have at the end of the fiscal year, April 1.

Annual Re-union of Old Time Traveling Men.

The following committee of Old Timers met last Saturday: Geo. Abbott, Leo Caro, Con Broene, Dave Drummond, Sam Evans, John Millar, Walter Lawton, "Dick" Warner, D. N. White, and Geo. W. McKay, acting as chairman.

After some discussion they decided to hold the fifth annual re-union in the Association of Commerce dining room on Saturday, April 25, from 3 p. m. to 10 p. m., with banquet at 6 p. m. Price \$1.25 per plate.

Three hundred fifty invitations will be sent out at the proper time with card enclosed for making reservations. We are hoping to see at least 150 Old Timers and their ladies out to this re-union. Geo. W. McKay, Chairman.

Harry A. Brown, dealer in groceries and meats at 107 W. Railroad street, Dowagiac, renews his subscription to the Tradesman and says he does not want to miss a single copy.

Kalamazoo — Blanchard's Music Shop is now located in its new quarters, 175 East South street.