

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, APRIL 8, 1931

Number 2481

FOR A GOLDEN WEDDING

Young love is passion;
 Old love is peace;
 Such is love's fashion,
 Never to cease.
 Young love's a carol,
 Old love's a psalm;
 Child love is wild love;
 Old love is calm.

Young love is rapture;
 Old love is rest;
 Shy wings for capture;
 Deep heart for nest.
 Dawn love is silver,
 Wait for the west:
 Old love is gold love—
 Old love is best.

Katherine Lee Bates.

YOU CAN'T FOOL GOD!

You can fool the general public,
 You can be a subtle fraud,
 You can hide your little meanness,
 But you can't fool God.

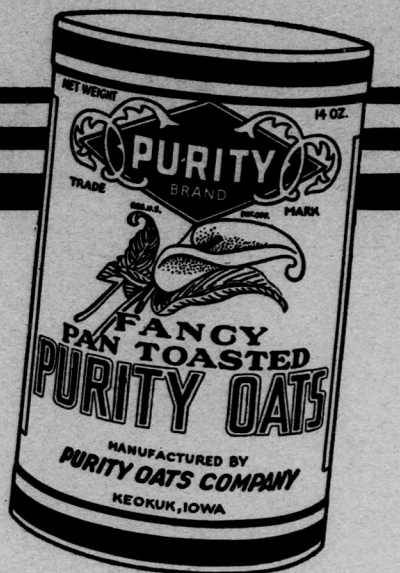
You can advertise your virtues,
 You can self-achievement laud,
 You can load yourself with riches,
 But you can't fool God.

You can criticize the Bible,
 You can be a selfish clod,
 You can lie, swear, drink and gamble,
 But you can't fool God.

You can magnify your talent,
 You can hear the world applaud,
 You can boast yourself somebody,
 But you can't fool God.

Grenville Kleiser.

Our
Exclusive Pan
Toasting
Process



—of milling assures your customer a sweet, flaky dish of oats, *entirely* free from the usual mush taste.

Purity Oats and Chest-O-Silver are the best buys on the market today for you—the independent grocer—because our rigid policy of selling no chain stores—no desk jobbers—and backing every package with a solid guarantee is your weapon against indiscriminate selling.

PURITY OATS COMPANY
KEOKUK, IOWA

WHEN

You have a customer buying

SEEDS

He expects you to furnish Seeds that

GROW

Reliable Seeds will produce more

PROFITS

“Pine Tree Field Seeds” are reliable

DISTRIBUTED BY
ALFRED J. BROWN SEED CO.

25-29 Campau Ave., N. W.

GRAND RAPIDS, MICHIGAN

This
POPULAR ITEM MEANS
MORE SALES

Thousands of housewives today are using ROYAL QUICK SETTING GELATIN DESSERT, because it offers them a delicious dessert in an interesting variety of 6 exquisite flavors.

Pushing this popular item will mean more sales for you. Delivered by Standard Brands famous twice-a-week system. You buy just enough QUICK SETTING GELATIN DESSERT for a short period. You have no large capital investment tied up and your stock is always fresh.

ROYAL Quick Setting GELATIN DESSERT

Distributed by

STANDARD BRANDS INCORPORATED

FIVE BIG REASONS Why you should push STANDARD BRANDS PRODUCTS

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

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES OF THE BAKER'S ART



for every occasion



Hekman Discuit Co.
Grand Rapids, Mich.

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

The Heart of the Summer Camp.

During the coming summer, there will be nearly three million of the Nation's boys and girls in summer camps—and of these many thousands will be in summer camps located in Michigan. Just why the organized camps for boys and girls have grown so rapidly and why they are becoming indispensable to the proper development of to-day's youth is an interesting story and one worth the telling.

Modern camping for young people has developed chiefly from military camping, and the hunting and fishing and outdoor life of the woodsman. In Michigan, the charm of Indian legend and tradition has associated itself with camp life, making a distinct contribution. The rapid growth of cities, coupled with the multiplication of inventions which tend to remove the need for home chores and substitute canned entertainment for the simple things of yesterday, the reduced need for the use of muscles and the increased demand for nervous exertion have emphasized the importance of direct contact with nature, trees, water, and fresh air, simple tasks and the enjoyment of the primitive which have been the conspicuous advantages of the summer camps. But strange to say, these obvious and outstanding advantages have obscured what is really the heart of the thing.

Certain it is that Johnny can get just as much fresh air and sunshine, just as much swimming and boating, and even as much horseback riding at a resort where his parents go, as at an organized camp. He can take just as long hikes, even sleep out of doors if he is so minded, at the family summer cottage. These out-of-doors enjoyments and the benefits they bring have often been regarded as the outstanding advantages of summer camps. While they are indispensable and necessary, yet if the summer camps offered no more than these features, they would not occupy the vital place which they do.

Grownups do not meet in clubs,

societies, dinner parties, and the like because they like the comforts of the meeting place and because of the deliciousness of the food. These, it is true, may be necessary and indispensable. Yet, underneath, there is a desire for social comradeship, the longing for association with one's peers. In a way, this symbolizes the real gist of the summer camp for boys and girls, with the added factor of freedom, which naturally comes with a life out-of-doors.

In a camp, the boys and girls are free from all meddling of parents and relatives. Directors and counselors become companions and comrades. Their rules are laid down by example just as much as by precept. Then again, the youngsters quickly conform to the camp code, and even sit in judgment upon one another. It is this contact with others of the same age that has taken the "wind" out of many a bully, and placed backbone into the spine of many a boy or girl who never did feel quite at home in a group before.

Camp managers have learned that young folks may be left to themselves to do many things, and that almost invariably, the youngsters will choose the right, when it affects others in the group. Cast upon their own responsibility, they are taught reflection and consideration of consequences. In a group, the youngster may make mistakes, but he suffers the results and learns his lesson.

This character training in camp goes on in an altogether unnoticed manner. The boys and girls themselves know nothing about it. The directors and counselors, however, observe it. Take for instance the case of "Billy"—the 10 year old boy about whom his mother wrote a letter to the camping department of the "Cosmopolitan." Says she:

"He begged for a light and almost nightly came on flying feet to my bedside, pursued by some ghost of the imagination. His fear of the water caused illness. Food held little interest for him. After one camping season, this boy arose to greet the dawn with a smile, plunged fearlessly into the lake for a swim and brought to the table a hearty appetite. He has acquired a knowledge of nature which does not come easily to the city boy. Our reading is often interrupted by "I learned that at camp."

This may be a somewhat extreme case, but it does illustrate the character building influences of camp, and the campers' influences upon each other. Take the case of a father who tells about his son in a recent issue of the "Red Book." This father had taken his son to the summer home for several summers, and his son was a normal boy in every way. Like many fathers, he looked upon camps as appealing to those who had children whom

they could not themselves control, or who lacked a suitable place to send them for the summer. Then a summer came when he could not get away, and the usual summer place was not available. He sent his boy to camp—at the end of the summer, he received a most pleasant surprise. Here is what this father said:

"I was amazed, as well as greatly gratified at the result. He was not only healthier and stronger than ever before, but he had gained abilities, the lack of which I had not previously felt; especially an agreeable ease and aptitude of companionship in a group; especially also a feeling for the rightness and in regularity and responsibility; and a love for the outdoors to a more pronounced degree."

To the average boy or girl, no banquet at the Book-Cadillac can compare with a roll and a bit of bacon burned black on the end of a stick. Why? The food surely tastes no better. But the child has had the fun of doing it from helping to gather the sticks for the fire, unwrapping the greasy package of bacon and spearing it with a stick on which it is burned until it is "just right." It is this joy of discovery of one's own abilities that is really the secret of the success of summer camps.

Wait until the camp has been in swing some three weeks before you visit it. Then rejoice in the enthusiasm of your son or daughter. Of course, not knowing about terms of honor, or inspection, or the things necessary to get high marks, your child will think you the "biggest rummy" on earth! But never mind, if you are wise, you will assume added density of ignorance. The discovery of your boy and girl that they are learning things you do not know gives joy. And fear not that this discovery will lead to snobbishness. If there is one thing that camp "takes out" of a youngster, it is snobbishness.

Thus, the main factors of a camp are really not the water and the trees, the boats, the horses and the food. Certainly, these are indispensable and necessary. But more important than these are the get-togethers of the groups, for songs, poems, and outings, and the evening campfire. More important still is the social enjoyment in a natural environment—the company of congenial people, and the learning of that truth that life must be lived with others. There is no joy equal to making someone else happy, and it does not take two days in a camp to teach the camper that. One must fit in and know how to make friends. Getting along with one's associates is the keynote of camping.

That is why the summer camps of to-day are gathering more and more of the country's youth. Certainly, they offer the physical benefits of

fresh air and sunshine, contact with nature, and the outdoor life which are a valuable antidote for modern civilization and city life. But more than that, and vastly more important than these, they teach boys and girls to like people and one another, to make friends and to be friends. After all, these are the best lessons any father or mother can give their youngsters: for in mastering themselves, they have made life's pathway that much the easier.

Jack Van Coevering.

To Select New Secretary.

President Bruske has called a meeting of the board of directors of the Michigan Retail Hardware Association to be held at the Olds Hotel, Lansing, Thursday noon of this week to consider an available candidate for Secretary to fill the vacancy caused by the death of Mr. Scott.

There appears to be a feeling on the part of some of the directors that the office of Secretary should be located at Lansing so as to be in a central position and that the men who are associated with the secretary in the exploitation of the work of the organization should live in or near Lansing, so as to be in close touch with the executive officer.

At this writing it looks as though there would be a full meeting of the directors and although final action may not be taken at the meeting to-morrow, preliminary discussion of the situation will be indulged in and possibly an adjournment taken for one week to complete the plans and work out the suggestion that a change of location might well be considered at this time.

Anti-trust Laws Revisions.

Modification of anti-trust laws will be possible next session if intelligent amendments are demanded by a sufficient number of business men, and if adequate proposals in the public interest are forthcoming. The American Bar Association and the National Association of Manufacturers held meetings to this end in Washington last week. Every trade association worthy of the name should consider the subject carefully before next December and offer Congress concrete suggestions for amending the Clayton and Federal Trade Acts.

Gabby Gleanings From Grand Rapids.

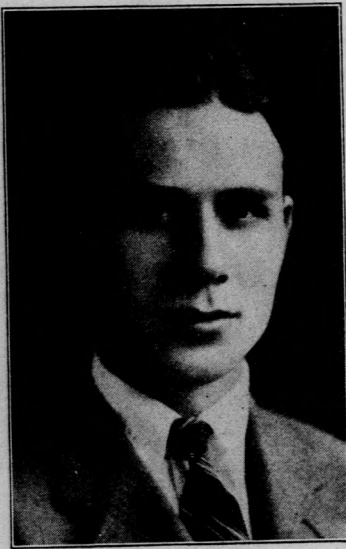
W. A. Gilleland has been placed in charge of the buying department of the Kroger Grocery & Baking Co. at Detroit. His title is Director of Purchases. It is the key of the operation in all the branches of the Kroger Co. since the buying has been decentralized and each branch does its own buying except on the major items, such as flour, sugar, butter, lard, etc. Until about six months ago all the buying was done at the general office at Cincinnati.

Personal, Interested Service at Hotel Detroit.

Lots of folks have been making remarks nowadays about some new outdoor billboards. "Hotel Detroit," they say, "under Knott management."

Of course, it's no news that Hotel Detroit is the newest unit as well as the Western outpost of the Knott Hotels Corporation. But what about that phrase "Under Knott Management"—what does that mean?

Some thirty odd years ago a New York family unobtrusively entered the hotel business in New York City. There wasn't very much publicity about it—it wasn't featured in the daily news. No one dreamed then of the real significance of that event. No one realized at that time that they were witnessing the birth of an organization which now owns and conducts more hotels than any other in the entire world—the Knott Hotel Chain. The family was made up of Mr. and Mrs. Knott and their three sons. The hotel was called the Judson, on Washington Square. It was just a small hotel, but



Schuyler Forbes Baldwin.

in one way it was unique. We speak nowadays of the remarkable trend of the times in bringing forth a building combining under one roof a church and a hotel. Strange partners, some may feel, but modern not at all. Years ago the Judson Memorial Baptist church on Washington Square entered into such a combination. It was here in the Judson church that Hotel Judson made its home.

Mr. and Mrs. Knott both felt that there was room in New York for a hotel founded on a bed rock of personal interest and personal service. And the results certainly justified their faith. The Judson thrived and prospered. Then came the Holley, also on Washington Square, and others soon followed. All on the American plan in the beginning.

From the first the entire family worked together. The three Knott brothers who are now in active command of the organization, which bears their name had their training in these formative years. "Personal, Interested Service," was no idle phrase with them. It was the keynote to their success as hotel owners and operators.

Hotel Judson, now one of the landmarks of old New York, is still a part of the Knott organization. It has become almost a tradition to every other hotel in the chain. As the group grew larger and larger, each hotel has had to measure itself up to standards set by the old Judson many, many years ago, Personal, Interested Service."

For a long time, in spite of a steady demand, Mr. Knott refused to consider possibilities outside of New York City. At last, however, the inevitable had to be met. Extension was necessary in order to keep up with the growth and reputation of Knott Hotels. And the challenge was accepted.

In 1930, there were Knott Hotels in nine cities outside of New York as well as twenty-five in the city itself. Among these were units in Albany, Pittsburg, Knoxville and Cleveland. All in all, embracing considerable territory.

Hotel Detroit is thus heir to a rich heritage. "Personal, Interested Service" holds just as true within the organization itself as it does between the individual hotels and guests.

When the management of Hotel Detroit was taken over by the Knott Corporation, a picked group of men, each of them expert in his own field, was selected to study the situation in Detroit.

For example, when it was thought that better results could be obtained in the restaurant if the location of the coffee shop was changed, this problem was put into the hands of the man who has supervision of all the restaurants in the chain—a man thoroughly versed and experienced in the problems incident to restaurant management. He went into the matter from A to Z, skipping no detail, and at last made his decision. The location was changed to the place he recommended. Certain features were stressed—5c coffee for example—a certain policy inaugurated, and the coffee shop was opened for business. There has been no question since then of the wisdom of his choice. It was sound. And tied up in it—inextricably interwoven in its very fiber is that same keynote—"Personal, Interested Service."

"Hotel Detroit — Under Knott Management." Well and good, but the news must be spread—folks must know of it. And so the man in charge of all the business promotion work for the entire chain was sent for. The problem was put before him. He analyzed it, he studied it from every angle, he formed a plan, comprehensive, complete, built it up, piece by piece, until each detail, each item, was in its proper place. And then he put this plan into operation. Letters went out, contacts were made, billboards erected, certain features stressed, certain things emphasized in a new way—free garage, such as on the billboards, to state one case alone. Yet, through it all, common to each different method, to each individual type, the same keynote rings out, "Personal, Interested Service."

After all, a hotel isn't a building alone. It is the atmosphere, the spirit in the place which makes a hotel what it is. Hotel Detroit is a beautiful home—the lobby second to none in the city. The rooms are good, too. Clean,

up-to-date with all the modern fixtures and, in addition, it has something, call it spirit, morale, or what you will, that intangible, indefinable reality which means home. For in back of everything, pervading everything is that ideal, old, yet always new—an ideal fostered by Knott management—"Personal, Interested Service."

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 6—The weather man surely made a hit Easter Sunday. The sunshine and mild weather gave the ladies a delightful opportunity to show their new Spring hats and Easter togs. The men also seemed to be supplied with new Spring attire. With all of the automobiles out it surely made the natives look as if prosperity was back in full swing. We must admit that our people are a lot of good spenders, which is a move in the right direction.

Fred Shaw has returned from Minneapolis, where he attended a business meeting of his house, the Gamble-Robinson Co.

W. W. Warra, who has been conducting a men's furnishing store on Ashmun street for the past several years, has discontinued business and will engage in some other line.

Perfection may never be reached, but it is worth reaching for.

Lake Superior is open for navigation this spring earlier than in any year since 1914. It is seldom the lake is open any time during March.

Samuel Gianakura, whose serious illness was mentioned in our column last week, passed away April 1. He was identified with the confectionery business here for the past twenty-nine years with his brother Christopher, in the American ice cream parlor.

The \$790,000 bid of the Connolly Contracting Co., of St. Paul, Minn., has been approved by the U. S. Government Engineers and has been sent to the contractor for his signature. The work calls for the deepening of the rock cut, twenty miles below the Sault. Work will start as soon as the ice is out of the river. The work is expected to take all of this season and part of 1932. The company has until December, 1932, to complete the work. It is estimated that about 500 men will be required to do the work.

The Ford Motor Co. has made additional purchases of 1,300 acres of iron ore lands in Dickinson county. The property was purchased from John Marsh, of Chicago, president of the Wisconsin & Michigan Railway Co., and a former resident of Iron Mountain. It includes a controlling interest in the Millie mine of that city.

A. H. Mann, peninsula division superintendent of the Soo Line Railway, with headquarters at Gladstone, is leaving for Enderlin, North Dakota, where he becomes superintendent of the Minneapolis-Portland division. The new post is the highest which can be reached on the Soo Line as division superintendent. James R. Branley, former trainmaster at Gladstone, more recently located at Bismark, North Dakota, succeeds Mr. Mann at Gladstone.

Did you ever know that the man who continually banks on his dignity soon overdraws his account?

The Northwoods Manufacturing Co. will operate the Manistique handle plant, formerly owned by the Thomas Berry Chemical Co., beginning April 1. Two machines are being placed in operation and thirty to thirty-five men will be employed. The prime movers in the enterprise are Charles R. Slining, of Gladstone, and Alex Robertson, of Masonville. J. F. Hollenbeck, of Manistique, is mill superintendent.

One of our Upper Peninsula county agents endorsed a note for \$75 last year for a farmer friend. It looks now as if the agent will have to pay it. This brings up the yarn about St. Peter, who was checking off the line at the pearly gates. He started a lot of bankers, dentists, lawyers and so on for the realms and said to the next in line, "What was your business?" "I was an Upper Peninsula county agricultural agent," said the newcomer. "Come on in, boy," replied St. Peter, "you've had hell enough."

A report from the game wardens and woodsmen from Newberry that wolves are killing deer in the McMillan yards this week indicate that wolves are on the increase in this locality. The game wardens are mapping out a campaign of extermination.

William G. Tapert.

The social engagements a husband makes for his wife never seem to turn out very well.



The Michigan Tourist and Resort Association permits Michigan people to give publicity to some of their very much worthwhile activities in the show window of its store in Chicago. Here is what the Fremont Canning Co. showed one week recently.

Good Time To Eliminate Friction.

Ann Arbor, April 6—The Ann Arbor convention committee are of the opinion that this, the thirty-third annual convention of the Michigan Retail Grocers and Meat Dealers Association is to be one of the best and largest ever held within the State.

We will have during this convention the largest number of retail grocers and meat dealers from the Southeastern section of Michigan ever having attended a convention of this nature. It is our expectation that an unusually large number of Detroit men will be present.

It is my hope that this convention will tend to build up a membership in the State Association equal to that of years gone by, which I understand was at one time eighteen hundred in number. I also believe that the thirty-third session will go far toward uniting the grocers and meat dealers, and getting unified action for their line of endeavor in the State of Michigan. As you are well aware, there has been considerable friction within the State organization as well as friction with other State organizations.

A more opportune time was never at hand to smooth out some of the difficulty which this organization has faced in the past few years. The writer believes that the Ann Arbor Association will, as a body, try to do their utmost to build up and promote the State

organization to a higher level, with one purpose in mind, betterment of the grocery and meat business within the State of Michigan.

With the above in mind, we extend again a hearty welcome to all retail grocers and meat dealers in the State of Michigan to attend the 1931 convention.

Leigh H. Thomas.

New Medium For Commercial Exploitation.

New Advertising Media: The Department of Agriculture is putting out a two-reel motion picture showing how prunes are grown and handled, and how they are marketed co-operatively; a bureau of the Department is devoted to work of this kind. Many industries and large distributors are now using motion pictures as a means of promoting public interest in their operations and products. Motion picture theaters are accepting pictures of this kind as part of their programs. It is evident that we are well on the way to development of a new medium for commercial exploitation. The radio, enlarging the range of our ears to all parts of the world, has taken a definite place in this field through the agency of the spoken word. The film, extending our faculty of observation by sight, is adding still another facility to the means of attracting the attention of possible buyers of goods. Some publishers, whose stock in trade is the printed page, view these accessions to advertising media with dislike. They fear that any departure from the older

forms of advertising, by taking a part of the advertising appropriation, will cut down the publisher's share. This view, we believe, is mistaken. The experience of most large advertisers is that the new advertising media are useful mainly in energizing the older media. The average man or woman whose ear or eye has been caught by the fleeting word or picture responds more readily to a printed account of what has been heard or seen. The impulse of desire may be aroused by the passing show; the published details are needed to give this impulse practical effect. Temporarily new advertising media may tend to spread out the appropriation. In the long run, if they are sound, they can only enhance the value of the advertising medium which does the job completely.

Periods of Depression Present Unusual Opportunities.

The distressing period which made itself acutely felt in October, 1929, and now seems to be drawing to a close has tested business management with unusual severity. We know now better than ever that qualities of leadership which serve admirably in prosperous times are not always to be depended on when conditions are adverse. Many concerns that won encomiums for success when success was easy failed to hold their own when difficulties beset them. The reasons for this are not obscure. Business is as subject to emotions as other affairs of life. When hope is in the ascendant creative faculties have free rein; decisive action is natural and

native energies have full play. A clouded outlook inspiring fear is repressive; it checks creative instinct, begets irresolution and hampers constructive effort. Business management that makes the best of a bad situation frees itself from the trammels of personal feelings and keeps its mind on fundamentals. It adjusts its affairs to prevailing tendencies and looks for guidance in immutable facts that lie beneath the surface. To business management of this character periods of depression present unusual opportunities. Pursuing the even tenor of its way, it keeps headed toward a plainly seen goal whether its progress is fast or slow, looking to the causes rather than to the occasions of change in pace.

New Items Bolster Electrical Sales.

In an attempt to overcome the seasonal slump in sales usually occurring in April, manufacturers of electrical household appliances are bringing out a number of new items to attract trade. Improved models of percolators, toasters, waffle irons and other products will be shown to buyers this week. Among the new items is an electric kettle designed to meet the requirements of dwellers in small apartments. The kettle, which is equipped with a thermostat controlled heating unit, is designed to retail around \$7.50. Although a few jobbers have been in the market looking for electric fans and other Summer items, little business has been booked in that division.

The merchant who runs his business by guess generally guesses wrong.

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

MOVEMENTS OF MERCHANTS.

Rochester—Paul E. Bedell will open a men's furnishings store at 330 Main street.

Grand Rapids—Fire in the Hoffman department store in Creston Heights, April 4, entailed a loss of \$12,500.

Detroit—The Colonial Department Store, 25 State street, has increased its capital stock from \$200,000 to \$450,000.

Detroit—Richard Klein Hairdresser, 550 Washington Arcade building, has changed its name to Richard Klein, Inc.

Homer — Fire destroyed the store building and clothing stock of H. E. Shear, entailing a loss of about \$20,000.

Grand Ledge—Fred Wareham and Robert Rogers have engaged in the cigar and tobacco business in the Granger building.

Albion—L. D. Gray, formerly of Jackson, has purchased the Albino Fish Market, 109 West Porter street and taken possession.

Ludington—Wyat & Son, of Bass Lake, have engaged in business at 318 South James street, dealing in electric refrigerators, Pyrofax, etc.

Hillsdale—W. F. Munk and Harry A. Smith have engaged in the furniture business at 6 South Howell street under the style of the Munk & Smith Furniture Co.

Charlevoix—H. A. and J. Dahlquist, recently of Cadillac, has opened a five-cent to a dollar store in the Birnkrant building, under the style of the Bargain Store.

Fremont—The Stowe-Peterson Lumber Co. has been incorporated to deal in lumber and building materials with a capital stock of \$25,000, all subscribed and \$5,000 paid in.

St. Clair—Arthur John Trolley, 79, died at his home following a short illness. Mr. Trolley conducted a retail boot and shoe store here for the past seventeen years.

Detroit—The Central Cigar Shops, 304 West Lafayette boulevard, one of a chain, has been incorporated with a capital stock of \$25,000, \$3,000 being subscribed and paid in.

Flint—Hamady Bros. have opened the eleventh store of their chain here. It occupies a double store 60 feet wide and 125 feet deep and is located at 3313 South Saginaw street.

Howell—Henry H. Wines has purchased the interest of his partner, Floyd Weeks, in the drug stock of Wines & Weeks and will continue the business under his own name.

Flint—The Flint Refrigeration Co., 406 North Saginaw street, has been incorporated to sell electrical refrigerators with a capital stock of \$25,000, \$7,000 being subscribed and paid in.

Mt. Pleasant—The Mt. Pleasant Sugar Co. has been incorporated to deal in sugar and sugar beets with a capital stock of 10,000 shares at \$10 a share, \$90,000 being subscribed and paid in.

Hamtramck — The Conant-Caniff Hardware Store, 11303 Conant avenue, has been incorporated to conduct a retail hardware store with a capital stock of \$5,000, all subscribed and paid in.

Traverse City—The Gronseth Shoe town business district, opened in the store, the newest addition to the down-

City book store building. Conrad A. Gronseth, of Suttons Bay, is proprietor.

Detroit—The Wondersign Corporation, 7763 Mack avenue, has been incorporated to deal in signs and advertising novelties with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Detroit—The E. H. Rowley Co., 1422 Woodward avenue, has been incorporated to manufacture and deal in artificial limbs, trusses, etc., with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Standard Fruit Co., Inc., 1852 Napoleon street, wholesale commission merchant, has been incorporated with a capital stock of 1,500 shares at \$100 a share, \$124,500 being subscribed and paid in.

Lansing—J. H. Dancer, Stockbridge, president of the D. & C. Stores, has leased the Scofield building, 200-202 East Grand River avenue and will occupy it with a D. & C. five-cent to a dollar store about May 1.

Lansing—B. A. Stickle, Inc., 1804 Capital Bank Tower, has been incorporated to deal in beans, grains, etc., as broker and jobber, with a capital stock of \$25,000, \$10,000 being subscribed and \$2,500 paid in in cash.

Saginaw—Porter Drug, Inc., 623 East Genesee avenue, has merged its retail drug business into a stock company under the same style with a capital stock of 10,000 shares at \$1 a share, \$2,000 being subscribed and paid in.

Detroit—Nicholas Kappaz, grocer at 14507 East Jefferson avenue, has merged the business into a stock company under the style of the E. Kappaz Grocery, Inc., with a capital stock of \$15,000, \$4,000 of which has been subscribed and paid in.

Detroit—The Vito Chemical Corporation, 3423 Barlum Tower, has been incorporated to deal in drugs and chemicals at wholesale and retail with a capital stock of \$25,000 preferred and 5,000 shares no par value, \$1,000 being subscribed and paid in.

Detroit — Gailwood-Hopkins, Inc., 3903 Nottingham Road, has been incorporated to manufacture and deal in wood, paper, metal and fabric products, with a capital stock of 1,800 shares at \$10 a share, \$18,000 being subscribed and paid in.

Kalamazoo—Harry Velleman, formerly of Kalamazoo but recently of Hannibal, Mo., has leased the store at 114 North Burdick street and is remodeling and redecorating it preparatory to occupying it with a stock of women's ready-to-wear garments.

South Haven—Orlinsky Bros., 423 Phoenix street, dealers in groceries, meats and other food products, have merged the business into a stock company under the style of the City Grocery, Inc., with a capital stock of \$15,000, \$10,000 being subscribed and paid in.

Brighton—Ira W. Case & Sons, are conducting a closing out sale of the entire stock of dry goods, shoes, etc., preparatory to retiring from trade. The store was founded by the late Ira W. Case in the early fifties and since his death has been conducted by his two sons.

Owosso—The Knitting Mills Store, Main and Park streets, has been reopened under the style of the Knitwear Store, with practically the same stock as was carried prior to its closing several weeks ago, according to the announcement of the new proprietor, C. A. Storres.

Bangor—Barney Melnick, trading as Bangor Bargain Store, has been adjudicated bankrupt following involuntary bankruptcy proceedings. Assets, including stock valued at \$6,000, are listed at \$6,389 and liabilities at \$8,077 in schedules filed in U. S. District Court at Grand Rapids.

Marine City—It was revealed here when the will of Arthur J. Scott, Marine City merchant, who died a week ago, was filed in probate court by his widow, Mrs. Mary Scott, that he had left an estate valued at over \$52,000, of which all but \$2,000 is personal property. The will specifies that the estate shall revert to four sons and a daughter upon the death of Mrs. Scott, who is left life use of the estate.

Kalamazoo—Twenty-seven jobbing concerns have signified their desire to participate in a series of friendship tours, promoted by the wholesalers bureau of the Chamber of Commerce. That fact was brought out at a luncheon session of the jobbers, held last Friday at the Columbia Hotel. There are still eight concerns which are considered prospects, and some of these are certain to be added to the list.

New Buffalo—A. F. Bliesmer, for forty-seven years in the shoe and men's furnishings business has sold his stock and store fixtures to John Wener, of Chicago, who will conduct the store during the summer at least. Mr. Bliesmer, who is 73 years of age, will retire from trade. Lorenz P. Bliesmer, son, who has managed the business since 1918, will now devote his entire attention to his real estate, insurance and notary business.

Redford—The Redford Public Market, with ten different merchants catering to the public, providing flowers, confectionery, cigars, fruit, meats, fish, baked goods, dairy products, groceries, delicatessen and soda fountain service has opened for business in the Leech building which has been thoroughly remodeled and equipped with the latest and most modern fixtures and equipment, at an estimated cost of \$35,000. Melvin Robinson is general manager.

Ferndale—B. F. Wiegand, former vice-president and cashier of the closed Ferndale State Bank is working hard on a plan to re-organize and open the bank. Substantial progress has been made in the pledging of the \$100,000 necessary. It is proposed to take over the sound assets and deposits of the old bank which was in a position to pay all its depositors dollar for dollar. Mr. Wiegand states, if it had not been handicapped by those who became panicky.

Prescott—The Farmers' Exchange Bank, a private institution, capitalized at \$12,000, has been placed in the hands of the First National Bank of Bay City, as receiver. It appears that the assets will be sufficient to take care of all the liabilities but that it will take some time to work out the difficulties,

principally "frozen" farm paper. It has been announced that the Samuel N. Weinberg Mercantile Co., which conducts stores at Prescott, West Branch, Twining and Omer, is not involved in the receivership. The stores are said to be in A1 condition and will continue as in the past.

Manufacturing Matters.

Manistee—The Hardy Salt Co., St. Louis, Mo., has purchased the plant of the Michigan Tanning & Extract Co. and will manufacture chemical by-products.

Grand Rapids—The Hoekstra Ice Cream Co., 1600 Jefferson avenue, S.E., has increased its capital stock from \$100,000 and 50,000 shares no par value to \$250,000.

Albion — At the regular monthly meeting of the directors of the Albion Elevator Co., a cash dividend of 25 per cent. on the capital stock of the company was declared.

Grand Rapids—DeKruif & Co., 944 Grandville avenue, has been incorporated to do general manufacturing with a capital stock of \$50,000, \$30,000 of which has been subscribed and paid in.

Lansing—Joseph L. Boyer and John M. White have acquired the plant and stock of the Lansing Products Co., 403 East Shiawassee street, and will continue the business under the style of the B. & W. Candy Co.

Dearborn—Laing & Co., 2431 Dunning avenue, has been incorporated to manufacture and sell sewing boxes, kits, and other novelties, with a capital stock of \$15,000, \$13,560 being subscribed and \$5,460 paid in.

Traverse City—The last unit of the Hannah & Lay Mercantile Co. has changed hands with the purchase of the Hannah & Lay hardware stock by Gordon C. Pharo, who will conduct the business under his own name.

Detroit — The Wolverine Saw & Knife Co., 6501 Mack avenue, has been incorporated to manufacture and sell chisels, saws and other tools with a capital stock of 5,000 shares at \$1 a share, \$4,000 subscribed and paid in.

Lake Odessa—The Lake Odessa Canning Co. has about completed its acreage contracts for the coming year, according to the general manager, Walter J. Reed, who reports 800 acres of peas, 830 acres of sweet corn, 250 acres of string beans, 250 acres of lima beans and 300 acres of red kidney beans have been contracted and that there will be some additional acreage from individual plantings not under contract.

Traverse City—The Traverse City Canning Co. has begun the erection of a canning plant across the street from its cherry cannery on Lake avenue. The new plant will be constructed and equipped at a cost of about \$20,000, Clayton Lardie, secretary of the company, said. The building will be devoted exclusively this year to the canning of stringless beans, although in coming years the company expects to expand into the canning of beets, carrots, pumpkins and other vegetables. For the first year the company will be content with the production from 100 acres of beans now under contract in the vicinity of Grawn, Kingsley and Mantou.

Essential Features of the Grocery Staples.

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

Canned Vegetables—The firming up of California spinach was a feature of the week, although not entirely unexpected. It has been predicted that an appreciable amount of the small acreage this year would turn color, thus making it unfit for canning purposes. This is what happened and Southern California prices were affected. Eastern pack vegetables are unchanged. The price structure is well maintained, although there were some soft spots apparent. Buying is restricted to small lots as usual.

Dried Fruits—From California continued reports of confidence are heard, even with a fractional easing off of medium and small sized prunes. The raisin pool has definite control of that item, and will advance the price periodically, as much as the market will bear without halting the movement of raisins into consuming channels. Northwest prunes are down to around 1,000 tons, and these are very closely held. The future market for evaporated apples appears to be more favorable, as demand from Europe has created an outlet which has absorbed the low-priced New York State surplus and has left unsold stocks in both the East and West in a position to clean up at better prices. Apricots, peaches and pears are practically all gone. Very few packers have any fancy grades to sell, and those who have are holding them for the usual premium which scarcity insures. There was a slightly easier tendency in choice apricots recently, but not enough to disturb the confidence of shippers. Prices here are attractively based for the buyer. In view of the situation in the primary markets, there should be little fear of lower quotations on any item, but the prejudice against building up inventories which seems to be general at this particular time keeps shelves and warehouses lightly stocked.

Canned Fish—The low price quoted on sockeyes has been effectual in stimulating this variety of salmon throughout the winter also, until at the present time unsold stocks are comparatively moderate. Chinooks have suffered, of course, by the wide differential between them and sockeyes when the price on the latter was lowered. At the present time a survey of present conditions and future possibilities of Chinook salmon is under way in the large distributing districts of the country and upon the results of this survey, Columbia River cannery will base their plans for production in the coming season. Prices to fishermen will probably be revised and other economies effected to restore Chinooks to a more favorable competitive level.

Nuts—In the unshelled nut group, stocks are so closely cleaned up that there are no price fluctuations. Only a small surplus of California walnuts and almonds remains to be sold and these nuts are finding their regular outlets. The shelled almond market is very firm abroad. Apparently, Spanish shippers are practically cleaned up as offerings from the producing districts in that country have almost

ceased. Italy is firm with a tendency to go higher, owing to storm damage in the Northern part of the country to the new crop. Levant shelled filberts have reacted upward as a result of storms in Turkey. All primary walnut markets are firm. Manchurians are exceptionally scarce, and may not last in some hands until new arrivals. French shippers are still advancing prices on such few offerings as they make to this country. Shelled pecans are moving in a moderate way to regular trade outlets.

Rice—Trading in rice underwent no change here during the past week, as the trade is determined on its policy of small-lot buying. Stocks are not very heavy here and there is little likelihood of price changes. In the Southern producing states the situation continues to be controlled by the growers. Supported by the Farm Board, they are holding the balance of their stocks for what they believe adequate prices. Short grains of the better grades are only in moderate supply, while all long grains are scarce and closely held.

Sauerkraut—A very poor demand is reported. With stocks large prices continued to show losses. Bulk kraut was offered to wholesalers at as low as \$4.50, according to reports.

Vinegar—Although suffering from the usual seasonal slump in demand dealers remarked the business for the first three months of the current year was much ahead of the same time a year ago. Quotations were unaltered.

Review of the Produce Market.

Apples—Current quotations are as follows:

Spies, A Grade	\$3.00
Spies, Commercial	1.85
Spies, Baking	2.50
Spies, Fancy	4.00
Baldwins, A Grade	2.50
Baldwins, Commercial	1.60
Jonathans, A Grade	2.40
Jonathans, Commercial	1.60
Starks, A Grade	1.85
Starks, Commercial	1.50
Cooking Apples, all varieties	1.25

Western apples command \$3 for Delicious and \$2.75 for Winesaps.

Bananas—4½@5c per lb.
Beets—65c per bu.; new from Texas 80c per doz. bunches.

Butter—The market is 1½@2c lower than a week ago. Jobbers hold 1 lb. plain wrapped prints at 27½c and 65 lb. tubs at 26c for extras and 25c for firsts.

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

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

Cauliflower—\$2.75 per crate of 12.

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 per doz.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	\$4.10
Light Red Kidney	10.00
Dark Red Kidney	10.50

Eggs—Jobbers pay 18c for strictly fresh.

Grapefruit—Marsh Seedless from Texas is sold as follows:

54	\$4.00
64	3.75
70	3.75
80	3.50

Extra fancy sell as follows:

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

Choice is held as follows:

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

Bulk, \$3.25 per 100 lbs.

Green Onions—60c for shalots.

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate	\$3.75
Imperial Valley, 5s, per crate	3.75
Hot house leaf, in 10 lb. baskets	1.00

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

360 Sunkist	\$5.75
300 Sunkist	5.75
360 Red Ball	4.75
300 Red Ball	4.75

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, \$4.50 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—22c per pint for Louisiana 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

Fall Woolen Colors Announced.

Advance swatches of forty-eight colors shown on the 1931 Fall Color card for the woolen industry were sent producers this week by Margaret Hayden Rorke, managing director of the Textile Color Card Association. Outstanding in the new group of colors are a number of shades interpreting the French colonial motif. Several shades of brown, gray in cast and shading almost to black, are featured. Yellow and ruddy browns are also represented. Rust, deep reds, greens, blues of the navy types and several interpretations of beige are included.

Practices Not Condemned.

Simplification and uniform cost accounting have not been questioned, in their economic application, by any of the recent anti-trust suits brought by the Government. This is contrary to reports that the Department of Justice and Commerce are at odds over the adoption of the practices. It is only the illegal use of simplification and uniform cost accounting in some form of price-fixing that has been condemned.

Fruit of Loom Muslin Advanced.

Fruit of the Loom muslin has been advanced ½c per yard to 14½c. The new price covers deliveries for May and June. The last previous advance by this company was made on Nov. 1, when a similar rise of ½c was put into effect. Bleached muslins have shown a decidedly stronger tone during the last two weeks, with firmer prices on the four-quarter styles.

In the Shadow.

Can I fight another day?
No—I cannot;
Oh! I pray
Let this sorrowing depart
It is crushing so my heart.
Take, Oh! Take this grief away
Help me! Help me!
Lord to-day.

Seeing?
Yet I cannot see
Why this happened thus to me
Did I not his hopes approve
Cherish them with fervent love
As becomes a happy wife
For was he my very life.

But if blind this sorrow be
Oh that!—I had eyes to see
Meanings
Which afflictions heard
In this mystery—Oh Lord;
For I cannot
I cannot say
My beloved has gone away.

Let one ray of hope shine through
Till shall burst in fuller view
That great sunbeam
From the heart
Of the Father
To impart
Yet a blessing—yea begun
As we say: "Thy will be done."

So, dear Master
Lead us on
Yet together
Loves have won
Then their greatest victory
When apart
They hence shall be
Purer
Deeper
Constant still
As we bow beneath Thy will.
Charles A. Heath.

Success of opera singers is usually better pronounced than their names.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Representing that he is a descendant of the family of the late President James Madison, that he is a distinguished physician and that a device of his invention has unusual healing qualities, Dr. Rodney Madison, president of Dr. Rodney Madison Laboratories, Inc., Indianapolis, is the recipient of an order from the Federal Trade Commission.

Madison is directed to discontinue advertising in connection with the sale of his magnetic device called "Vitrona", that, when applied to the human body, it will cure or help cure diseases or has "any curative or therapeutic value, action or effect whatsoever."

The Vitrona consists of a small circular belt containing 600 turns of insulated copper wire and covered with leather or rubber. There is a connection with a "control" box and with the electric light current in a house. The control box is said to regulate the strength of the magnetic field created by "Vitrona".

That the box does not control the magnetic field strength, but is a mere subterfuge to promote the sale of the article, that "Vitrona" is incapable of transmitting sufficient energy to the human body to be of therapeutic value and that it will not cure by magnetism nor aid in the treatment of diseases, are the chief findings of the Commission.

It was advertised that the device would cure or benefit such diseases as high blood pressure, rheumatism, neuritis, goiter, constipation, varicose veins, kidney trouble, eczema, nervous disorders, asthma, stomach trouble, insomnia, neuralgia, ulcers, bronchitis, tumors, prostate troubles, and pulmonary tuberculosis.

Dr. Madison is also ordered to stop the following representations: That the magnetic field of the device magnetizes any part of the body or sets up electric currents therein; that the device is based upon or makes practical application of biological, chemical or electrical discoveries and theories of well known scientists; that Dr. Rodney Madison is a graduate of a college of medicine and surgery or holds a degree of Doctor of Medicine or is an experienced or skilled physician or that he has had a long, honorable career as physician or that he is a noted inventor or is a descendant of the family of the late President Madison.

The artificial coloring of beads used in women's necklaces is involved in an order of the Federal Trade Commission to I. Shainin & Co., New York dealers in art goods, who are directed to cease selling as "Rose Quartz Beads" beads that are dyed or artificially colored, unless the fact of such coloring is properly designated.

Beads cut from rose quartz and having a natural rose color have been sold for years for use in women's necklaces. The term "Rose Quartz" has come to signify to the trade and public the type of bead cut or carved from rose quartz having a natural rose

color not heightened or deepened by artificial means.

Subsequent to issuance of the Commission's complaint, the company abandoned the designation "Rose Quartz Beads" and adopted the practice of describing its goods as "Rose Quartz Beads Artificially Colored" as is now called for in the Commissioner's order.

The order is the result of an agreement between attorneys for both the Commission and for the respondent and approved by the Commission. Testimony and evidence had been introduced following issuance of the Commission's complaint. It was then stipulated that introduction of further evidence on behalf of either party, as well as report of the trial examiner, briefs and oral arguments, would be waived and the Commission would proceed to file its report setting forth its findings and conclusions and to issue an appropriate order to cease and desist.

Michigan Has 10,350 Grocers.

The vastness of Michigan's business is shown in the R. L. Polk & Co., Michigan State Gazetteer and Business Directory which is now being distributed to purchasers.

Included in the thousands of business establishments in the State are 10,350 grocers, the directory shows, while 5,520 restaurants are listed.

Do you know how many apartment houses there are in Michigan? According to the directory there are 2,645. And how many clergymen are there in the State? No less than 2,320, the directory shows, while other interesting facts are revealed through an examination of the book: Contractors, 8,840; drug stores, 2,415; lawyers, 4,500; physicians, 5,375; real estate agents, 6,325 and shoe repairers, 2,070.

Glancing down the list in the directory the following additional facts are revealed: 160 classified advertising agencies are in existence in the State; there are twenty airports; 140 art studios, 100 booksellers; 105 cemeteries; 690 cigar stores, 920 hotels, 825 movie theaters, 805 radio shops and 230 well-borers.

The directory states that 5,060 barber shops now are doing business throughout Michigan while only 1,725 beauty shops are operating. In the State there are 2,760 dentists engaged in caring for Mr. Citizen's teeth while 4,025 confectioners fill the State's "sweet tooth." A like number of gas stations fill the tanks of Michigan cars, according to the new publication.

There are 2,300 general merchandise stores supplying the needs of the housewives of the State while another interesting statement made by the directory is that 810 blacksmiths still do business. Harness dealers and repair men to the number of 200 also are engaged in business in a State which has made automobiles for the entire world.

The gamut of modern business is run in the State, the directory shows. Included in the list are four commercial alcohol dealers who are in business in Michigan; there are two bathing suit manufacturers; two bead dealers; one catalogue compiler; one chair renter; three dog food manufacturers; three

doll hospitals and fifteen tree surgery firms.

Annual Meeting of Albion Business Men.

Albion, April 6—At the twentieth annual meeting of the Albion Business and Professional Men's Association A. H. Dew was elected president to succeed Carl E. Mounter. Other officers chosen for the ensuing year were: J. C. Bédient, vice-president; E. Floyd Hoaglin and F. S. Moore, re-elected secretary and treasurer, respectively, and Ralph R. Bullen, member of the board of directors for three years.

During the meeting which followed a dinner, the reports of the secretary and treasurer were submitted and approved. In his report, Secretary Hoaglin outlined the activities in which the Association had participated during the last year. The most important of these were dairy day, the sponsoring of an Albion float in Marshall's centennial parade last July and the annual merchants' Christmas activity. In regard to this latter event, it was reported that \$95 in unclaimed prizes had been given to the social service committee of the Albion Federation of Women's Clubs for charitable purposes.

Among the services rendered by the Association, according to Mr. Hoaglin's report, were the furnishing of credit ratings of Albion residents to the eighty members of the organization, assistance in locating Albion people, aid in the collection of bills and the answering of some 1,800 telephone enquiries regarding the credit rating of local individuals. Many of these calls were received from non-members of the Association both in this city and elsewhere, the report stated.

In concluding the meeting, a discussion of local transportation of freight was discussed. It was the opinion of several members of the Association that the growing tendency to receive freight shipments by truck rather than by train was depriving Albion draymen of business they formerly received. No action resulted from the discussion. The matter of the sale in this city of bread made in other places was also discussed, but likewise no action was taken.

Don't try to tell so much about what you are selling that the prospective buyer becomes confused. Make your points few and make them clear and strong.

Home Delivery of Freight Started.

Iron Mountain, April 6—Arrangements for door-to-door package freight service between certain Illinois, Wisconsin, Minnesota and Michigan points on the Chicago and Northwestern railway, affecting all communities served by the company in its Northwest system, will go into effect May 1.

O. Ellingson, local agent said today he has received orders to make the necessary arrangements here.

"The new system of door-to-door freight delivery," Mr. Ellingson said, "will be handled by some local drayman, on contract, direct from our freight shed to the store or office of the individual to whom the goods are consigned. Contract forms are being made up in the Chicago office for that purpose, and the local drayman will contract to handle the service on an annual basis.

"Local business men wishing to subscribe for the delivery service have only to designate that fact in ordering their merchandise, and the small added charge will be made on the invoice for the goods. The rate, according to the announced schedule, is five cents per hundredweight.

"There will be some business houses, no doubt, which will continue calling for their own freight, as in the past, but others, we believe, will be glad to avail themselves of the new service."

Chaos in Oil Industry.

Oil industry representatives, to the number of about 150, meeting last week Tuesday with the Federal Trade Commission to protest against the discarding of the rules of the recent petroleum trade practice conference, disclosed that many hundreds of small and some large operators will be put out of business if certain present practices are not eliminated. In explaining the greatest evil of the industry, the first spokesman explained that, due to overexpansion, overproduction and depressed conditions, petroleum distribution is being conducted like the brewery business before prohibition. By leasing stations, furnishing equipment and stock and offering rebates and other inducements, the distributors have put thousands of irresponsible people in business, and without investment on their part. The result is chaos in the industry.



Window Trim in the store of A. Hartsema, 826 No. Wood St., Muskegon

There are many grounds for anxiety as to the future of America. That I fully admit. All the same, I am as certain as I am that the sun will rise to-morrow, that they will be surmounted. I hold with Walt Whitman that the future of America is to be spiritual and heroic.

Your materialism is superficial; your nobility of soul is fundamental.

Your greatness rests not in your amazing natural resources, your minerals, your oil, your virgin soil, but in the energy and enterprise of your people. It is your valor of mind and character and your millions of sane, God-fearing, steadfast homes that will prove your salvation. In that sign you will conquer.

I have no fears, then, as to the future of America, and I put no limits to her prosperity. She wants to conquer, no doubt, but only by the arts of peace, not by those of the sword. She wants to help nations, but she wants also to maintain her absolute independence. Exactly how she is to accomplish both her wishes is up to her to tell, not up to me; but that she will accomplish them I do not doubt.

J. ST. JOE STRACHEY
Editor London Spectator

MUCH MORE BUSINESS DONE.

In a summary of the operating and financial statements of fifty of the largest general merchandise chains and department stores doing more than \$2,500,000,000 of business last year, John Guernsey, in charge of the retail distribution phase of the last census and formerly manager of the retail Controllers' Congress, has reached several interesting conclusions. His analysis shows, for instance, that in their past fiscal year these stores sold \$6.60 of goods for each \$1 invested in "closing" stock, as against only \$5.60 in 1929, which he takes to indicate that stocks are now considerably lower than is accounted for by the decline in price levels.

He points out, however, that this interesting conclusion would be more significant if it were possible to determine any factor with which to compute the extent to which stocks are depleted.

Further on in his analysis he points out that the average decrease in dollar-sales during the first quarter of 1931 apparently will not exceed 8½ per cent., "which correctly reflects the fact that well-managed retail stores are actually doing 5 to 6 per cent. more business this Spring than they did a year ago." Believe it or not, he adds.

Recently there has once more broken out among manufacturers and other sellers the complaint that retail stocks are being "starved" and that more liberal purchasing should be done. Perhaps the store statements do reflect this condition to some degree, although the reduction must be between 15 and 20 per cent. under a year ago before anything but a price decline is indicated. Between these percentages the physical volume of inventories would be about the same as a year ago.

Then, again, it must be remembered that progressive stores are pushing the "best sellers" more than ever, which means restricted stocks, although it should also mean more frequent orders. Producers who are shaping their operations to this retail policy probably find that orders are smaller but that they are running into larger volume in the aggregate.

OUR TRADE WITH RUSSIA.

There has always been something ironical about our trade relations with Soviet Russia. Statistics for the past year bring out this fact even more noticeably than is usual, for while we refuse to recognize the Communist regime and flirt with the idea of embargoes on Soviet goods, Russia was the one country in the world whose purchases of American products increased to any considerable extent. The Soviets spent more money here during the last fiscal year than in any other country, not even excluding Germany, and have now become our third best customer.

In view of these developments, it is not surprising that the State Department has undertaken to make a thorough survey of Russian affairs. This growing trade is an important item in our foreign commerce and we cannot possibly afford to be rushed into any hasty action on the exclusion of Russian goods from this country without knowing just what we are doing. In

comparison with our exports to that country our imports seem almost negligible, and to disturb the market for our exports in the interest of the small group in this country which feels itself subjected to unfair competition by Russian forced labor would be a highly questionable policy.

It is sometimes argued that the Soviets' need for American products is so great that Russia will continue to buy here even though we raise the barriers against her own exports. But this is short-sighted reasoning. For the time being the exigencies of the Five-Year Plan may force Russia to buy in the American market, but our trade rivals may be counted upon to make the most of any restrictions we enforce against Soviet goods and to urge Moscow to buy where it can also sell.

Soviet Russia fills too large a place in world economy for the United States to be able to ignore its foreign trade. We need all the information we can obtain on actual conditions in the Communist state and on the basis of such facts must adopt and follow a definite commercial policy.

DRY GOODS CONDITIONS.

Hampered by unfavorable weather earlier in the week, retail sales spurted ahead toward the close of last week and, considering general business conditions, were regarded as fairly satisfactory for an Easter season in the midst of a depression. Since dress accessories were in the most active demand, the retailers hope that the post-holiday period will offer them opportunities for making larger sales.

In some sections of the country the stores have agreed not to start sales for another week or two, but this movement is not general and most concerns will launch immediately what they prefer not to call "sales," but "promotions." These will embrace apparel offerings principally, although home furnishings will also figure. Specially made merchandise and not job lots will be combined with clearance goods.

Spotty reports have been received so far on March results, and it is likely that the sales average for the country will not be much, if anything, over a year ago, despite the early holiday. The largest mail-order-chain system for its four-week period ending March 26 reported a decrease of 6.8 per cent. The total sales were fractionally below those for the previous period.

While the wholesale merchandise markets finished up an Easter business which was only fair, there was cause for congratulation in many lines that few surpluses exist. The clean condition of the markets means that manufacturers will be able to ask prices which will allow them profits instead of having to sacrifice stocks.

PRICES ADVANCING.

Start of the second quarter brought few major developments in business, but basic activities were disclosed to have reached a "high" for the year in the preceding week, as indicated by the weekly index.

As against this favorable evidence must be set down another decline in commodity prices, The Annalist week-

ly index dropping to 108.1, with recessions in the farm product, fuel, metal and miscellaneous groups. Only one group, food products, advanced.

The so-called "sensitive" prices, those which generally precede others in movement, have recently, however, been moving up. A recent low was reached in the middle of February, from which a good advance has now been scored. From this it is argued that the commodity slump has about seen its worst.

The report on business failures last month brought a very high total of 2,604, compared with 2,563 in the shorter month of February. There was a sharp upturn toward the end of the month. For the quarter there were 8,483 failures, as against 7,368 for the corresponding three months of 1930. Liabilities rose to \$214,602,374, as against \$169,357,551 last year, indicating that larger defaults are more common.

With the advent of the outdoor season, employment is gaining. However, the rate of increase for skilled workers appears to be small, since federation of labor reports only a fractional gain from February to March, which is not much better than seasonal.

CODE OF TRADE RULES.

After a period of backing and filling which finally resulted in the scrapping of its previous regulations, the Federal Trade Commission during the week issued a code of trade rules for the luggage industry which is expected to serve as a pattern for the other eighty business groups which have adopted such programs. This announcement came on the same day that the commission heard the protest of the oil industry against the "revision" of its elaborate code after approval had been given to it by the Federal body.

The "model" code of the luggage industry covers somewhat less ground than previous regulations of the sort. It is confined to those practices on which the courts have made rulings. At the same time the rules of chief interest to industry, such as the one on selling below cost, are merely restatements of the basic law.

With these restrictions it seems that any rule might be added, such as one forbidding all members to walk on Fifth Avenue "with the intent and with the effect of injuring a competitor, and where the effect may be to substantially lessen competition or tend to create a monopoly or to unreasonably restrain trade."

The Trade Commission, it appears, has come back to first principles and to this extent, at least, there has been a clearing up of the uncertainty which has plagued business by holding out possibilities of "co-operation" which the law actually forbids.

MEXICO'S GOLD RUSH.

History seems to repeat itself in Mexico, where a gold rush is going on with all the picturesque confusion, wildness and extravagance of Klondike in its prime. The trials of the trail, the tented city, the rough and ready justice, the wide-open entertainment and the high prices are all present to recall the days when gold drew the toughest, roughest and most ven-

turesome to old California and Alaska. There seems to be no doubt that gold is hidden in the hills of Sinaloa State in Mexico. The first stories savored of extravagance, with yarns of ore to be taken from the ground with sticks and fingers, and one claim of \$6,000 gathered by three men, a woman and a boy in a single day. But those who were there first are jealously disputing their prize with newcomers and the Mexican Ministry has taken official cognizance of the possibilities by sending a commission to the spot to establish order. It may be that those who have recently said that gold deposits of the world were all known and estimated will be proved wrong by what has happened in Mexico.

RENO IS STILL RENO.

Nevada has long been jealous of its thriving divorce business, and Nevada legislators seem always ready to leap to defense of it. For a time Paris and various Mexican cities seemed to threaten to become dangerous rivals of Reno, but legal revisions in both countries soon restored Reno to its place in the sun. Now, however, several other Western States have shown an inclination to bid for the traffic. Wyoming and Arizona threatened for a time to meet Nevada's ninety-day residence provision, and now that those threats are past, Arkansas and Idaho are on the same track, Arkansas having enacted a ninety-day law and Idaho being very much in the mood to follow suit. Nevada, however, seems equal to all competition. A gentleman from Reno—which shelters almost one-third of the State's handful of resident population—has introduced a measure cutting the residence limit from three months to six weeks. Further, it is proposed to relax the laws concerning testimony. So it looks as if Reno would continue to be Reno.

DEPRESSION IN FRANCE.

While the remainder of the world was suffering seriously from unemployment, France seemed to have escaped this phase of the depression. But it is evident that France is not exempt from the economic blight that has afflicted her neighbors, for recent calculations show that French commerce dropped about \$520,000,000 during January and February from the value of her commerce in the same period last year. The decline is attributed to dumping by other nations of Europe; the remedy proposed is a stiffening of tariffs and a rigid quota system for regulating all imports. This proposal has plenty of precedent but is in obvious contradiction to the program that intends to unite all Europe in free trade under some system of federation. By raising prohibitive barriers against competition France may rescue some of its own industries from possible disaster but will certainly not contribute much to the co-ordination of European commerce against the competition of the rest of the world.

The merchant who features the well-known, standard, advertised brands makes more sales and quicker sales to better pleased patrons than the private brand booster.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

My first call at Grand Haven last week was on Senator Connelly who has been closely identified with road construction in Ottawa county ever since the subject of good roads became uppermost in the minds of the people. He informed me that no new cement pavement will be laid in Ottawa county this year, because of the determination of the county officers to hold the tax levy down to the lowest possible limit.

H. J. Dornbos, who has been engaged in the wholesale and retail fish business all his life, said he never saw a time when the whitefish catch was so heavy as last year. He expects to see a repetition of that condition again during the present year.

I recently had the pleasure of calling on a model meat market at Muskegon Heights owned by H. Casemier. Saturday I called on two markets of similar character at Grand Haven—one conducted by Henry Casemier at 708 Washington street and one by John Casemier at 1119 Washington street. I don't know where these brothers learned their trade, but they evidently had a very capable instructor.

In meandering around Grand Haven I found the new store of John Diephouse on South Fourth street. It is a handsome brick building and the grocery and meat departments are arranged with due regard to their relative importance. It has been functioning since October of last year.

I have always been given to understand that the Michigan Central and Pennsylvania systems both own expensive frontages on Grand River at the Haven, purchased with the evident intention of either operating carferries across the lake or preventing other transportation systems from doing so. Sixty years ago George Luther, the leading merchant at Lamont, insisted that he had the promise of James F. Joy, who was then president of the Michigan Central Railway, that his system would extend its road from Grand Rapids to Grand Haven, going via Lamont and Eastmanville, but if the promise was ever made it was never carried into execution for some reason unknown to the present generation.

Speaking of Mr. Luther recalls his persistent efforts for years to make Lamont a strong trading point. Lamont was then larger than Coopersville and, because of the swing bridge over Grand River, enjoyed the trade of Allendale township to a great extent. Failing to secure the expected railroad, he removed his general stock to Middleville, where he conducted business about a dozen years, when he passed away. His summons came while he was attending church service one Sunday morning. He owed about \$10,000 for merchandise. It was found that he had obtained the consent of his wife to transfer the proceeds of \$10,000 life insurance from her to his creditors. When that disclosure was made, the late Les-

ter J. Rindge (Rindge, Kalmbach, Logie & Co.) called on all the creditors and induced them to accept 50 cents on a dollar in full settlement, so the widow might have \$5,000 to maintain her during the remainder of her life. This is one of the pleasant traditions of the merchandising business which I have long treasured as a precious memory.

My first call at Muskegon was on John C. Beukema, Secretary and Manager of the Chamber of Commerce. He assured me that four Muskegon factories were running 100 per cent. or better. The Alaska Refrigerator Co. has never employed more than 400 men until now. At the present time 600 men are employed making refrigerators on contract for the Copeland Products Co., of Mt. Clemens. The Accuralite Co., manufacturer of pistons, is employing 110 men, which is 100 per cent. The E. H. Sheldon Manufacturing Co. has 300 men on the payroll and the Bennett Pump Corporation is employing 400 men. On the other side of the ledger, the Continental Motor Works is employing only 1,000 men, as compared with a peak of 3,000 men in the heyday of the industry.

Some weeks ago the Pennsylvania Railroad Co. announced that it would establish a carferry system on Lake Michigan, with the Eastern terminus at Muskegon. I was told by a Muskegon gentleman who is pretty close to business conditions in that city that no location has yet been secured on this side of the lake.

A. Hartsema, whose general store at 826 North Wood street, has long been a leader in its class, has been giving his patrons some very good windows of late. His latest effort is elsewhere reproduced in this week's paper. It was designed by J. Fisher, local representative for the house whose goods are played up in the window.

I think Sophus Johnson (Michigan Trust Co.) is to be commended for the effort he is making to dispose of the grounds used by the West Michigan Fair to the State, so that the main fair in Michigan may be held in Grand Rapids instead of Detroit. So much has been written regarding the superior location Grand Rapids presents for an exposition of this character that I need not dwell on that feature. The fairs which have been held at Detroit have had very little connection with agriculture in any of its branches. They have been replete with vaudeville, burlesque, fortune telling, horse races, balloon ascensions, clap trap and gambling games, but have contributed nothing to the farmer who seeks instruction or information of a practical character. With the location changed to a more purely agricultural background, such as Grand Rapids affords, the undertaking could be made to function in such a manner as to be in keeping with the great industry which is entitled to all the assistance possible under existing conditions.

As a matter stands at present all that is required to put the plan into execution is the approval of Governor

Brucker. If he will announce himself as in favor of the undertaking, the vote in behalf of the proposition will be practically unanimous in both branches of the Legislature.

If Mr. Johnson is able to accomplish the result he has worked so hard to put into execution, he will be entitled to the commendation of every citizen of Grand Rapids in particular and every citizen of Michigan in general. Both Grand Rapids and Michigan will be gainers if the plan is consummated. Grand Rapids will be relieved of the work of maintaining the fair each year and Michigan will secure property well worth \$400,000 for the small sum of \$150,000. From the proceeds of the sale of the Detroit property, which has become very valuable of late years, adequate buildings can be erected and maintained on the Grand Rapids grounds and district fairs established in different parts of the State which can be made to function profitably under the auspices of the State Agricultural Department.

I am pleased to note the attitude the large food mergers are taking on the subject of selling goods to the chain store organizations. I think, without exception, they are refusing to sell the chains any less than they do the regular jobbing trade. As large distributors of merchandise, the chains are entitled to such treatment, but they were never entitled to the extra concessions the chain store buyers insisted on exacting for advertising expense, display window expense and other arbitrary concessions. Under existing conditions I do not know of any large combination which now grants the chains this discrimination. As the chain headquarters has practically all the expenses to face the regular jobber does, the chain now has only one advantage over the independent—the necessity of sending out salesmen to take orders from the retailer.

An apparently well authenticated report was current last week to the effect that the American Car and Foundry Co. proposed to acquire a controlling interest in the DeVaux Automobile Co., the Corduroy Tire Co., the Hayes Body Corporation and the Continental Motor Works. It is reported that the corporation first named already holds a substantial interest in the DeVaux plant at Oakland, Calif. This rumor received a body blow when it was learned that the DeVaux Co. would install Goodyear tires on its new cars, the Goodyear Co. having bid \$15 for four new tires and tubes and the Corduroy Tire Co. \$18 for the same complement. The rumor is further contradicted by the presence in the city of a band of stock salesmen who propose to undertake the refinancing of the Corduroy Co. by calling in both preferred and common stock issues and issuing new stock in smaller proportions. The Corduroy Co. has always made a good tire, but its selling organization has never been as strong as it should be to produce satisfactory financial results.

Burton's Market, grocer and meat dealer at 433 Jefferson avenue (Grand

Rapids), had a show window in his meat market last week which attracted much attention. It consisted of a number of very small lambs decorated in different colors, presenting a very novel appearance.

The local paper published at Marine City gives some additional facts about the late Arthur J. Scott which I am glad to be able to reproduce herewith:

When the sad news was received here Saturday morning that A. J. Scott had died suddenly at his hotel in Washington, D. C., the citizens were astounded. Born and raised in Marine City he had lived here all his life, where he followed the typical course of the self made man. His early struggle for an education, his thrift, and his steady attachment to the principles he considered right, parallel the history of many young Americans, who surmounted every obstacle to finally ride the wave of success honestly earned. He did the usual things of a young man starting out in life, learning by experience, and ever careful of his hard earned dollars until opportunity beckoned him to the hardware business, where the firm of Scott Bros. was organized on a modest scale, and gradually grew under his guidance to a conservative substantial firm which has continued under the same name to this day. When the Michigan Retail Hardware Dealers Association was organized in 1895 Mr. Scott readily saw the value, and the possibilities of such a movement and became one of the charter members. His zeal and enthusiasm was early recognized and thirty years ago he was made Secretary of the organization which office he has held continuously ever since, and under his management the Association has grown from a membership of two hundred, to the largest of the thirty-six hardware associations with a total number of members at the present time of 1,600.

Mr. Scott was always interested in local affairs and was one of the organizers of the old Niagara Hose Company, No. 2, familiarly called the "Dudes" he was for many years its secretary, and probably the oldest active fireman in town. He was also at one time a member of the school board, chairman of the Y. M. C. A., past president and secretary of the Rotary Club and for some years served as chairman of the local Red Cross. He was an enthusiastic golfer and was serving his third term as President of the St. Clair River Country Club. He was one of the organizers of the Liberty National Bank and served continuously as a director of that successful organization.

Classic Harvard goes wrong sometimes like everybody else but that institution's prediction this week of an approaching turn in commodity prices sets a standard for intelligent forecasting rarely reached these days by prophets. Separating commodities that usually lead the way in price movements from the rest, the Harvard Economic Society pins faith on the performance of these leaders. Merging the selected commodities into a "sensitive" price index it detects the first substantial upturn since the summer of 1929. Now the general level of commodity prices is still drifting downward. Only when we concentrate on the "sensitive" commodities do we find impressive evidence of an approaching general turn.

Not for their importance but for their forecasting qualities, Harvard incorporates in its weekly index prices

on these commodities: silk, rubber, burlap, wool, print cloths, wheat, hides, inedible tallow, lard, cotton seed oil, zinc and steel scrap. In times past movements for these commodities usually have resembled those of commodities generally but their turning points come earlier. They are largely raw materials for manufacture and represent commodities important in international trend. Some are by-products, making their supply responsive to variations in demand.

Looking at this list you get a very different impression than you do from an examination of the Bureau of Labor statistics index. Print cloths reached their low price point in August. Silk in October. Burlap in November. Cotton seed oil in January. Silk, lard, hides and tallow in February. Rubber and zinc fell in February to their autumn lows. Steel scrap has changed little from its recent low. Wool fell to a new low in March but it recently has improved.

Harvard volunteers the observation that "these current developments in prices have come at a time when world events have been favorable to improvement" and that the recent upturn was "much less influenced by such special causes affecting single commodities."

Chain tax decision by the Supreme Court in the Indiana case is expected soon. This decision will not only affect the validity of similar legislation in a number of states, but will have a bearing on Federal legislation during the next session of Congress. The Indiana law, passed in 1929, attempts to check the expansion of chains by taxing them at a rate ranging from \$3 for one store to \$25 for each store over twenty.

Federal chain legislation is not expected to be concerned so much with taxation as with methods that offer unfair competition to independent dealers. Fairly assured is a Federal law to prevent chains from reducing prices to eliminate competition in new territories. A great many complaints have been made to members of Congress regarding the practice of large chain in selling at lower prices in one state or section than in others.

Chain store investigations made by colleges and trade associations have doubtless caused the prevalent rumor that the Federal Trade Commission has failed to procure sufficient data on price concessions and rebates granted by manufacturers to mass buyers, and that it has employed a private agency to accomplish this part of the work. Officials of the Commission vigorously deny that they have had any serious trouble in getting all the information desired from manufacturers, and state that they have not employed any outside agency to conduct any phase of the chain store investigation. The first and a comprehensive part of the report on chain stores will be delivered to Congress the first part of next December.

E. A. Stowe.

CANNING IN TWO STATES.

Cherries in Michigan—Citrus Fruits in Florida.

Florida and Michigan, the Nation's two peninsular states, have numerous things in common besides similarities in topography. They have very nearly the same area, Florida having 58,666 square miles, ranking twenty-first in size among the states of the Union, while Michigan has 57,980 square miles and ranks twenty-second. They are second and third, respectively, to Georgia (59,265 square miles) among states East of the Mississippi River. Also, the two states have almost an equal coast line. But the particular interest in common to which the writer is prompted to devote a few lines in this article, is the F. & M. (Florida & Michigan) Packing Co., with Michigan headquarters at Traverse City in cherry blossom land and Brooksville, mid the bloom of orange blossoms, forty miles North of Tampa, as the Florida headquarters.

The concern is owned, officered and operated by W. H. McCool, George Amiotte and Everett Whitney. These three owned the majority stock of the Grand Traverse Packing Co. when it was "merged" some months ago into the grower owned and control movement under provision of the Farm Marketing Act. Quite evidently, none of the three were ripe for retirement, so they quickly re-established themselves in the cherry game and then stepped 1,500 miles Southward and built a citrus canning plant at Brooksville. It is not the largest citrus plant we have visited in Florida, but it is one of the very best in arrangement for efficient and economic production. And it has already made a name for itself which is rather an important thing when the industry itself—and its product—lacks very much of being well-known.

Just how the F. & M. introduced itself, may be of interest to the trade in general and the friends of the proprietors in particular. Here's the story as I have gathered it from various angles. About the time this new hypenated concern plant was to be completed and in readiness for operation, it was jointly discovered by our friends before mentioned that the South Florida Fair, the biggest mid-winter event of mid-Florida, was about to be held at Tampa, but with no department for canned citrus fruit.

Can you imagine it? At Tampa, the headquarters of the Citrus Exchange, a major duty of which is publicity. And here, the biggest publicity opportunity and potential prosperity project in a decade altogether passed up. What would be the reaction of a Scotch-Irish-Yankee trio from the land of cherry blossoms and cherry tours and cherry queens? What else, but action? Nothing.

Mr. Amiotte was appointed an ambassador extraordinary and minister plenipotentiary to make representation. Did George do it? Why the foolish question? He did. And the management? No one can beat a Floridian, either native or casual, in grasping a warm idea and freezing to it—if you will excuse the paradoxical expression.

That idea came back to George with all the force of a double enthusiasm. Yes, sir; that was the single oversight of a busy committee and the one remaining idea to make the South Florida Fair the greatest event in the history of big events: "Mr. George Amiotte is hereby, hereon and herewith duly and truly appointed chairman of the Department of Canned Citrus Fruit, with power to act, confer and command, and the sky is the limit.

Immediately from the nebula of a

shimmering dream there formed a practical program boosted by plenteous publicity. It was a success in every particular and the sequel, the point which we had been laboriously approaching is—the F. & M. Packing Co. won the first prize and we have seen the documentary evidence fully attested.

Messrs. McCool and Amiotte were expecting to leave last week for Michigan and Mr. Whitney was to follow after closing up the unfinished business

MOTHERS DAY

MAY 10th

WE HAVE A BEAUTIFUL AND COMPLETE LINE OF PACKAGES FOR THIS OCCASION.

PUTNAM FACTORY

NATIONAL CANDY CO., INC.
GRAND RAPIDS, MICHIGAN

As Floyd Gibbons Says:

Maybe we will be chugging around to your store with our Big Truck soon, and if we do, will be glad to toss off an order for Flower Pots, Bird Baths, or Sun Dials, or Garden Pottery such as Lawn Vases, Porch Urns and Hanging Baskets.

We also make several sizes of Wire Paper Burners, Wire Hanging Baskets and Wire Vases. We are waiting for you to send for our Catalogues and Low Prices to Dealers.

UNTIL THEN — GOOD BYE

IONIA POTTERY COMPANY

IONIA

MICHIGAN



Corduroy Tires

Known from the Canadian Border to the Gulf—and from New York Harbor to the Golden Gate—the Corduroy Tire has in ten years gained a reputation for value, for superlative performance and dependability that is second to none!

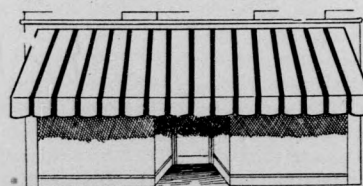
The Corduroy Dealer organization dots the nation's map in metropolis and hamlet. It is an organization that swears allegiance to the Corduroy Tire because of long years of unflinching tire satisfaction to the motorists of the country.

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.

Protect Your Store With COYE AWNINGS



Order
Now

Estimates
without
Cost

CHAS. A. COYE, INC.

Campau Ave. and Louis St.

Grand Rapids, Mich.

of the season, the operating period of which ended March 1.

In a modest cottage beside a soft-flowing stream whose waters reach the great Gulf scarce a mile distant, at New Port Richey, Florida, lives Henry Colberg. He is 83 years old and for seventy of those years he was a sailor on Lake Michigan and a foods broker in Chicago. Before the present generation, which operates the palatial craft plying the waters of the unsalted seas was born, Henry Colberg had sailed as man and mate the little ships which bore from the lumber mills of the Michigan shore to the docks of Chicago, cargoes for the building of the Middle West. Before the present generation of brokers had made their advent into life's great adventure Henry Colberg was pioneering in the useful economic undertaking of bringing the producer and the consumer into closer contact in the marts of trade. He had entered all the ports now associated with the fruit belt section from Berrien to Traverse and had loaded from piers off shore where harbors did not exist. In his modest little cottage of contentment the other day this friend of many decades told me many interesting things of those days dating back to the early '60's and of scenes with which I had been familiar since childhood. For instance, here is one from Pentwater. In the year 1863 or '64 Mr. Colberg and his father purchased of Charles Mears, pioneer Captain of Industry, the schooner Echo for the lumber trade between East and West coast ports. This ship was bought to take the place of the Henry Norton, a boat which went ashore the previous fall while laboring in a Sturgeon Bay storm, and with the difficulties of passage through the "doors." A portion of the purchase money was to be paid by service for Mr. Mears. A prized companion of Mr. Colberg was, in his language, a "nondescript canine" but nevertheless and altogether his dog Rover. On the last trip of the season between Chicago and Pentwater, Rover was not present at the hour of sailing and a vigilant search proving futile, the Echo left Chicago with a disconsolate youthful sailor and no dog. Upon its return trip the ship was laid up for the winter, the months of which slowly passed with no return of the roving Rover. When Spring's softening breezes had taken the ice from the harbors of the Great Lakes, the schooner Echo resumed its voyaging. Among its early trips was to the East shore and to a harbor where the pent up waters of two streams had once spread over a sanded delta to reach the lake, but by then a harbor had been established by dredging through a narrow neck of land to the pent-water within. Standing high on a lumber pile, stacked on the dock at the first landing, as the Echo sailed slowly up the channel, was a dog, "a nondescript canine" expectantly, patiently awaiting what was about to occur, the sound of his master's voice, calling, "Hello, Rover," and from the heights of his position to outstretched arms below, leaped, regardless of all but the love which, animal though he was, he knew and understood. Mr. Colberg never learned the story of the

separation—he was content at the reunion.

On the wall of the quiet haven of his declining years, Mr. Colberg has hanging in prideful prominence a framed parchment indicating honorary membership in the National Food Brokers' Association. For half a century he was an honorable member of that organization; for, all of that time, his record of rectitude won for him the measure of merit thus inscribed. About him now are kindly settings for the eventide of life, although strong, vigorous and with spirit still aspiring to the associations of the day and hour. Here in the evening of each day, as the sun has passed from horizon to horizon and its golden glow touches its edge to the waters of the Gulf, and its effulgent radiance gradually sinks into oblivion with the expiring shadows of another day, he reviews satisfying memories of a well-spent life and fears not for the future in store. Thus is Henry Colberg, all his life a man of action and of worth. This, I would like his friends of the trade to know and to suggest that a card of remembrance addressed as above would undoubtedly bring an appreciated pleasure.

Tarpon Springs is with frequency and fervency referred to as the "Venice of America." If this is a fair reference to that ancient city of the Doges, then those old-time administrators of the Italian Republic had a flair for smells which I did not share. For in this modern Venice, there is more atmospheric aroma than pervades an ordinary stockyard. But it is not an unsanitary odor, for cleanliness is a perpetuated virtue on the docks of Tarpon Springs, where the greatest sponge market of the world exists. Nearly 100 vessels are engaged in the sponge trade and at nearly all times the docks are filled with the shipping. The vessels are for the most part of a type especially constructed for the business of gathering sponges from the floor of the gulf, fifty to 150 miles off the shore at this point. These ships are around forty feet in length, twelve to fifteen in width and a shallow five in draft. They have a crew of a dozen men and remain out on a fishing and harvesting expedition from ten to thirty days, according to the success of their operations.

Sponges, as it is generally known, are animals or animal skeletons. I do not know where the animal leaves off and the skeleton begins or vice versa, having only the dictionary and the equally unsatisfactory explanation of a foreign diver, whose familiarity with the American language was unequal to his knowledge of the sponge. In American sponge gathering, the harvester makes use of a diver suit and goes down usually twenty-five to seventy-five feet, as the crop is discovered and occasion requires. The diver walks along the sand under the sea, pulling up with a several-pronged hook the sponges but slightly attached to the bottom. The hook is carried in the right hand and the sponges deposited in a bag carried by the left. Sometimes divers are assailed by sharks, but, according to a diver of many years,

(Continued on page 31)

QUAKER EVAPORATED MILK

Supreme Quality

Absolutely Pure

Perfectly Wholesome

300 per cent. increase in
Sales during the past six
months over previous
records is the evidence of
satisfied consumers.

Sold Only By Independent
Merchants

LEE & CADY

FINANCIAL

Improved Business Conditions All Over Michigan.

Industrial output in Michigan continues to gain in volume at the end of March. Automobile output during February, a short month, was 28 per cent. greater than in January, and weekly output during March has likewise gained moderately. During the week ended March 28, total production amounted to about 62,079 units which compares with an output of 61,417 in the previous week and 54,020 units in the final week of February.

On the basis of data available at the end of March, gains similar to those evidenced in Michigan industry have occurred in other sections of the country. Carloadings, for example, in the week of March 8-14 totaled 734,262 cars, the highest level reached by that series during 1931. Merchandise, less than corload loadings, during the first half of March were also high relative to earlier periods, indicating an increase in the flow of goods to retail establishments. Street and road construction contracts awarded in the week ended March 27 totaled \$15,341,000, a gain of more than 25 per cent. over the previous week, and the daily average value of building contracts awarded as reported by the F. W. Dodge Corporation up to March 21 was 40 per cent. greater than the daily average of February. Fractional gains in the rate of steel mill operations continued through March.

Some increase in employment has accompanied expansion in industrial output. According to the United States Department of Labor, one of the encouraging features in February was "that the improvement in the industrial-employment situation which occurred in January was maintained." On the basis of information now available with reference to employment, we believe a similar statement might be made for March.

Retail trade, as evidenced in the Federal Reserve Board's preliminary report on department store sales in February, showed a gain of about 1 per cent. in the daily average totals during the month. Easter trade should find reflection in retail totals during March and make for a continuation of the February increase. After firming for a period of three weeks, Fisher's index of wholesale commodity prices showed a further fractional decline in the week ended March 28. A part of the decrease is accounted for by lower wheat prices which resulted from the discontinuance of the stabilization program of the Farm Board as announced on March 2.

Substantial gains in the South Atlantic states and in the Northwest have improved the outlook of agriculture in these sections. In the Ohio valley and Middle Atlantic area, top-soil moisture has been maintained by light rains. In the latter areas, the sub-soil is still extremely dry, however, and a serious shortage of water, even for domestic purposes, still exists. Precipitation in this area since July, 1930, has been less than 60 per cent. of normal.

Security markets during March showed a diversity of movements.

Much of the gain registered since early in February has been dissipated in recent sessions. A number of dividend reductions and the clouded outlook in several lines of business, no doubt account for the weakness of the last week. High grade bonds have fluctuated within a very narrow range during the month.

In Michigan, the industrial South-eastern section again shows the greatest gain in business activity. Southwestern Michigan also has experienced some improvement, but the Northern part of the Lower Peninsula and the Upper Peninsula still lack the stimulus of spring weather, an influence always felt somewhat later there than in the Southern part of the State.

Industrial activity in Detroit, the heart of the industrial Southeastern section, during February was well above January activity even after allowing for the usual seasonal tendency and year to year growth. Thus, the Union Guardian Trust Company's index, which is adjusted for these influences, advanced from 65.1 per cent. of normal in January to 68.1 per cent. in February. Since automobile output, one of the primary constituents of this index, has shown a normal seasonal gain during March, a further improvement in excess of that which might normally be expected at this time of year may occur.

Employment in Detroit as of March 15 was nearly 5 per cent. greater than on February 15. Since this index reflects only the increase in the number employed, and does not indicate expanded payrolls resulting from longer hours and more days per week, the actual improvement in employment conditions must have been considerably greater than the index leads us to believe. Reports from six out of thirteen other cities in Southeastern Michigan indicate increasing employment at this time. At Saginaw, the number of people employed in 30 reporting plants during January and February of this year exceeded those employed in the same period of 1930 by over 25 per cent.

Retail trade, like employment, is reported to be increasing in a number of cities in this section of the State, particularly in Saginaw and Jackson, bank debits have exceeded 1930 totals each week since January 1. Retail collections appear to be worse than they were a month ago, however, in most cities of Southeastern Michigan. In Detroit, the retail prices of food declined 6 per cent. from January 15 to February 15, and on the latter date were 18 per cent. below those of a year ago.

Building operations, though well under those of a year ago in most cases, are expected to improve considerably in the near future in a number of cities.

At Niles and South Haven, in the Southwestern section of the State, manufacturing activity is reported somewhat greater than last year. In general, the reports from this area indicate slightly more optimism about possible improvement in business than was indicated in the February replies to the Union Guardian Trust Company's business questionnaire. This was particularly true with reference to retail trade which is expected to in-

crease during the next few weeks in ten of the nineteen cities from which reports were received. Employment is improving fractionally, but since this is one of the important agricultural areas of the State, farm work should soon absorb a considerable number of the unemployed.

At Gaylord, Petoskey and Traverse City, three important centers of the Northern section of the Lower Peninsula, the building outlook is good, and in ten of the thirteen cities from which reports have been received, increased retail trade activity is expected in the near future.

In the Upper Peninsula, Houghton has joined Escanaba as a bright spot in the business of that section of the State. In both cities, considerable building is in progress or is expected to be started soon.

Since the amount of precipitation in Michigan from July 1, 1930 to date has been only about 55 per cent. of normal, agricultural conditions in the State during the crop season of 1931 may leave something to be desired. If this condition were general throughout the country, the higher prices which might be expected for farm commodities would in part offset the lower yield which will result if the drouth continues. Unfortunately for Michigan farmers, this is not true, for such states as Kansas and Nebraska have had more than a normal amount of rainfall and other states, such as Missouri, Minnesota and New York have had 70 to 80 per cent. of normal precipitation.

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

I have always thought that not place or power or popularity makes the success that one desires, but the trembling hope that one has come near to an ideal.—Justice Holmes.

M-W-S-C

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Cites Differences in Trusts.

The difference between management and fixed trusts is largely a question of whether one wishes to rely on financial management or on industrial management, Dean Langmuir, vice-president of Cumulative Trust Shares Corporation, concludes after considerable experience with both forms of investment.

"Either point of view, it seems to me, is consistent," he says and expresses the opinion that investment trusts of both types have come to stay "and in years to come will play an increasingly important part in the investment world."

He contends that investment trusts bring to the field of investment the same type of advantage as mass production in the case of the manufacturing field.

"At first sight," Mr. Langmuir says in a recent discussion in Commerce and Finance, "it would seem a matter of indifference whether an investor bought the stock of a company, which in turn invested his funds, or whether he obtained a certificate of ownership in the diversified securities themselves.

"Experience shows that in a bull market the market price of a management trust stock rises far above the value of securities owned by the trust and, on the other hand, in bear markets the market price of the stock falls to a figure well below the then value of the securities owned.

"The one drawback of long-term investment in common stocks is that though the long-term profits are reasonably assured, there are intervening fluctuations in market values of very disturbing proportions. The investor who uses management trusts as his medium of investment must be prepared to find such fluctuations greatly accentuated."

Pointing out that even though in fixed trusts the certificate holder may turn back his shares and receive the then market value of his proportionate interest, subject to only the fluctuations in the underlying securities, Mr. Langmuir says that the fixed trust idea reflects the desire of a constructively minded person to abide by the results of long-term investment.

Mr. Langmuir thinks the long-term investment field will be left to fixed trusts and that management trusts will specialize in the "highly profitable field of investments in special situations."

William Russell White.
[Copyrighted, 1931.]

Deplores Lack of Leadership by Economists.

Once each month our oracles speak, but their April 2 forecasts leave you with a suspicion that just when we need guidance most, the seers themselves are in a muddle.

So fearful is the typical business prophet these days of going wrong, and so lightly does he step, therefore, that some monthly comments of authorities seem to be degenerating into discussions that discuss everything but the main question. You do not possess after reading the document any clear idea of what the prophet believes is happening in business. You get instead complete side stories on secondary topics. Not many help to give you

a categorical answer to the question: Has the long awaited recovery in business started?

Now that is of course never an easy question to answer at this stage of any business depression but it is the job of practical economists to make thoughtful efforts. What we find instead is that these monthly bulletins are filled with statistics on past depressions, a statement that industry is scraping bottom and there they end.

Examine with a critical eye these statements and for the most part you will find that our practical economists are not giving the world much more light than they gave in the summer of 1929 when the boom was already tottering. In times of prosperity and in times of adversity we have a right to expect more from those who undertake prophecies than American prophets have contributed in this episode of financial history.

What every observer wants to know these days is whether business is finally on its way upward or whether that desired goal will not be reached for two or three years. Unfortunately for all most of our commentators have an error complex. They want their records clear. Their pride is touched if changing conditions make a modification of their views necessary. A weather prophet expects to revise his forecasts daily on the basis of current conditions. Why should not business prophets with greater boldness express their views each month on the basis of existing conditions? Is it because we do not have in this country many business prophets who really understand what is going on?

Paul Willard Garrett.
[Copyrighted, 1931.]

Market Nears Its April Tests.

Meeting the April tests in the stock market will impose some difficulties this year not faced last April when the spring rally collapsed, but the market enters the new month with advantages as well as disadvantages.

Starting around the middle of November in one instance and the middle of December in the other, the stock market in late 1929 and late 1930 staged comebacks similar in character, if not equal in extent. So closely has the early 1931 rise in stock quotations resembled that of early 1930 that some Wall Street prophets predict a performance from this point on to match the April-May-June decline a year ago. It calls for an appraisal of conditions as the initial 1931 quarter ends.

Here are a few differences that must be considered in comparing the present with a year ago:

1. We are entering a period far more ominous in some respects than April a year ago, so far as financial news is concerned, since we are in the midst of important dividend reductions and important earnings reductions.
2. Prices moved sharply upward in March, 1930, whereas in March, 1931, they have moved generally horizontally.
3. Observers for the most part have schooled themselves to reckon in terms of a major depression, whereas a year ago they labored in the hope that it was not.
4. Extreme loan liquidation in the

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last year has given the market a position technically that it did not possess when the April-May-June decline of 1930 started.

5. Stock market prices generally stand on a level far below a year ago, when the decline started, and, indeed, stand on a level under their 1929 panic bottom.

What these observations emphasize is that the month of April that proved the stock market vulnerable a year ago promises a 1931 balance in developments that was not present in 1930. It suggests that the market will take its leadership in greater degree from business, but that with the depression already in its later stages the swings in sentiment should not be either as violent or protracted as before.

Paul Willard Garrett.

[Copyrighted, 1931.]

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Benjamin Franklin Hotel Co., Saginaw; Moorman-Ewing Co., Detroit; Leoni Central Telephone Co., Leoni; United Airways, Inc., Detroit; White Swan Cleaners, Detroit; Shives Vending Machine Corp., Detroit; Engineers' Research Corp., Watermeet; Evans Products Co., Detroit; Crambrook Building Co., Detroit; Vinton Co., Detroit; Farmers State Bank, Davison; S. Company, Detroit; Best Metal Co., Detroit; Uhlemann Optical Co., Detroit; Cook Tire Co., Grand Rapids; Wyandotte Laundry Co., Wyandotte; V. E. P. Company, Pontiac; Central Community Chautauqua Bangor; Lakeview Realty Co., Marquette; Campbell, Vanornum Co., Iron River; Vias County Lumber Co., Grand Rapids; Northern Acquisition Co., Grand Rapids; Grand Rapids Dining Room Furniture Co., Grand Rapids; Ottawa Mushroom Farms, Inc., Holland; Federal Petroleum Co., Jackson; Larned Carter & Co., Detroit; Hamer Homes Corp., Detroit; Richard Wilhelm Corp., Grand Rapids; Southern Coal & Coke Co., Detroit; Dee Furey Publishing Co., Detroit; Trudell Fisheries Co., Tawas City; Perrington State Bang, Perrington; Stedman Paint Co., Detroit; Ambassador Advertising Co., Flint; Klinger Lake Light and Power Co., Sturgis; Detroit Door Check Co., Detroit; Karow-Haring Motor Sales, Inc., Grand Rapids; Owosso Sugar Co. Owosso; Sellers Detroit Sales Corp., Detroit; F. A. Gordon Co., Detroit; Philadelphia Theater Association, Inc., Detroit; Weisman & Sons Co., Detroit; Aero-Pel Corp., Detroit; H. E. Baker, Inc., Plymouth; Reuben Snider, Inc., Dearborn; Katherine B. Hayes Co., Jackson; Stephen Kovacs Undertaking Co., Dearborn; Peoples Savings Bank, Saginaw; Mid State Drilling and Leasing Co., Grand Rapids; Mecosta Drilling Co., Grand Rapids; C. & C. Recreation, Detroit; Lion Drug Co., Grand Rapids; Sass Dairy Co., Detroit; Carpenter Cook Co., of Iron Mountain; Northern Chair Co., Grand Rapids; U. S. Almond Co., Grand Rapids; Automatic Coal Burner Co., Lansing; Diamond Rubber Co., Inc., Detroit.

Brunswick Tire Corp., Detroit.
J. B. Lamorere & Co., Inc., Lansing.
American Conservatory of Music, Detroit.
Benton Harbor Sand Co., Benton Harbor.
Roamer Consolidated Corp., Kalamazoo.
Detroit Fiber Co., Detroit.
Peoples State Bank, Inkster.
East Jordan Electric Light & Power Co., East Jordan.
Dowagiac Light and Power Co., Dowagiac.
Holland Gas Co., Holland.
Lake Novelty Co., Holland.

A Business Man's Philosophy.

It is perfectly clear why we have hard times recurrently.

A long period of good times leads to extravagance, indifference, laziness, discourtesy, conceit and shiftlessness. We become victims of the softening influence of ease. We work less and play more. We save less and spend more. We quit work early and stay up late. The quality of workmanship and the volume of output are lowered. Everybody becomes afflicted.

Eventually a crisis is reached. The most overextended fools are the first to be hit. Their thinly margined stocks and real estate are sold for what they will bring. Optimistic borrowers are asked to pay their loans to unwise lenders. Feverish speculation and expenditure suddenly stop.

Every one is compelled to realize that life is real and earnest.

Fortunately the common sense that is pounded into us by the pain of hard times is worth the loss of income and the readjustment that we are compelled to endure. In such a period we reappraise the assets that we have salvaged. We reflect that we have our health and friends. Most of us have a home and a job. We modify our desires so that they conform to realities. We begin to find happiness and self-expression in humble things—a quiet dinner, an inexpensive holiday near home, a good night's sleep, an afternoon's work in the garden, a modest addition to our savings.

Then we get back to normality. If we could continue to behave like sensible people we could evade the inevitable jolt of hard times. But that is too much for human nature. After a few years of ease the old cock-sureness and happy-go-lucky spirit creeps in. We must be tamed by another siege of hunger and fear.

William Feather.

New Outlet For Hog Stomachs.

Drs. Cyrus C. Sturgis and Raphael Isaacs of Ann Arbor, Michigan, told the American College of Physicians last week that desiccated hog stomach may be used instead of liver as a cure for pernicious anemia.

"As desiccated stomach is prepared from tissue which is ordinarily regarded as waste material, and the process of manufacture requires only a few simple steps," they explained, "the cost of the finished product should be less than liver extract. When it is considered that a patient with pernicious anemia must consume a certain amount of effective material throughout the remainder of his life in order to maintain health, this is an important item for consideration."

Outlook Good For Cotton Dresses.

No little interest is being shown in prospects for cotton dresses for post-Easter selling. General opinion is that the style outlook favors these garments and that they will sell in substantially larger volume than a year ago. Indications are that they will give considerably increased competition to silk dresses, particularly in the lower price ranges. Cotton dress lines are believed particularly strong at the \$3.75 and \$6.50 wholesale levels, the comments of buyers indicating the availability of a wide choice of desirable patterns and styles.

SWORN STATEMENT FURNISHED THE POST OFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, ss.
County of Kent,

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Editor—E. A. Stowe, Grand Rapids.

Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.

Publisher—Tradesman Company, Grand Rapids.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)

E. A. Stowe, Grand Rapids.

F. E. Stowe, Grand Rapids.

F. A. Wiles, Grand Rapids.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are NONE.

4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and believe as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.

Sworn to and subscribed before me this 3rd day of April, 1931.

(SEAL) Florence E. Stowe,
Notary Public in and for Kent Co., Mich.
(My commission expires Jan. 18, 1935.)

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MUTUAL FIRE INSURANCE

Plain Talk About Fire Extinguisher Fakes.

Franklin H. Wentworth, of Boston, managing director of the National Fire Protection Association, delivered a broadcast from the studio of the National Broadcasting Company in which he called the attention of his radio audience to a new kind of racket which is making its appearance in several sections of the country. This is the sale of fire extinguishing devices some of which are good, some are nearly good, while others are fakes. Mr. Wentworth advised his audience to consult their fire chief before investing in the new fangled devices. According to the speaker, many are victimized because they do not know the value of the thing offered. Here we might call the attention of our mutual company officials to a practice which brought excellent results to a number of mutual fire insurance companies who, some of them for years, have made a practice of selling to their policyholders, at cost, approved and tested fire extinguishing devices which have been found to serve their purpose with worthwhile results. At slight expense to the company, these mutuals have saved many losses by making these devices accessible to their policyholders in the time of need.

This is what Mr. Wentworth said: "The American people are becoming fire conscious. How do we know this? Because the number of fires from certain easily preventable causes is decreasing. There is another evidence, but it is one from which we cannot in all its aspects derive quite the same degree of satisfaction. This is that our country is being flooded with heterogeneous devices for extinguishing fires. Some of these extinguishers are good, some are near good, some of them are fakes. That there is a constant sale of worthless trash to inexperienced people seeking fire protection, there is not the shadow of a doubt. The field for this exploitation is new. The devices have technical appearance. Salesmen and agents are often themselves deceived in their mrits. This makes it all the more easy to mislead the public. An honest salesman duped by phoney tests into making extravagant claims for the thing he is selling is the most mischievous sort of imposter. If all fires might be trained to occur in cups or cuspidors, almost anything would extinguish them.

"It is not an easy matter to protect innocent people from this sort of racketeering. The sale of these devices is not like the sale of 'dope.' They are not in themselves harmful; but they are merely worthless. Those who purchase them are simply illustrating P. T. Barnum's celebrated estimate of American intelligence. It would be more sensible to hang up peanuts on the walls of our dwellings. Peanuts would be just as effective, and in an economic emergency would have some food value.

"There is no reason, however, why people should be fooled in purchasing fire extinguishers, because they are not without a resource of intelligent opinion. Where these devices do not

appear upon the approved lists of any reputable testing agency, the chief of the fire department can, and should, always be consulted. An insurance journal recently made the excellent suggestion that insurance agents can help their clients to avoid the purchase of ineffective devices by advising them to consult their fire departments on the effectiveness of extinguishers before expending money on them.

"That the fire chiefs are eager and willing to preserve their people from errors of judgment in seeking fire protection, is admirably demonstrated by the current bulletin of the International Association of Fire Chiefs, in which appears a signed article by its President, Fire Chief Joseph N. Sullivan, of Utica, N. Y. Chief Sullivan says:

The fire chief should be an adviser of his people in all matters of fire safety. There is great need for his counsel in the protection of the home. Business and industry are now pretty well trained in self protection. The home, however, is just awakening. It needs the guidance of the fire chief, the man provided by the city for that purpose. Presidential proclamations, fire prevention week exercises, and the teaching of fire prevention in our schools, are stimulating our people to take steps to safeguard their homes, and here is where they need the fire chief's advice. He alone can protect them from the purchase of inadequate fire fighting devices.

It is easy for people to be imposed upon in an unfamiliar field. The lightning rod salesman was once the black beast of comic literature, the archetype of faker, and yet lightning rods if properly made and installed have always afforded very real protection. The people could not tell the difference between a real and a fake lightning rod in those days; and in these days they need equal guidance in the purchase of fire extinguishers.

Many extinguishers are effective on certain kinds of fires only. Some will put out fires in oils and grease; some will not. The condition of the extinguisher and the amount of the extinguishing fluid are factors; also the method of applying or projecting the fluid. In this field it is easy for an inexperienced person to be deceived by a false sense of security. If a man desires to have something really effective to use in protecting his family from possible suffocation or fire death, he will stand a better chance of success if he consults his fire chief, before investing his money in these devices.

"That is a fine, clear statement by Fire Chief Sullivan. I have nothing to add to it except to urge my radio audience to follow his advice."

Branded Hose Firm Seeks Goods.

The primary hosiery market has received an enquiry from a large branded manufacturer located in the Philadelphia strike area for a substantial volume of full-fashioned goods. This concern does not usually operate in the primary trade, it was said, and it is thought that restriction of output caused by the strike is compelling it to seek goods from outside sources in order to fill orders. This is believed to be the first tangible evidence of any possible scarcity of merchandise created by the strike in Philadelphia.

A striving for cheapness at the expense of quality is an earmark of little business. Nothing need be 'put across' on other than its merit in the concern which has a through ticket for the larger affairs.

STRENGTH



These companies occupy a position of stability. For more than thirty-one years they have operated on a sound basis. Federal policyholders have a feeling of absolute safety. They know that these companies are in a position to take care of every emergency. Merchants everywhere are quick to take advantage of the Federal plan of Safety and Service at a saving in net cost.

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Minnesota Implement Mutual Fire Ins. Co. Of Owatonna, Minnesota

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

FINNISH MUTUAL FIRE INSURANCE CO. CALUMET, MICH.

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The Mill Mutuals Agency
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Lansing, Mich.

Bristol Insurance Agency
943 Terrace Street
Muskegon, Mich.

NEWSPAPER 100 YEARS OLD.

It Records an Accurate Picture of 1831.

An old newspaper is about the most despised of all the rubbish that accumulates about a house or blows about littering the streets. Tidy people either consign them to a bonfire or bundle them to be given to the rag man or to some collector from the salvation army. But if such a newspaper is laid away in some obscure place and not discovered until 100 years later its former interest is revived and often intensified because it brings back to the reader a reflection of a time and conditions of which he has no knowledge and so, again it becomes a real newspaper.

A charming young lady comes forward with a frayed and ragged copy of a newspaper, yellow with age and asks: "I wonder if you would be interested in this?" An old newspaper man is always interested in an old newspaper—the older both man and newspaper are, the greater the interest. So the answer is "of course." He takes the aged print and sees written in its upper right corner the name of M. Norris, for newspapers of 100 years ago were labeled by hand in that fashion, before the day of mailing machines. The old-fashioned, long-winded title shows that the paper is old and that it really represents a merging of two newspapers, in the hope that one may be able to live where two nearly starved before. The date line is "Wednesday, October 19, 1831," and this is 1931. So it is certain that all who had a hand in its production now have their addresses posted on marble slabs in one cemetery or another and perhaps they lie scattered over many states.

The paper was originally delivered to Mr. Mark Norris, a man of distinction who lived in Ypsilanti 100 years ago. Years afterward a son was born to him who was given the name Lyman Decatur Norris and he became a noted lawyer of Grand Rapids 60 years later. To-day a grandson carries the original name of Mark Norris with distinction, for he, too, is an able lawyer, a Past Eminent Commander of the Knights Templar of Grand Rapids, Past Right Eminent Grand Commander of Michigan and is now Very Eminent Grand Junior Warden of the Knights Templar of the United States, in line for election later on to the position of Most Eminent Grand Master of the United States of America—the highest office in the gift of the order in this country. The business men who advertised their wares in its columns are gone and mostly forgotten by the men who do business in their former places to-day, but the tattered old newspaper is rich in the lore of the city of Detroit when it had a population of only 2,500 souls.

This Detroit Journal & Michigan Advertiser was published and edited by William Ward, one of Detroit's early editors and a writer of books in his time. In 1829 he published a book entitled: "The Rise of the West and the Ages of Michigan," meaning, no doubt, the geologic and ethnologic ages. Mr. Ward was a member of the earliest Bible Society of Michigan. He was one of the organizers of the Detroit Lyceum in 1818 and with him were

associated Gov. Lewis Cass and Henry Rowe Schoolcraft, himself one of the authorities on the early history of the State and a compiler of the lore of the Indian tribes who once inhabited Michigan. Mr. Schoolcraft had a very talented Indian wife. Other members of the Lyceum were Augustus S. Porter and Lucius Lyon, both senators representing the State of Michigan in Congress after statehood had been attained. Also Dr. John L. Whiting, Walter L. Newberry, of the firm of Oliver & W. L. Newberry, vessel owners, and B. F. Farnsworth, a hotel proprietor of early days.

In association with another notable group of men in 1829 Mr. Ward was one of the founders of the Detroit Female Seminary, which was afterward built on the Detroit city hall site. The editor and publisher was evidently proud of his learning in the classics, for at the head of his newspaper he displayed a symbolic design showing two eagles, one on each side of a tall pine tree with the National legend "E Pluribus Unum," and over all the prophetic latin proverb "Tandem Fit Surculus Arbor," meaning, the twig may yet become a tree. The paper was printed in six wide columns to the page and was 16 x 21 inches in size and well printed.

The advertising columns furnish a panorama of business firms that vanished out of sight long, long ago. Chapin & Owen sold groceries, paint, drugs, medicines, oils, wines, tobaccos and nearly everything else. If one could by rare chance happen to ask for something they did not have in stock the boy clerk, Jacob S. Farrand, would slip out to the next door and get it or the proprietors would be able to supply something "just as good, or a little better." Each advertisement was dated at the bottom just to show the reader how many months it has stood unchanged in that day when changes were a little slow in happening.

E. Bingham advertises paints and oils and—poor man—his enterprise cost him his life. In a warehouse between Woodward avenue and Griswold street and just South of Jefferson he manufactured "burning fluid" for parlor lamps, sometimes called camphene. It was a more agreeable illuminant than the old-fashioned smelly whale oil, being a compound of alcohol, turpentine and camphor gum. On New Years eve of 1842 Mr. Bingham thought he would start the new year right by making up a big batch of the compound. He must have had a careless moment, for suddenly the whole interior of the building was a solid mass of flame. Escape was impossible and when would-be rescuers arrived the building was far gone. The fire raged all that night and did not stop until the entire city block between Jefferson avenue and Woodbridge street, Woodward avenue and Griswold street was laid in ruins. The stores of Chapin & Owen, full of paints and oils, the drug store of Dr. John Clark, the general store of Thomas & Friend Palmer, the New York & Ohio Hotel, the Saginaw House and many other business buildings all went up in smoke together.

John L. King advertised his clothing stock at Bates street and Jefferson

avenue to such good advantage that soon he was able to swing out in a new location, at the Southeast corner of Woodward and Jefferson, where he built the first four story business block in Detroit. This sky-scraper of the 1830s was so conspicuous that the location was known for many years as "King's Corner."

Major John Truax had a store at Woodward and Jefferson. One novelty he advertised was "Parsons & Wilders shearing machines, not for shearing sheep, but for shearing clothing. George L. Whitney, who published several of the early newspapers of Detroit, had a book store from which he advertised the sale of a lecture by Henry Whiting which had been delivered before the Michigan Historical Society. People would read anything in those days. Zelotes Kirby, a pioneer leather dealer offered 200 sides of harness and bridle leather, without explaining the fine distinction. Francis P. Browning promoter of the founding of the First Baptist church offered flour, grain, pork, lard and cider which were the bread, meat and drink of the day. John Clark a general stock of dry goods, boots and shoes, groceries and clothing. Evidently he omitted mention of his millinery.

Levi Brown, the first man in America to make gold pens, also offered clocks, watches, jewelry, Britannia ware, plated ware, Indian jewelry, cutlery, on Jefferson avenue West of Griswold street. Later he sold out to Chauncey Payne and went to New York to devote himself exclusively to gold pen manufacture. Darius Lamson has just received two trunksful of superfine broadcloths and fancy vests. Sprenger & Selleck have a fancy tailoring shop opposite the Farmers & Mechanics bank. L. Rice offers ten yoke of oxen and 20 milch cows. A. M. Hurd has received a choice lot of cauldrons and large kettles of from 22 to 60 gallons capacity. Those were the days when people made their own soap, in the shade of the old apple tree, and also boiled cider apple sauce, better known as "winter sass."

Four columns of miscellany on the first page offer scant opportunity for screaming head lines. There is a poem from N. P. Willis who has others "now in press at Brown University." Mr. Willis was in one of those "ask-me-another moods" for he begins: "What is Ambition?" and then he proceeds to tell his readers all about that troublesome affliction. He follows with "Fame's Epitaph on Her Favorite Son." Said son, at that particular moment just happened to be the late Governor DeWitt Clinton, of New York, promoter of the Erie Canal. Fame, however, kept right on picking new favorite sons and forgetting the older ones.

The second page of the Detroit Journal & Michigan Advertiser is, if possible even less exciting than the first. There is nearly a column of so-called foreign news, from three to six months old. Also a two-column report of a public meeting of the Friends of American Industry, at Philadelphia, and a long "Report to the People of the United States," which is "to be continued in our next" a cross be-

tween a sermon, a moral essay and a dull political tract. No doubt hundreds of patient Detroiters of 100 years ago waded solemnly through the whole mess of it, wondering what it was all about and ending no wiser than when they began. But anything in print was sacred in those days. Half a column of a report of the missionaries in the Cherokee Nation finished that second page.

The third page showed a feeble attempt at publishing local news. A quarterly meeting of the Detroit Athenaeum was held last Monday evening and a committee, consisting of Colonel Joshua Howard, Daniel Goodwin and Elon Farnsworth, Esq., was appointed to procure an act of incorporation. General Cass, having resigned as president of the society, Col. Joshua Howard was elected in his place.

Another item would mean nothing at all to a person not intimately acquainted with Detroit history. It reads: "Mr. H. K. Avery has been appointed cashier of the Farmers & Mechanics Bank in place of Henry H. Sizer, resigned." Mr. Avery afterward met his death in a peculiar way. One night he entered the fashionable saloon of Bull & Beard in the basement at the Southeast corner of Jefferson and Woodward avenues. Like many men of his time he occasionally overindulged in strong liquors and whenever he did so he was apt to forget his slender, almost fragile physique and he would pick a fight with the biggest man he could find.

On this particular evening Sheldon McKnight, principal owner of the Free Press and also postmaster of Detroit, happened to be in the saloon in conversation with a friend. He was recognized as the most powerful man in Detroit, physically, but a very peaceful and kindly man. Mr. Avery saw him and at once started to pick a quarrel. McKnight told him to go away and mind his own business. Avery kept coming back at him daring him to fight. McKnight laughed and pushed him away and this only made Avery more angry. At last in a moment of exasperation McKnight struck Avery across the side of his head with his open hand. Avery reeled, went over backward and his head crashed against the floor so violently that his skull was fractured. He never recovered consciousness and died before a physician could be called. McKnight was arrested but on hearing the testimony of the persons present at the time, he was discharged. He was heartbroken over the tragedy and, besides bearing the cost of the funeral, he contributed to the support of the widow and secured a position for her son in the Bank of Michigan.

Another local item states that "We hear with pleasure that the protection Fire Insurance Co., of Hartford, Conn., has appointed Asher B. Bates as their agent in this city and that he will be prepared in a few days to issue policies." Asher B. Bates was a prominent lawyer in 1830 and was for several years Recorder of Detroit. He built a frame house at the Northeast corner of Fort and Cass streets in 1835 and lived there until he sold out and went to the Sandwich Islands (Hawaii) to live. His former home was occupied for a time

by John Chester, a local merchant and officer in the old Brady guards. The house was later purchased by John P. Clark, who removed it and built a fine residence on the spot. The site is now occupied by the Detroit Club.

"Expedition to the North. Among the passengers who arrived yesterday in the Napoleon from Sault de Ste. Marie, was Dr. Douglass Houghton, who accompanied Henry R. Schoolcraft on his late expedition to Lake Superior and the Mississippi River. The result of the scientific investigations of these gentlemen will soon be made public and, no doubt, will add much to the limited knowledge of this extensive region of country. The discovery of a new and extensive copper mine at Point Kewewana (Keewenaw) is important to the commercial interests of this territory and it will undoubtedly become a source of wealth to the country.

"The geographical position of several rivers and lakes in the Ouisconsin (Wisconsin) territory has been discovered to vary greatly from the courses laid down on the maps. Correct drafts have been made and will be forwarded to the Secretary of War. We trust our enterprising publisher, Mr. John Farmer, will avail himself of these discoveries in his next publication of a map of the Ouisconsin Territory. As soon as it is practicable we shall present our readers a more minute account of the expedition."

Here we have the beginning of what later developed into the state geological survey and explorations which led to the discovery of the iron and copper mines of the Upper Peninsula. The only other local news item announces the arrival of Elder John Sunday, a converted Chippewa Indian, who had become a missionary under the auspices of the Methodist Episcopal church to work among the Chippewa Indians.

Henry Griswold, the latter, advertises "fashionable hats cheaper than they can be bought elsewhere or anywhere this side of New York." He also offers to buy furs and peltry. Mr. Griswold had his store on Jefferson avenue adjoining the Southeast corner of Griswold street. This store and several others were destroyed in the fire of 1830, which began in the Detroit Gazette office. Judge John McDonnell lived over the store at the time of the fire. Oliver Newberry offers for sale 100 barrels of Lake Superior whitefish.

There was a wedding notice of particular interest: "Married on Thursday evening, by the Rev. Richard Bury, Col. John Winder to Miss Elizabeth Williams, all of this city." Miss Elizabeth Williams was the oldest daughter of John R. Williams, first Mayor of Detroit and a native of Detroit. Gov. George B. Porter, who had succeeded Gov. Cass publishes a proclamation announcing the appointment of Roger Sprague, Thomas Rowland and Joseph W. Torrey as commissioners for locating county seats in several of the newly created counties of Southern Michigan and announcing the location of the county seat of Calhoun county at Marshall. Attested by Stevens T. Mason, secretary of Michigan Territory. Mr. Torrey was the local representative of the Linnean

Botanic Garden and Nurseries of Flushing, N. Y.

Walter L. Newberry, local representative of the New York Consolidated New York Lottery, announces that its 66th drawing will soon occur. There will be 18,040 prizes ranging from \$12 to \$40,000. Tickets only \$10. Garry Spencer and Henry Silleck announce the dissolution of their tailoring firm. Mr. Spencer will continue in business in Mechanic's Row on Jefferson avenue, opposite the receiver's office.

A legal notice from the probate court states that the late Jean Baptiste Beaubien has died intestate and the estate is to be settled after all creditors' claims have been presented. Mr. Beaubien was owner of the old Beaubien farm and a member of one of the earliest French families in Detroit. His family name had originally been Cuillerier (meaning spoonmaker) but in 1670 Jean Cuillerier married Catherine Trotier de Beaubien and he took his wife's name for himself and their descendants. They came to Detroit in 1721. Following the death of her husband Mrs. Beaubien married Francois Marie Picote de Bellestre, who was the last French commandant of Detroit. It was he who was forced to surrender to the British in 1760. The first Beaubien to settle in Detroit was named Antoine. It was John Baptiste, brother of Antoine who obtained the first title to the Beaubien farm. St. Antoine and Beaubien streets perpetuate their names in Detroit. John Baptiste was a persistent name in the family, it was a later Jean Baptiste who followed John Kinzie to Chicago River and became the second white settler on the site of Chicago. In later years the Beaubien farm was equally divided between Antoine and Lambert Beaubien and the farm still bears their name although it is now the site of the homes of thousands of Detroiters.

Another notice from the probate court refers to the estate of James May. Judge James May was a native of Birmingham, England, who became an early settler in Detroit under the British regime. He married a French woman, Rosalie St. Cosme and she died in 1797. Later he married Margaret Descomptes Labadie. Four children were born of the first marriage and ten of the second. One daughter, Elizabeth May, married Gabriel Godfroy; Margaret married Edward Brooks; James married Susanne Fournier; Mary Ann married Louis Moran; Caroline married Alexander D. Fraser, a noted lawyer; Samuel William married Silence Cushing, a strange though not uncommon name for a woman in early days. St. Paul said: "Let women keep silence in the churches," but the women seem to have forgotten the injunction and it is well for the churches that they have. The elder James May was a justice of the peace and later a judge of the county court. He was a man who knew how to take opportunity by the forelock instead of the fetlock. When Detroit lay in ruins with an array of stone chimneys standing like monuments where the old town had been he seized the opportunity to wreck the chimneys and to use the stone for the erection of a massive house on his own land at the West side of the town.

This house he presently sold to Judge Woodward who rented it for a hotel, keeping a room on the upper floor for his own use. When the British batteries bombarded Detroit from the Canadian shore on the morning of August 16, 1812 one of the wild bombshells crashed through the roof of the Mansion House, as it was called and landed in the middle of the bed the Judge had just vacated. From there it bounced to the floor and rolled into the cold fireplace. The Judge did not stand upon ceremony but departed for the street, just as he was. Fortunately the fuse of the shell was detached as it came through the roof. Judge May died January 19, 1829.

Horace Hallock, who had recently come to Detroit from New York City, advertised the opening of a new clothing store, opposite the drug store of Chapin & Owen on Jefferson avenue. Mr. Hallock brought with him his youthful brother-in-law, Francis Raymond, who became his clerk and later his partner. The firm continued in

business for many years on Jefferson avenue. Mr. Hallock became one of the leaders in the First Presbyterian church and was superintendent of its Sunday school for many years. Francis Raymond became one of the charter members of the First Congregational church, its Sunday school superintendent and was clerk of the church for more than thirty years.

Brown & Kellogg announced the opening of another store with a general stock of goods and one of the first extensive displays of wall paper shown in the city. They offered "two dozen single and double mattresses—preferable to beds—300 barrels of salt, groceries, wines, hardware, iron, nails, and a very choice selection of the most fashionable crockery, and a few dozen of St. Johns most fashionable beaver hats," the hats of our great grandfathers.

John & Mason Palmer, cousins of Thomas and Friend Palmer, advertise a similar line of goods and so do Wm.

(Continued on page 30)

MICHIGAN BELL TELEPHONE CO.



*Dinner doesn't burn
when you have a Telephone
in the Kitchen*

You can't keep one eye on the oven when you must go into the front hall to answer the telephone.

An extension telephone in the kitchen speeds household business and helps to keep cook or yourself from straying too far from an active oven.

It's convenient, too, for ordering groceries and supplies.

The cost of an extension telephone is less than 3 cents a day. To place an order, call the Telephone Business Office.



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.

Trousseau Outfits Follow Lines of Dress Fashions.

The Easter bride will wear all white lingerie. The very smartest is made of white satin crepe, ninon or chiffon, and is trimmed with pure white lace. Dark, smoky, taupe or brown laces on white or ivory materials are passe, and nothing deeper in tone than ivory, or at the most a rich ecru, is being used. The garments worn on the wedding day are dead white, even the lace, whether it is real or one of the fine imitations, usually of point d'Alencon. A lot of lace is used, particularly in the French models, but always it is appliqued or inset flat to prevent the slightest suggestion of fullness or fussiness.

The new lingerie from Paris is in every sense a foundation for the bridal costume. The lines, silhouette and treatment of fabric are the same and one must look twice to be sure that a nightgown or slip is not part of an evening ensemble designated by Vionnet. Especially the dress slip which has the same subtle lines and intricate sections that make the garment fit easily, yet without a crease or wrinkle. The secret of this is that they are cut on the bias, and are widened at the bottom with godets of lace.

Sets for the trousseau contain relatively few garments nowadays. There is always the robe de nuit, and a combination or step-in which eliminates the pantie. But this year the chemise and separate pantie are very popular. Both, of course, are made to fit faultlessly. Sometimes a brassiere is worn, but in some of the new chemises the lacy top is lined with net and serves instead of the separate brassiere. Petticoats reappear in these sets. Nothing more serious than a girdle is worn in the way of a corset, provided one has a slender figure.

In nightgowns outre styles have given way to simple, softly clinging affairs which frequently resemble evening dresses. Sleeves are non-existent, as a rule, and lace is used for deep yokes, insets and hems. Seams in diagonals and points give a flattering slenderizing effect.

In sets other than that for the bridal outfit some delicate colors are shown in the French collections; among these are ensembles in blue, white, pale, blush pink and an opaline yellow which is just a bit deeper than ivory.

There is a smart outfit for the bride who prefers a tailored type even in her wedding garments. It is of blue-white crepe with a pattern of iris in drawn work that forms a yoke and finish at the armholes and spaced motifs. The same plain model is shown with rather heavy lace used so generously in panels and godets as to make almost the entire garment.

Some shops are featuring the Empire model, which makes for a slender silhouette in the fitted gowns and chemises. One of these that will

fascinate a slim young bride is made of sheer white ninon with the short "baby" waist formed all of puffs and strips of narrow lace. Little puffed sleeves are finished with the lace. The skirt of the gown is gathered quite full and joined to the waist with a strip of insertion. A step-in to match has less fullness and fits more closely about the hips. Petticoats are definitely back and several are shown with the trousseau, including one to match the bridal gown.

Every bride will want a tailored negligee for traveling, but in place of softer ones to wear at home she is likely, this season, to choose an assortment of the delectable new lounging pajamas.—N. Y. Times.

Women Buy 80 Per Cent. of Merchandise.

Women buy 80 per cent. of the merchandise sold in department and dry goods stores, according to a report made on dry goods distribution by the United States Department of Commerce.

The latest styles in women's clothing sell the fastest. In the figures in this report for 174 bargain and "basement" departments merchants sell out their entire stock of women's and misses' dresses once every two weeks, or roughly, twenty times a year. They offer a new stock of corsets and accessories once every three weeks, or approximately 17 times a year. A new stock of women's hats and millinery is offered every month, or approximately 11 times a year.

In contrast with this, men's clothing sells much slower, a new stock being available only once every four months or three times a year.

Problem in Cheap Sheen Type Rugs.

Improved methods of producing low-end sheen type rugs are being sought by floor coverings manufacturers. Heavy returns for unsatisfactory service as well as the large number of "seconds" obtained from the process by which the sheen is applied, producers admit, have eaten up the small margin of profit obtainable on the rugs. The situation is regarded as acute in the production of rugs made to retail as low as \$50. Concern over the effect which unsatisfactory service from the cheap goods is likely to have on the market for all sheen type rugs has been expressed by trade authorities. Suggestions that a minimum standard of quality be established for the rugs have been made, but no action has been taken on the question to date.

Trend To Union Suits Possible.

As a result of fairly large sales of pajama checks in the gray cloth market during the last ten days, increased activity in men's union suits made of this material was forecast by underwear manufacturers. While there is still a strong demand in the trade at the present time for popular priced shirts and shorts, a slight tendency toward union suits is being reported in the primary market. It was also said that some of the large department stores are complaining about the increased costs of handling the popular priced shirts and shorts as against union suits, the argument being that

in selling the former two garments must be handled, whereas union suit sales entail only one garment at practically the same price.

Sheet and Blanket Gains Seen.

Sheet and blanket producers are looking forward to an upturn in demand that may assume sufficiently large proportions to eliminate some of the trading tendency now prevalent in the market. In sheets the lesser known brands are still on the trading basis that has characterized them for the last month, with the leading manufacturers holding prices fairly firm. A slight increase in demand during the last ten days has helped to stiffen blanket prices slightly, particularly in all wools, but part wool numbers continue to be sold around levels only slightly higher than the low ranges to which quotations had been reduced after the opening.

Push Dull Finish Chromium Ware.

A determined effort to secure a larger share of June wedding-gift business will be made this year by manufacturers of better-grade chromium-plated hollow ware. Successful in their efforts to put a gray finish on pieces of chromium plate, one or two factories are now producing merchandise for the wedding gift trade and others are installing equipment to enter the field. Priced around \$5 retail, the goods are being introduced into silverware departments to fill the price gap between low-end silver plate and sterling. Objection to chromium plate in the past has centered on the high polish of the finish.

Blues Increase Color Favor.

Blues are now almost neck-and-neck with black in color favor, according to the results of a color survey issued last week by Cheney Brothers. The dark blues are by far the strongest and most active. White continues in strong position as the vogue has been successfully developed of the all-white daytime dress and short coat for town wear as well as the white-top dress. Pure white, ivory and dark ivory are favored. Pinks and corals are active, but reds are now being confined to sport and evening wear and as accents with other colors. Brown and beige are about holding their own in favor.

Some men never hit the mark because they never pull the trigger.

Announces Shoe Colors For Fall.

Eight colors for women's shoes will be featured on the Fall shoe and leather card to be issued shortly by the Textile Color Card Association. Three high shades are outstanding, the list comprising Oxyde, a graphite shade; Tunisie, a dark brown of gray cast and Maderia brown. The five staple hues shown include Prado brown, Moor-esque, admiralty blue, leaf brown and paddock green. On the men's shoe and leather card, to be issued separately, four new brown tones are portrayed. These are Bramble brown, Bourbon, Sienna brown and Baroda, which match Fall woolens.

Vacuum Bottle Prices To Hold.

Vacuum bottle manufacturers will cling to last year's schedules in offerings to the trade this month. The producers are now soliciting orders from jobbers and large retail stores, but have received only a small amount of business so far. Emphasis is being placed this year on pint bottles retailing at \$1 and quart sizes at \$1.95. Producers expect to do over 50 per cent. of their volume on the items in that price range, they said. Gallon jugs for use by motorists are being featured in \$2.95 and \$5 retail ranges.

Glass Demand Continues Quiet.

Conditions in the plate glass market continue relatively better than in the other branches of the flat glass industry. Production of window glass, now at the lowest point in years, continues to run below current demand, even though the latter is in small seasonal volume. As a consequence, the stocks in manufacturers' warehouses are likewise, in most instances, at an exceptionally low figure. The demand for rough rolled and wire glass products is in light seasonal volume.

Men's Wear Stores Seek Novelties.

Some attempt by men's wear stores to promote novelties in furnishings will be made during the Spring season in order to combat the trend for plain staple goods. As far as clothing is concerned, conservative patterns and styles in Spring suits are adhered to, although sport outfits will be a little brighter and available at cheaper prices than heretofore. But an example of a novelty in the furnishings field is provided by the braided elastic suspender and belt.

1909

22 Years

1931

Losses Paid Promptly — Saving 30%
 For FIRE and WINDSTORM Insurance

**THE GRAND RAPIDS MERCHANTS
 MUTUAL FIRE INSURANCE COMPANY**

affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION
 320 Houseman Bldg. Grand Rapids, Mich.

SHOE MARKET

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

Bargain Appeal Not Uppermost at This Time.

This is the week of all weeks in springtime to get the money. The instinct to dress up is an Easter urge that comes to its highest level just before and after. By and large the country over, stores have returned to regular prices and regular service. Regular prices may be at lower levels than a year ago but at any rate the bargain appeal is not uppermost.

This is the time of fashion appeal. We express the national hope that every customer in search of a shoe can get precisely what is wanted in the color pattern and fitting this week. That should be the rule because preparation for this selling week has been a task of weeks and months.

We believe that the public will find that shoe stores generally are more fashion-right than ever before. Shoe store stocks are more nearly fashion-right this season than any previous season. That in itself might be termed an asset, but is it? Shoe stores, generally, have in stock too great a proportion of fashion shoes; just as it might be said that shoe store stocks are too low on classic staple good fitters. Shoe store stocks have been over-fashioned.

What are the consequences? Thousands of pairs of shoes that were bought at sales prices are perfectly good to-day, with to-day's costumes. Many a woman and many a man who bought shoes in the January and February sales is out of the market in March and early April. The reason for it is plain to be seen. The shoes were fashion-right in January and February because clearances were store-wide and were not "seeded." Proper clearance is the selling of off-sizes and off-styles at off-prices but in the deluge of clearance, stores everywhere sold fashion-right shoes at lowest prices.

The next twelve weeks should be selling weeks in which shoes sell because of their fashion and dress value but if customers have shoes to go with black coats that are not yet discarded for spring and summer colors then the urge to buy is not a hunger on the part of the customer, even though it expresses keenness on the part of the merchant.

Too many stores these days are empty of customers. These stores are reaping the results of selling good fashion shoes at profitless prices for the past three months.

Can there be such a thing as stores too-fashion-wise? These stores sell advance style shoes at bargain prices, with the customer knowing full well that the shoes are wearable in the height of the fashion season. The merchant can get very easily tired of a shoe that doesn't readily sell. He can sell too many, too early, too cheaply.

The merchant can also underestimate the fashion intelligence of his customers. The American girl knows

her style and knows how to assemble the accessories—particularly shoes. So we rather see the picture of a regular fashion season in early April to which the American public walks into style at the expense of the shoe trade's February hunger for sales.

But there is no other appeal in the next six weeks—and possibly twelve—than style. The trade must create a demand through better color thinking and better shoe selling.

The trade will find ways and means of selling fashion shoes in this period but should safeguard itself against another price and value period coming too soon for a trade to get its right profit. When the public changes its mood from the appeal-of-fashion to the appeal-of-values, then we will again see price sales. If these price sales are re-opened in April, why then it looks as though trade would just duplicate its errors of January and February.

The American public has never received better values and fashions in footwear than right now. Can a trade make profit with a fashion season of only a few weeks? That's the answer.

Maybe it's possible to get a group of dealers in each town to evolve some policy of clearance repression. Stores hunger for customers and when the fashion-appeal does not produce the volume, then inevitably the value appeal is expressed in comparative prices and clearance. There have been stores in New York City, even high class stores, which have made money in the ratio of one to three—one month of "fashion-selling" and three of "price selling." But such policy demands the keenest of merchandising abilities. Why not give the fashion period a fair treat? Why not consider the summer shoes as regular sales items up to the 4th of July. Regular summer selling, as such, is only May and June promotion at best. Why not give it a trial of regular prices and regular selling?

We should learn the lesson of the past three months wherein stores generally moved current, salable merchandise without real profit. The public profited much. It was given fashion-right shoes ahead of the season. What a pity to duplicate the same experience within the next twelve weeks.—Boot and Shoe Recorder.

Recent Trends of Trade.

Some of the largest retail distributors had sales in March which even on the dollar basis were close to those of the preceding March. Sales in April may make a less favorable showing because last year Easter was a fortnight later. It is hoped, however, that the spring impulse and better feeling this year will keep up the selling momentum.

Announcement last week of action by the Department of Justice to dissolve the Sugar Institute as a violator of the Sherman anti-trust law came out simultaneously with an abstract of Federal Trade Commission rules defining unfair trade practices. These rules forbid: secret payment or allowance of rebates, refunds, commissions or unearned discounts calculated to injure competition or create a mo-

nopoly; discrimination in prices except as provided in the Clayton act; maliciously to induce breaches of contract; selling of goods below cost to injure competition; bribery of buyers; defamation of character; malicious seduction of competitors' employees; shipments not up to sample; and deceptive advertising.

Kroger Grocery & Baking announces its intention to establish grocery departments in Sears, Roebuck stores in Kansas City, Memphis and Indianapolis. Detroit is also under consideration. The announcement says success of similar departments in Chicago and Cincinnati encourages this expansion.

The sales law proposal in North Carolina now before the legislature of that State was strongly opposed last week on the floor of the house by Governor Gardner.

In explanation of the recent 20 per cent. price concession for its product, Canady Dry Ginger Ale announces completion of its three-year plant expansion program increasing productive capacity tenfold from the present volume of 90,000,000 bottles and so effecting savings which can be passed on to the public.

Sales of R. H. Marcy (excluding Toledo and Augusta branches) in 1930 were \$135,002,877, \$800 less than the year before; net earnings were \$7,130,393 compared with \$9,366,325.

The automotive industry has twice the plant capacity necessary for present output, according to current estimates, and considerably more than was required for the bumper production of 1929.

Florsheim has cut the price of its product—fine shoes—\$1 per pair.

Hahn Department Stores reported a net profit for 1930 of \$2,515,844 on sales of \$104,996,578. In 1929 net income was \$4,090,060 on sales of \$112,323,306.

William Wrigley, Jr., announced this week its purpose to devote all the money received from sales of its chewing gum in the South from April 1 to December 1 to purchases of cotton at 12 cents per pound. The estimated sum, \$10,000,000, according to Mr. Wrigley, is "to be left in the South in the South's own coin—cotton."

Scarcity in Curtain Goods Grows.

Manufacturers of popular-price curtains are faced with increasing difficulty in obtaining desirable merchandise for this season's business. With the current demand for curtain fabrics estimated at from 10 to 15 per cent above the levels of the corresponding period in 1929, converters have fallen behind on deliveries, and stocks of the fine open-work curtain material, which is in heavy demand at this time, are reported scarce. Converters assert that manufacturers are all calling for spot delivery on an accumulation of orders which should have been placed around the first of the year. Because of the active conditions of the market, prices on desirable goods have advanced approximately 5 per cent. over the prices of five weeks ago.

A good-looking woman wastes three years of her life looking in a mirror. A plain woman wastes three years of her life looking in a mirror.

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 VanderHooping, Grand Rapids.

First Vice-President—William Schultz, Ann Arbor.

Second Vice-President—Paul Schmidt, Lansing.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

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

A True Prophet on False Grocery Profits.

"The place for private labels is on that merchandise not in direct competition with national brands," declared H. H. Lestico, addressing the Western States Chain Grocers Association during its recent San Francisco convention.

"Why slow the speed of merchandise already sold by an extended and expensive effort to try to sell something the public does not want?" continued this merchandising authority. "Public preference is already so strongly established on these leading sellers" that it cannot be switched without "a laid down cost greater than you now pay for known merchandise. With \$1.45 quoted against \$1.65, you have a false profit of 20c per dozen to equal the same rate of sale and 20c more to keep it going. Advertising working as a sales power house has saturated the consumer mind with preference that will not be denied.

"There are some 150 nationally advertised lines of food," concludes this speaker in summing up, "and these form the backbone of the grocery business, so far as the consumer is concerned. The values of these brands have been taught to the people of America for twenty to one hundred years through intelligent expenditure of hundreds of millions in sound, solid advertising. The truth of this advertising has been proved billions of times through repeated satisfactory use. The National advertiser protects the millions invested in his label with rigid, scientific uniformity which satisfies your customers' expectancy."

It would be mighty difficult to sum up the argument in more clarion tones than Mr. Lestico used, nor could anyone hit the bull's eye with a straight shoulder punch more perfectly aimed.

If the individual will now take his cue for one vital part of his activities from this master of chain merchandising, he will be just that far ahead of much hazy individual present-day practice.

There is, as I have lately indicated, a distinct place for the private label; but it belongs in that place and not elsewhere. It also belongs in certain circumstances and not otherwise. What Lestico said should be listened to by every grocer—individual as well as chain.

Even as Lestico has pursued a steady, logical course and become a perfectly reliable trade counselor, so across the Atlantic in England, is a man whom I have watched for years whose development has been along similar lines. That is S. Gordon Hynes, Hon. F. G. I. Hynes' development has been as consistent as that of Lestico and it is to be noted that both those men have progressed

to a status of recognized authority in the trade because they are both completely "sold" on the worthiness of the work they do. Remarkable how the old sayings come back with force: Whatsoever thy hand findeth to do, etc., for example.

I have often written about the peculiar character of stability that marks the British grocer and its result on the grocery trade over there. I am reminded of this again as I review Hynes and his activities.

Before the war, Hynes was an advertising man, in business for himself. As a side activity he wrote sketches and local news items called "Northern Jottings" which were published in the Grocers' Gazette, London, the greatest grocery paper in the world, I believe. These he signed "Alan Gordon" even as I formerly signed my stories "Henry Johnson, Jr.," while I was active in groceries. The voluminous quantity, as well as the snappy quality, of the Jottings evinces Hynes' indefatigable industry. The kind of men with whom Hynes came in contact is rather well indicated by a sketch of J. R. Whitney, President of the Northern Grocers' Council, and the report of Whitney's speech written by Hynes for the issue of June 18, 1921, of the Gazette. A large trader and busy man in his own business, Whitney takes time and devotes whole-hearted effort to the advancement of the business as a whole, and of course, he is an F. G. I.

Facing business conditions in 1921 in England the like of which we in America have never yet known even slightly, "it was natural that Mr. Whitney should speak of the need and value of combined action, which he did in no uncertain voice. He regards the town associations as the protective armour of the grocer against the forces with which he has to struggle," writes Mr. Hynes.

Burnley, Whitney's home town, takes pride in the fact that its grocers' association dates from 1864, during which time Whitney has served four terms as president.

Hynes has sent me a copy of his last report as Secretary of the Hyde & District Grocers & Provision Dealers Association—Hyde being his home town—before he had to resign to care for the "pressure of his regular journalistic work." Hence, he must now be pretty busy on the Gazette. The report is so long that I can quote only slightly, but I transcribe one item in full; thus:

"A National Crisis. On the third day of the following month the whole country faced a demonstration of united action by one section of the community, who sought to gain by force what they could not achieve by legitimate means. The general strike has left a mark on the economic and industrial fabric of the National life from which it will not recover for many years. Immediately the strike began, the services of our Association were placed at the disposal of the local authorities. Messrs. George Wain, Evan Phillips and your Secretary attended a meeting of the Mayor's Emergency Committee at the town hall. Fortunately the strike was soon over."

I am wondering where any grocers'

association in America would be in a similar crisis? The British have fought so many centuries for the consolidation and orderly development of Law—note the capital L, please—that they take it seriously. That is one reason, perhaps, why the 45,000,000 people over there have fewer homicides, including murders, in a year than one of our lesser cities.

Hynes originated the general slogan: "United to Serve," which up to 1927 had been "adopted by six area councils, sixty-five English associations, eight Welsh associations and seven companionship branches of the Institute of Certified Grocers."

The liberal use of capital letters in their names, slogans and general trade (Continued on page 31)

Old Master COFFEE

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

SOLD ONLY BY
The Blodgett-Beckley Co.
Main Office Toledo
Detroit Office and Warehouse
517 East Larned Street

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

Holsum is first made right—then sold right—and finally backed by one of the strongest publicity campaigns ever released.

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. F. Abbott, Flint.
 Secretary—E. J. La Rose, Detroit.
 Treasurer—Plus Goedecke, Detroit.
 Next meeting will be held in Grand Rapids, date not decided.

Two Heads Are Better Than One.

When a meat dealer falls into a rut, he might as well sell out his business, according to Glenn DeLapp, one of the owners of the Nimble Nickle Market, Pomona, Calif. How to keep out of a rut is another problem. DeLapp and his partner, Ed Fenquay, solve it in a peculiar manner.

The stores are owned and operated by the partners—one in Pomona and the other in Fullerton, seventeen miles away. The customary arrangement would be for one of the men to take over the operation and management of one market and the other the other. Not so here, for a shift of management takes place every twenty-four hours; that is, every other day DeLapp manages the Pomona market while his partner manages the one at Fullerton, and on alternate days DeLapp is at Fullerton and Fenquay is at Pomona.

"My partner is particularly good on handling the details of finance, while my strong point is that of display and advertising," Mr. DeLapp explained. "Thus by switching every other day each of us has an opportunity to give to each store the benefit of his particular abilities. We keep from getting into ruts in matters of these sorts.

"Another advantage in the plan lies in customer relationships. Every man has a definite personality that draws to him customers of personalities which harmonize. Thus Mr. Fenquay attracts to him a certain clientele, while I attract another type. Pomona is a city of around 18,000 people; Fullerton is about the same size. If I were to stay in one city all of the time and my partner in the other all of the time, each store would have only a portion of the potential trade—that which the personality of the manager attracted. But by shifting every other day, each store benefits by the increased patronage that the personality of the other partner draws to it. In other words, we double the possibilities. Thus each store may pull to it as many customers as it would if it were located in a town twice its size and under a single and permanent management. In fact I believe it is possible for each of our stores to enjoy greater patronage than it would if it were located in a city twice the size and if it had one permanent manager, because in a larger community many of our friends would be so far from the store that it would be inconvenient to trade with us.

"I have my friends and my partner has his, but by shifting management every other day, instead of every other week or month, our absence from the store is not so noticeable when the customer comes in. If one of my friends comes into the market and finds Fenquay on duty, he thinks that it happens I am temporarily out of the shop; the next time he comes in, he finds me there."

As an example of the efficacy of such an arrangement as a means of

preventing the meat merchant from getting into a rut, DeLapp cited the experiences of another partnership of his acquaintance. The partners had purchased a market in one town and another in a community a few miles distant and one took one store and the other the other on a permanent basis. One was an excellent meat cutter, but weak on customer relations. The other was strong on customer relations, and his store prospered. The first partner became discouraged as time went on at his inability to make his market prosper like the other and went from bad to worse.

"He got into a rut," DeLapp explained, "If they had exchanged places periodically, I'm sure they both would be prospering. The change would have been stimulating."

It is immediately evident that DeLapp is an excellent showman. His merchandise is unusually well displayed. The name of the market itself savors of showmanship "Nimble Nickle."

"We selected this name," Mr. DeLapp explained, "as a means of attracting attention to our shop and as a medium of putting over the thought that all we wanted was a nickle profit on each dollar's worth of goods. That's only fair, and we believe that the majority of the buying public is fair in allowing the meat dealer, or any merchant, a fair profit on the business. It is particularly necessary to play up this point when you are running a cash market, for price is the paramount consideration on the part of the buyer. Personality, Display and Price are the three requisites for the successful operation of a cash market; price is the most important. However, one cannot cut his prices so that he is losing money, so we have to augment the price element by attractive displays and pleasing personalities.

"We have two men besides myself at this market. The other market has a like number. The men are chosen for their personalities. We have had men who were excellent meat cutters and had to let them go because their personalities were not such as encouraged people to trade with us. You can get a little more for your merchandise if you will throw in a bunch of personality along with it. No matter how much meat you have in your ice box, it won't sell unless it is brought out and attractively arranged in your counter cases. Hence display is of vital importance in conducting a cash business. The cash customer usually is anybody's customer.

"Now, we don't believe in doing all of the work ourselves. We want the assistance that National advertising can give us. Hence we have selected one packer's brand of meats and are sticking to them exclusively, believing that, since it is impossible to get the business of every person in the community, we will play ball with those who prefer one type of product. We shall give them the quality of meat they want, back it up with a fair cash price, the type of personality that appeals to them—and take our chances on holding their business." Willis Parker.

Only they are rich who give.

Rademaker-Dooge Grocer Co.
 Distributors
Peter Pan
 Canned Fruits
 and
 Vegetables

PARCEL FREIGHT SERVICE
 Cheaper than Freight or Express on small parcels up to 20 lbs.
 4 Fast Services Daily To Big Rapids and North on U.S. 131. East to Belding, Greenville, Edmore, Alma, and Saginaw District.
NORTH STAR LINE, INC.
 R. E. TIMM, Gen. Mgr.
 Crathmore Hotel Station, Phone 81138 Grand Rapids, Michigan

VINKEMULDER COMPANY
 Grand Rapids, Michigan
 BRANCH AT PETOSKEY, MICH.
 Distributors Fresh Fruits and Vegetables
 Cranberries, Grapefruit, "Yellow Kid" Bananas, Oranges, Onions, Fresh Green Vegetables, etc.

EGGS - EGGS - EGGS
 WE BUY — WE STORE — WE SELL
 We are always in the market for strictly fresh current receipt Eggs, at full market prices.
 We can supply Egg Cases and Egg Case Material of all kinds. Quotations mailed on request.
KENT STORAGE COMPANY - GRAND RAPIDS

GRIDDLES — BUN STEAMERS — URNS
 Everything in Restaurant Equipment
 Priced Right.
Grand Rapids Store Fixture Co.
 7 N. IONIA AVE. Phone 67143 N. FREEMAN, Mgr.

GRAND RAPIDS PAPER BOX CO.
 Manufacturers of SET UP and FOLDING PAPER BOXES
 SPECIAL DIE CUTTING AND MOUNTING
 GRAND RAPIDS, MICHIGAN

PRESS FOR SALE
 Campbell Century press, 28 x 42. Four roller. Plate distribution. With or without automatic feeder. Running every day. Will sell cheap for cash. Correspondence solicited. Tradesman Company, Grand Rapids.

HARDWARE

Michigan Retail Hardware Association.
President—Waldo Bruske, Saginaw.
Vice-Pres.—Chas. H. Sutton, Howell.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

How To Run a Clean-Up, Paint-Up Campaign.

A local clean-up, paint-up campaign is often a very efficient means of doing good to the community and at the same time stimulating sales in the paint department. Such a campaign can be put on in any community, and the more merchants are interested in it and cooperate with it, the better the results will be.

In most larger cities there are retailers' associations. In smaller places where such associations have not been formed, the retailers usually all know one another, and it is easy for them to get together.

In order to conduct any general campaign successfully, harmony must exist between those taking part in it, such things as petty jealousy between business competitors must be laid aside, and all must work for the general good.

As a preliminary step, a meeting of all retailers interested should be called. This meeting should comprise everyone who sells anything which can be used in housecleaning, gardening, painting and making the grounds and home beautiful. Hardware dealers, general merchants, seedsmen, paint dealers, florists, furniture dealers, dry goods men, even grocers to some extent, are interested in such a project.

The object of the campaign must, first, be thoroughly discussed and understood. The need of a beautiful, healthy, fly-free city should be explained, and the value of such a place from an advertising point of view determined, for this is the basis of the campaign. The appeal to the people must be made along lines of civic pride, hygiene, and the need of attracting new business to the district.

The potential stimulus of such a campaign to general business conditions may very well be stressed. Pleasant surroundings create optimism and optimism will contribute materially to bring back prosperity.

All the good work of the merchant in starting this movement must necessarily be hidden beneath a bushel; for once let people think of anything as an advertising dodge, and more than half the strength of the appeal is lost. Let this be thoroughly understood at the meeting, for unless you get the correct idea in the beginning the plan will not be so likely to go right and carry so much force.

The right course is to make this campaign something broader than a mere business-getting stunt. To this end it should include activities, and especially municipal activities, that cannot in any way be interpreted as making money for anybody behind the project.

The meeting having been called, and the object being thoroughly understood, let us decide how to start the ball rolling. The campaign has been formulated as a civic movement. That means it must be, as far as the general public is concerned, started by the mayor and council. A committee

of your most influential men must be formed to approach the mayor and council, pointing out the benefits which will accrue to the town through being clean and beautiful and asking them to father the campaign. Very likely the mayor will be one of your members, and that, of course, facilitates matters. In many cases it would be best to have the council father the project, but that depends upon local conditions.

A mayor and council might do almost anything and nothing be known about it if it were not for the press. Unfortunately, the press is very often a skeptical party, and must be shown. The quickest and most certain way to obtain the support of the press is through its advertising columns. A reputable newspaper would not support a project merely for the sake of the incidental advertising if that project were inherently bad; but it can and will support a project that is inherently good and that, incidentally, involves considerable advertising revenue.

You want the most and best service the press can give in this campaign, and you will get it in return for advertising. Let each merchant guarantee so much advertising to be used during the campaign, and you can count on the active support of the news and editorial column as well. This is the only expenditure you will have, and it is an expenditure you would largely have anyway. You, of course, use extra space during the campaign; but in return you get not merely the extra pulling value of the extra space, but the tremendous value of a community campaign to back up your advertising.

Now that you are assured of the support of the press, get the campaign under way, beginning with the mayor's proclamation that May 1 to May 15 (or whatever date you may decide upon) is set aside for a general clean-up campaign. Have the papers publish bright, snappy editorials on the value of such a campaign, with special reference to the mayor's proclamation in the issue in which the proclamation appears. You now have interest aroused, and this interest can be intensified day by day by means of other editorials and news items.

Your school board can now be interested. Go to them, directly or through the mayor and council, and request that pages be read in all the schools by the teachers on the necessity of a clean home and a clean city. Get the children interested, so that Arbor Day will be a reality and not a farce. The children will have their influence in the home, and this influence is what you want.

A good stunt is to offer small prizes for essays written by school children on "How to beautify our city," or some similar subject. Offer prizes for the various schools or, better still, for the various grades. As a rule in such competitions information is given out in the various classes by the teachers, to be used as a basis for the competing essays; a number of the best essays are selected by the teachers; and the winners are picked from these by a committee of judges. The presenta-

tion of the prizes can be made a feature of the clean-up campaign week.

On the opening day of the campaign the local paper can put out a special extra size issue to handle the extra advertising. I have always been skeptical as to the direct benefits to the individual advertiser from special issues and special pages; but the big paper does help to emphasize the clean-up and paint-up idea in general at the very outset of the campaign, and the fact that the entire community is united behind the movement. The psychological effect of this upon the public is an important factor in the success of the campaign.

The benefits will be realized in a business way, however, only if this initial effort is followed up throughout the period of the campaign. Here, in the regular newspaper issues, day after day, is where your advertising will get results. The merchant who identifies himself with the campaign by an advertisement in the opening issue and then drops out isn't going to get much benefit. His ammunition has helped to bring down a lot of birds; but the more persistent advertisers will gather them.

For the opening day of the campaign you should put on a special window trim. Lines that may be shown include paint and varnishes, brushes, brooms, soaps, scrub brushes, cleaners, rakes, hoes, garbage cans, fly swatters and fly screens, wall paper, flowers, seeds, kalsomine, furniture polishes, furniture coverings, curtain stretchers and all sorts of housecleaning lines.

I don't mean to say that your store should show all these lines in any one window at once; but these are articles which are, to say the least, in keeping with the clean-up and paint-up idea. Change your window trims twice or possibly three times a week—make them talk with cards, prices and goods. Change your advertisements in the daily paper at least as often. Keep the interest keen, in so far as your individual efforts can do so.

Good work can be done in a number of ways. I have known ministers to preach timely sermons on "Cleanliness is next to godliness" and similar topics. Service clubs, horticultural societies and similar organizations can lend a helpful hand. In most communities the chamber of commerce or the board

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

Wholesale Only. We Protect our Dealers.

THE BEHLER-YOUNG CO.

342 Market St., S. W.

Grand Rapids, Mich.

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting
Goods and

FISHING TACKLE

**BROWN & SEHLER
COMPANY**

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep Lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

of trade, if there is one, takes an active part in the moment.

One very important item must not be overlooked; that of imitation. Human beings are largely given to imitation; and on this human trait rests many a fortune and many a failure. To imitate is human; if your neighbor has a thing, you also must have it, and vice versa. "How can I use this trait in this campaign?" you ask. "Practice what you preach," is the answer.

First paint your own store front, your delivery rig, your premises. Have them bright and clean among the first in town; the suggestion offered will be of immense value. Show the community you believe in the things you advertise, that you are a progressive citizen, and that you are also a wise man who knows that "paint protects property." Your neighbors will imitate you.

Don't forget your wholesalers and manufacturers; they have attractive literature which they will be glad to supply to you and in many cases to distribute for you. They can send you show cards, window trims and similar material. They are willing and anxious to help; their advertising departments will often write advertisements for you if you wish. Their interests are bound up with your interests, and they will be glad to work with you.

The paint up and clean up campaign has the big advantage, that it brings added business to you without taking from your competitor. In every community there is far more business latent or potential than there is business actually done. A tour through any residential or business section of your city will disclose a large percentage of buildings that are fairly crying for paint; and this is only one department that will be beneficially affected by the awakening of the general public to a real and thorough-going clean up. Victor Lauriston.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 24—On this day was held the first meeting of creditors in the matter of Bouwens-Chase Electric Co., Bankrupt No. 4411. The bankrupt was present by Cornelius Bouwens, its president, and represented by attorneys Dilley & Dilley. Claims were filed only. The bankrupt's president was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

March 25. On this day was held the first meeting of creditors in the matter of Ray Johnson, Bankrupt No. 4410. The bankrupt was present in person and represented by attorney E. P. Harmon. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy, of Kalamazoo, was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Milton L. Jesselson, Bankrupt No. 4418. The bankrupt was present in person and represented by attorney Homer I. Freeland. Creditors were represented by attorneys Hilding & Hilding. 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 \$1,000. The first meeting then adjourned without date.

March 26. On this day was held the first meeting of creditors in the matter of Raymond L. Voltz, Bankrupt No. 4343. The bankrupt was present in person and represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of

Master Modes Shop, Bankrupt No. 4395. The corporation was present by its secretary and represented by attorney Fred G. Stanley. Creditors were represented by attorneys Jackson, Fitzgerald & Dalm and James B. Stanley. Claims were proved and allowed. The secretary of the corporation was sworn and examined without a reporter present. M. N. Kennedy, of Kalamazoo, was elected trustee, and his bond placed at \$5,000. The first meeting then adjourned without date.

In the matter of Ralph R. Robinson, doing business as Robinson Music Shop, Bankrupt No. 4170. There were no appearances. The trustee's final report and account was approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, as a case without assets over and above expenses.

In the matter of John W. Rooks, Bankrupt No. 4368, the trustee has filed his return showing no assets over and above exemptions, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Clarence C. Boone, Bankrupt No. 4377, the trustee has filed his return showing no assets not exempt. The case has been closed and returned to the district court, as a case without assets.

In the matter of George H. Lane, Bankrupt No. 4447. The first meeting of creditors has been called for April 20. In the matter of Charles S. Eggleston, Bankrupt No. 4436. The first meeting of creditors has been called for April 20.

In the matter of Emory B. Miller, Bankrupt No. 4439. The first meeting of creditors has been called for April 20.

In the matter of I. K. Persons & Son, Bankrupt No. 4290. The first meeting of creditors has been called for April 20. In the matter of Hans J. Hansen, Bankrupt No. 4430. The first meeting of creditors has been called for April 17.

In the matter of Frank Van Horn, Bankrupt No. 4438. The first meeting of creditors has been called for April 17.

In the matter of Landsmans' incorporated, Bankrupt No. 4446. The first meeting of creditors has been called for April 16.

In the matter of Grover Near, Bankrupt No. 4429. The first meeting of creditors has been called for April 16.

In the matter of Albert J. Smith, Bankrupt No. 4440. The first meeting of creditors has been called for April 16.

In the matter of Frank Cutler, Bankrupt No. 4437. The first meeting of creditors has been called for April 16.

In the matter of Aloysius H. Carmody, Bankrupt No. 4363, the trustee has filed his return showing no assets over and above exemptions and the case has been closed and returned to the district court, as a case without assets.

In the matter of Gordon K. McKenney, Bankrupt No. 4024, the final meeting of creditors was held March 13. The bankrupt was not present in person, but represented by attorney David Anderson. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed.

An order was made for the payment of expenses of administration and a first and final dividend to creditors of 2.6 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case has been closed and returned to the district court.

April 3. We have to-day received the schedules, reference and adjudication in the matter of William Eben Barr, individually and doing business as Muskegon Barber Supply Co., Bankrupt No. 4452. The bankrupt concern is located at Muskegon. The schedule shows assets of \$15,400.94, of which \$3,850 is claimed as exempt, with liabilities of \$14,400.87. The list of creditors of said bankrupt is as follows:

City of Muskegon	\$111.00
Margaret Barr, Muskegon	5.00
Charles Barr, Muskegon	12.50
Jasper and Margaret Uitermark, Muskegon	1,050.00
Andis Clipper Co., Racine, Wis.	21.51
Abbott Jacket Co., St. Louis	14.36
American Hone Co., Olean, N. Y.	22.73
Alladin Laboratories, Minneapolis	48.45
E. Burnham, Chicago	19.95
Sam Bonat & Bro., New York	465.03
Colgate Palmolive Peet Co., Chicago	190.00
Commercial Laboratories, Newark	40.90
Connecticut Tel. Corp., Meridan, Conn.	28.49
Fred Dolle, Chicago	45.00
Dura Co., Chicago	51.43
S. R. Droscher, New York	19.20
Davies Young Soap Co., Dayton	70.48
Eli Mfg. Co., New York	26.22
Donnelly Kelly Glass Co., Holland	50.00
Griffon Cutlery Works, New York	20.63
Holman Soap Co., Chicago	8.30
Hardright Co., Belleville, N. J.	49.30
Holland Brass Works, Chicago	36.50
A. C. Hinds Co., Buffalo	279.20
Herpicide Co., Detroit	61.50
Standard Witch Hazel Co., Essex, Conn.	16.20
Hospital Spec. Co., Cleveland	55.60
Inecto, New York	94.50

Theo. A. Kochs Co., Chicago	373.40
Kansas City White Goods Mfg. Co., Kansas City	102.00
F. A. Kochs & Co., New York	112.80
Lucky Tiger Remedy Co., Kansas City	69.60
E. Morris Mfg. Co., Detroit	91.01
Morre El. Corp., Chicago	22.98
Marcus Lesolne, Inc., San Francisco	6.68
Marlin Elec. Co., Cleveland	85.00
Miller Mfg. Co., Lincoln, Nebr.	10.95
Maywood Heater Co., Maywood, Ill.	14.40
Marinello Co., New York	556.80
C. W. Mills Paper Co., Grand Rap.	30.62
The Nest e LeMur Co., New York	39.72
Neuman Buslee & Wolfe, Chicago	50.00
National Mineral Co., Chicago	40.37
Odell Co., New York	19.80
John Oster Mfg. Co., Racine, Wis.	513.18
E. J. Paidar Co., Chicago	12.40
Paragon Distributing Co., New York	32.00
Paul's Permanent Wave Mach. Co., Minneapolis, Minn.	95.33
Pierre Process, Inc., New York	180.00
Reighman & Faust, New York	28.00
Rosswart Mill Works Co., Spring Lake	260.29
Renolds Metals Co., Louisville, Ky.	65.61
Sanitax Elec. Co., New York	7.80
Jas. P. Smith & Co., Chicago	24.19
Smith & Sons Corp., Buffalo, N. Y.	24.00
Silmer Moon Spec., Chicago	19.50
E. B. Dake, Muskegon	65.00
Sof-Oil Lab., Inc., Chicago	17.55
John Spitzer, New York	22.80
F. H. Tiedeman, New York	16.44
Union Cutlery Co., Olean, New York	58.00
George H. Weyer, Kansas City, Mo.	70.41
S. H. Wetmore, New York	14.40
Wahl Clipper Corp., Sterling, Ill.	58.75
Walker Bros. & Co., New Orleans	208.00
National Lumberman's Bank, Muskegon	300.00
Jasper Uitermark, Muskegon	1,050.00
Richard Shannon, Muskegon	250.00
Dr. S. A. Jackson, Muskegon	39.00
General Permanent, New York	420.00
Alfred LeMieux, Muskegon	390.00
Lila Barr, Muskegon	30.00
National Products Co., Eau Claire, Wis.	40.80
Paragon Distribution Corp., N. Y.	.50
DeLoney's & Co., Chicago	36.00
Lewis Bros., New York	48.00

April 5. We have to-day received the schedules, reference and adjudication in the matter of John W. Surdam, Bankrupt No. 4455. The schedule shows assets of \$50 with liabilities of \$372.01. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The bankrupt is a resident of Grand Rapids.

In the matter of E. A. Simons, Inc., Bankrupt No. 4179, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held March 13. The bankrupt was not present or represented. The trustee was present in person. Certain creditors were present by representatives. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and for the payment of all preferred and secured claims in full, and a first and final dividend to creditors of 14.2 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Sterling Stock Closed Out.

A stock valued at \$100,000 to \$150,000 thrown on the market by the decision of a sterling silverware manufacturer to liquidate his business is proving a disturbing factor in the low-end sterling silver trade. Although the stock would not be considered large under normal market conditions, it has an important bearing on the trade at this time. The goods are being offered the trade at discounts up to 40 per cent. Discounts as high as 50 per cent. are being offered on sample lines.

Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.
Grand Rapids.
SAGINAW BRICK CO.
Saginaw.

You need
TRILBY SOAP
for
really clean hands

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

The Brand You Know by HART

Look for the Red Heart on the Can

LEE & CADY Distributor

FRIED CAKES
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HOTEL DEPARTMENT

Late News About Hotels and Hotel Men.

Los Angeles, April 4—R. B. Paine, former manager of the Barbizon Plaza Hotel, New York, has been appointed manager of Webster Hall, Detroit. He succeeds Will N. Steenman, who took over the management of Webster Hall, in Pittsburg, several weeks ago. Mr. Steenman has been manager of the Detroit unit for the past three years, and his transfer to Pittsburg in a similar capacity followed a precedent established several years ago when Benjamin Jolly was sent from Detroit to Pittsburg, and was carried out again when W. H. Davis, former manager of the Detroit house, received a similar transfer, when Mr. Steenman came to Detroit.

John F. Conroy, managing director of the New Whittier, Detroit, who was seriously injured in a taxicab accident, some weeks ago, while on his way to Windsor to attend a meeting of the Greater Detroit Hotel Association, is reported to be slowly regaining his strength and will soon resume his duties at the Whittier.

John J. Goldsmith, manager of Hotel Savarin, was recently elected president of the Hotel Accountants' Association, of Detroit. Other officers elected were George J. Wood, auditor of Webster Hall, vice-president; Henry Clay, assistant auditor Book-Cadillac, secretary-treasurer; D. H. Queen, auditor of Hotel Fort Shelby and Daniel F. Furey, auditor of Hotel Statler, were selected for the two directorships.

Frank T. Lorenzen, previously with Hotel Fort Shelby, Detroit, has become manager of the Mayfield Country Club, Cleveland.

According to official reports issued by the American Hotel Association, there is evidence that the reckless construction of hotels throughout the country has been curtailed somewhat. During the years of 1927, 1928 and 1929, amounts approximating a half-billion each year were expended, but last year the grand total was less than two hundred millions. It will take many years before a large number of the hotels recently constructed will become a source of profit to the investors, most of whom were entirely ignorant of hotel operation or even hotel possibilities. It may be said also, that very few of these institutions were ever promoted or encouraged by anyone interested in or familiar with the hotel game. Fully ten years ago the late E. M. Statler, who had already established the Statler chain, gave warning of an over-production of hostleries. Previous to that time his company had purchased a site for a second hotel in Detroit, but he thought less of the proposition soon after, and the project was abandoned. On the heels of this warning, however, an epidemic of hotel construction started in Detroit. A dozen or more extensive projects were carried on, which, without I believe, a single exception, proved dismal financial failures. If hotel promoters should fall into a ten-year trance, they would find on awakening, that there was no field for their activities. Sometimes I think perhaps even the investors will get beyond the gold-brick obsession.

The educational committee of the Michigan Hotel Association, through the chairman of its short-course college course, Miss Ruth Myhan, manager of Hotel Shamrock, South Haven, has given out a tentative program for the course in hotel operation, which is to be given at the State College, Lansing, from Monday to Friday, May 4 to 8 inclusive. Each day is to be divided into four periods of an hour

and fifteen minutes each and a choice of two subjects will be offered in each period. The entire program will be presented by members of the faculty this year and the names of no hotel men will appear on the program. Prof. De Hahn, of the faculty will present the "Psychology of Approach," as one of the Monday afternoon subjects, for the first period, and the topic of laundering will be offered as the alternative. The first subject for Tuesday morning will be meat selection and purchasing, followed by a lecture on the cooking of meat, under the direction of Miss Wilson, of the college. In the afternoon Prof. De Hahn will talk on the "Psychology of Training Employees." Wednesday will be devoted largely to the science of cookery, together with the selection and purchase of poultry. Sales promotion will be covered at one of the afternoon periods. The fish topic will be on the program for Thursday morning, together with the consideration of ethical matters pertaining to hotel operation.

A number of hotels with which I am familiar, are making a mistake, to my notion, in adopting too much efficiency. I have in mind several of this type where much expense is undergone in finding out to a penny just what every item of service costs, and at the same time overlooking a lot of good bets where earnings worth while could be encompassed and a lot of patrons sent away in a much happier frame of mind. At every hotel meeting there is always someone who suggests increased profits by cutting down the butter portions or using smaller receptacles for the cream, but I have always held to the opinion that the human being requires just so much nutriment and if your efficiency service sends him away from the table with the pangs of hunger still gnawing at his vitals, he is inclined to form a prejudice against the entire ensemble. The other day I got to reminiscing with an old-time traveler who brought to me recollection of J. Irving Pearce, who 45 years ago operated the old Sherman House in Chicago. This popular individual passed on two score years since, but when you begin talking about American par hotels of that period, you will find, among the older commercial men a number who remember him, and his seeming desire to send everyone safely on his journey with a feeling that his money had been well invested. I, too, remember Mr. Pearce very kindly. He was always present in the dining room when the meals were being served, and made it his special business to know that the meal was being served properly and that the guest was getting enough of everything to meet his individual requirements. It is a big mistake to try and lower food costs at the expense of the portions which are served to the guests, but I grant that there is such a thing as wastage by over-serving, which can be overcome by having somebody around to give out the impression that "there is plenty more in the kitchen," and that it may be had for the asking, at no additional cost. I am familiar with a case right here in Hollywood where a cafe run in connection with a very excellent and popular hotel, started out with every prospect of a successful career, which was suddenly nipped in the bud, because the operator began to practice a lot of little economies which very soon became apparent to his patrons. I am more familiar with this particular case because some time ago a Michigan friend of mine was out here for the purpose of investing in a catering establishment of some kind and together we made a careful investigation of this particular establishment, the facts being that the owner had become so puffed up on account of his success that he called in some efficiency experts to show him something about greater economy. For instance the expert advised reducing the cream por-

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\$2.00 \$3.00
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It's
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"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

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

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



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Facing Grand Circus Park. Oyster Bar.

800 Rooms -- 800 Baths

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HOTEL TULLER
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Grand Rapids' Newest Hotel

400 Rooms -- 400 Baths

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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.

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

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
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LARGEST HOTEL IN LANSING

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

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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.

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RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to Especially Equipped Sample Rooms

WALTER J. HODGES, Pres. and Gen. Mgr.

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

GEORGE L. CROCKER, Manager.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWART R. SWETT, Mgr.

Muskegon -- Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

tions, serving but one abbreviated pat of butter, bringing in but one roll and that when the remainder of the meal was placed upon the table and other like economies, one of which was the substitution of paper napkins in lieu of the textile article which had been in evidence when the service was originally installed. The result came quickly, for where originally he had enjoyed a business of several hundred dollars a day with a handsome profit, it fell down so badly that in a short time he was operating at a loss. The establishment has changed hands several times since, but the same order of things continues and no one has made any money. Always the guest knows when he is being imposed on and uses a very efficient weapon in the transfer of his business to another establishment. This is only one instance of many. In Los Angeles there are thousands of restaurants, many of which have a national reputation for service and quality. Then again there are, at least, other hundreds, fairly well located, that have developed into insignificant "dumps" because the operators were maintaining a program of so-called "efficiency." One of the largest establishments in the city serves one for a certain stated price per meal, and gives you the "run of the kitchen," if you please. The food is brought to your table in generous variety—each course served separately, and you may have as much or little as you desire, and there is an apparent desire on the part of the management to assure itself that you are satisfied. In many other of the successful institutions, extra coffee is supplied by attractive maids, without additional charge. This service all costs money, and it requires service to prepare good food and place it before the guest in a manner which pleases him, but it is just a type of advertising which has been found effective. The wonderful Harvey system, was built up by just such service. This talk of "efficiency" lures many a formerly successful operator on to the shoals of failure. It is always well to keep thoroughly in touch with all the details, and infinitely better to know about these details personally than to depend too much upon experts. Of course, in many, and I might say, most cases, the efficiency man is useful, but it is well to know whether his services are required and worth while before bringing your guests in contact with his economies.

Effective April first the Bowman Management, Inc., operators of the Detroit-Leland since April 1, 1929, will cease to supervise the operation of this 720 room downtown Detroit hotel, according to an announcement made by William J. Chittenden, Jr., managing director of same. No arrangements for the future operation of the hotel have been completed, although it is well known in Detroit circles that representatives of the Baker chain, of Texas, and the Epley chain, of Nebraska have been negotiating for the control of same. The Detroit-Leland was one of several similar undertakings by the Continental-Leland Corporation, which branched out into the Midwest field about six years ago, a field that was at the time more than profitably filled by similar enterprises, and especially so in Detroit. After several unsuccessful attempts to gain a footing in the Motor City, Mr. Chittenden was drafted into the service, because of his wide experience and personal popularity. He made a wonderful showing and I have no doubt, if the property falls into responsible hands and he is permitted to carry out his program of operation, but what he will eventually turn the institution into a profit earner. It is well located, is strictly up-to-date in every particular, and but for the woeeful competition in the city would have made a satisfactory showing under the Bowman regime. Hugh J. Steidl, who

was appointed assistant manager by the Bowman interests shortly after they took over the hotel, has severed his connection with the institution. Frank S. Verbeck.

Recent Mercantile News From Ohio.

Cleveland—G. P. Palazzo, dry goods, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$5,570 and assets of \$1,100.

Massillon—Oscar Most, furrier, has filed a voluntary bankruptcy petition in the U. S. District Court at Cleveland, listing liabilities of \$7,339 and assets of \$2,055.

Toledo—Modern Furniture Co., manufacturer of upholstered furniture, lists liabilities of \$17,507. Assets total \$21,443, of which \$15,500 represents an unliquidated claim for damages. The remainder of the assets are notes receivable, \$522; raw material and finished goods, \$1,000; factory machinery and equipment, \$906; office equipment, \$815; showroom equipment, \$185; office supplies and equipment, \$174; open accounts, \$2,201.

Cincinnati—Cincinnati Merchandise Co., wholesale and retail ready to wear, 1125 Main street. A second and final dividend of between 17 and 20 per cent. was declared at a meeting of creditors. The first dividend was 10 per cent.

Akron—The creditors' committee, headed by Ira Guilden, of the Bulova Watch Co., which has been investigating the circumstances surrounding the failure of the Henry Shaw Co., has advised creditors that following the rejection of an offer of 25 per cent. in cash and notes, the proposition has been increased to 25 per cent. in cash and 10 per cent. in notes maturing 1 per cent. each month. Creditors are advised that the offer has been filed with the court and will come up for hearing shortly. The first note is pointed out to fall due two months after confirmation. The offer is also stated to apply to the Rogers Jewelry Co., a subsidiary owned by the debtor business.

Cleveland—Genevieve Greendale millinery, 1247 Superior avenue, has filed a voluntary petition in bankruptcy in the U. S. District Court here listing nominal assets of \$2,250 and liabilities of \$1,803. There are 22 creditors; none have claims of \$500 or more.

Cincinnati—The will of Edward A. Schwartz, late head of Queen City Awning & Tent Co., directs that the business is to be sold to Albert C. Wunch, of Cincinnati, for \$40,000, plus the face value of the outstanding accounts. Mr. Schwartz leaves his entire estate, amount of which was not estimated, to his widow.

Cleveland—Sterling & Welch Co. recently devoted a large window display to sheets in a promotion of colors in bedding. This is the second time that a window space has been given over to sheets. Sterling's installed a bedding section about a year ago. "Lady Pepperell" sheets and cases were at reduced prices during the week. Solid pastel sheets were at \$2.75, \$6.50 and \$6.90, dependent on size. Cases were 70 cents each. White with color were \$2.45, \$3.75 and \$5.80. Cases with colored hems were 65 cents. The large Euclid avenue window contained a complete ensemble with two single

beds carrying out such popular color themes as peach with green, orchid with green, etc. Satin covers were used and blankets were also placed in the window.

Items of Interest To Grand Rapids Council.

The annual Memorial day services will be held Sunday, April 12, at 4 p. m., in the Moose Temple, corner of Cherry street and South Division avenue. The following officers will be in charge of ceremonies:

Senior Counselor—L. V. Pilkington.
Junior Counselor—W. S. Lawton.
Past Senior Counselor—Allen F. Rockwell.

Conductor—Walter E. Lypps.
Page—R. W. Radcliffe.
Chaplain—Gilbert H. Moore.
Secretary-Treasurer—Homer R. Bradfield.

Eulogy—W. H. Zylstra.
We invite all counselors and their families to attend these services, as they are very impressive and voice the spirit of the commercial man. For your information the entrance to the Moose Temple is on Cherry street.

It is quite probable that our next meeting in May will be held in our new quarters in the Moose Temple. Official announcement will come later.

The special meeting of March 28 was well worth while, inasmuch as we added four new members to our order and believe we have some real stalwart men in Ernest W. Saunders, 571 Michigan avenue, Holland, who is with Wilson & Co., packers; Joseph E. White, 220 West Eighth street, Holland, with the same company; Gerald B. Mervenne, 820 Veto street, Grand Rapids, who sells Mail Pouch tobacco, and Carl M. Bloom, 844 Tamarack avenue, Grand Rapids, with the American Tobacco Co. Our Senior Counselor, L. L. Lozier, was ill and unable to attend, but Junior Counselor Saxton conducted the initiatory work, using the short form in a very nice manner.

A "goat" committee was appointed by the Senior Counselor which is already beginning to function. A man is a goat until he gets a new application. Then he nominates his successor on the "goat" committee. The boys are getting quite a kick out of nominating.

We understand that Kalamazoo is very receptive toward entertaining the Grand Council for 1932 and Battle Creek also is looking forward.

At our last meeting we had the pleasure of reinstating A. G. Kozer, Stuyvesant apartments, Grand Rapids, J. L. Nichols, Boulder, Colorado, Frank M. Johnson, 812 Kalamazoo avenue, Grand Rapids. We surely welcome them back into our midst and hope they will be real boosters.

We have been hearing a good many creditable remarks about the way our new Senior Counselor conducts the meetings. I am sure we are all with him 100 per cent. and anticipating big things this year. H. W. Carsten.

Before introducing variations into your business methods, consider carefully how they are going to work out in the long run, what is going to happen ultimately.

Ask Market Facts of Importers.

Uncertainty over the American market has led a number of foreign manufacturers recently to undertake surveys of the demand for their products in this country. A number of representatives of foreign houses, especially those in the textile, crockery and chinaware fields, have been instructed to submit estimates as to probable style and volume requirements for the remainder of this year. This is the first time such studies have been made on a wide scale. They were prompted perhaps by the fact that crockery producers, ignoring American style preferences, confined their lines to unacceptable goods this year and lost a heavy volume of business.

Six New Subscribers of the Tradesman

The following new subscribers have been received during the past week:
H. Klinger, Muskegon.
L. M. Carleton, Lake Orion.
Robert A. Stoll, Ann Arbor.
H. A. Watkins, Galesburg.
J. J. Kenny, Onkama.
H. O. Segerstrom, Middleville.

CODY HOTEL
GRAND RAPIDS
RATES—\$1.50 up without bath.
\$2.50 up with bath.
CAFETERIA IN CONNECTION



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.

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 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.

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.

Toiletries in the Drug Store.

The two main thoroughfares to better business in the months ahead are generally conceded to be "More Scientific Merchandising" and "Better Education of Sales People." More scientific merchandising has to do with better buying, handling and selling generally, and better education of sales people embraces a good grooming of actual salesmanship methods.

Retail selling is becoming such an exact science that a casual or fairly good salesman is likely to see himself decidedly out of luck in the course of time. Each and every person who serves in the toilet goods department should set the goal for himself of (a) a higher percentage of actual sales to prospective buyers, (b) greater aggregate sales to each customer, (c) that establishment of confidence and good will which will make for steady patronage.

There is no reason why, with proper attention and effort, toiletries sales should not be greatly increased even if a given store is doing a good business already.

Careful analysis often shows that there is a hindering circumstance on the part of the customer, which the clerk must recognize and locate before sales to any considerable extent can be made.

Frequently this hindering circumstance is lack of ready cash. Often the suggestion of a charge account to reliable people will be advisable. A cash customer frequently is an occasional customer, while a good credit customer is sure to be a steady buyer. If the hindering circumstance is a matter of money, medium-priced merchandise, offering good value, can nearly always be sold without trouble.

Again, if the hindering circumstance is lack of exact "know how" in the use of toiletries supplies, manage to put into the hands of that person some interesting little booklets or literature which will give some of the desired information.

Another hindering circumstance is timidity. Many people will not ask questions for fear they will reveal embarrassing ignorance. One of the best ways to reach such people is by means of brief but attractive sales cards. The toilet goods department which uses plenty of sales cards and replaces them often, has a distinct advantage. Likewise, the salesman or saleswoman who has mastered the simple art of sign-card making, has greatly increased his worth as a promoter of sales.

Watch for the hindering circum-

stance which obstructs the making of sales, and it will be found that there are only a few of these and that most of them can be dealt with satisfactorily.

In order to give all goods in the toiletries field a fair show, it is well to map out a selling program and to feature one or two popular rapid-selling articles or groups of articles each week, or perhaps every five days.

For example, soaps of all kinds, bath salts, bath powders, and other home bath supplies, will be sure to hit every one at some point because everybody has to bathe. It is a mistake to try to mention everything in the field. The popular, well-known items will carry the rest along if they are well displayed, price marked, and supplied with snappy sign cards. Then the clerk will do his bit by calling attention to the extra good values in this and that.

Perhaps creams, soothing lotions and anti-chap preparations will be in order the next week. Lipstick, with a base of wax or cream, is helpful in this connection. And, by the way, lighter shades are being used than formerly.

By working out a program and giving every group of items its logical place, clerks will have more interest, the store management can get ready in advance with greater certainty, and the public will be educated on its part, to keep track of what is doing at Blank's.

The story is told of a man who, for some reason, moved his place of business from the street where he had long been located, around the corner on another street. The night preceding the opening of business at the new location, he painted or had painted, a trail of snow-white footsteps on the pavement from the old location to the new, and he put up a sign suggesting that those who wanted to find him, could follow the path right around the corner.

This is practically what we have to do to-day. There is so much advertising that we must outline the pathway plainly and unmistakably from where the customer is to where we are. Four steps ought to do it.

The first step is better advertising than ever before. This advertising must be more interesting. It must be different kinds which will make the prospect sit up and take notice. It must have enough propelling power within it to give the prospect the desire to see the goods we are talking about and to go out of her way to do it. Better advertising must never be commonplace. It must look and be easy to read. It mustn't be dry or pokey. It must tell something worth remembering and avoid generalized, unsupported statements.

The footsteps have led to that man's place of business, in mind at least. Next, frequent toilet goods displays which are striking and appealing must be arranged. They should impel the customer to come in, if only to make a small purchase or to look at some new novelty article—as for example, the powder box that plays a tune when you take the cover off.

The prospective customer has now been brought in front of the counter making an actual contact. Many a sale is killed right here, and this is where better selling comes in. Not

only better selling as far as this particular and important contact is concerned, but the kind of selling which will establish confidence and good will for future business between the salesman and the store customer.

Here are the four shining white footsteps: Real interest in the merchandise itself through better advertising; eye appeal of merchandising packages through better displays; fruitful contacts through better salesmanship; the building of permanent good will and confidence.

Keep the footsteps so clear and plain that they cannot be overlooked by the buying public.

An educated person is one who knows something about many things and a whole lot about a few things. This is true of salesmanship in the toiletries department.

The salesman needs to understand the careful use of good English. He (or she, of course) needs to be fairly well informed on the happenings of the day, and to be tactful enough never to be drawn into the discussion of any controversial subject like religion, politics, or special issues upon which sides can be taken. Let the customer do the talking. Most customers enjoy this because they are flattered to have an attentive audience.

The successful toiletries salesman needs to study the subject constantly as to what is being used this particular season, how it is being used, how the vogue differs from last season's vogue, and the special talking points of the leader lines of toilet goods.

Suppose a certain store has ten different cold creams in stock and the customer asks the clerk which one he considers the best. The salesman cannot consistently name one and knock the other nine, but he can come back with the intelligent query:

"Different creams are for different uses, madam. Do you wish a bleaching cream, a healing cream, a foundation cream for make-up, a cleansing cream, an astringent or wrinkle cream, or what? Just what purpose do you want cream for?"

"Madam" thinks a minute and admits she is inclined to have a very dry skin, as the temperature of her home is pretty warm, and she is troubled with a skin which chaps.

The salesman has his lead and cannot only produce one or two fine creams which will meet her needs especially well, but may well suggest a couple of bottles of hand lotion also to avoid the chapping condition. The cream serves admirably for skin of face and neck, and night-time applications to the hands. But the hands are washed several times a day and so a good bottle of skin lotion which will not leave the hands greasy will be very useful and helpful if one is placed in the bathroom and one at the kitchen sink to be applied every time the hands are wet.

Perhaps before the counter stands a woman who has asked for rouge. She is shown a series of samples under glass, and she points at random to one. "I like that pretty well."

The clerk should be able to judge at once if the rouge she has pointed to is suitable for her complexion, or if

it will be disappointing when applied. It is a rouge, we'll say, bordering on the vermilion and with a yellowish cast. Probably it will make a fright of her; give her a garish, reckless look. Anyway, that shade is out of date. Naturally, the salesman doesn't say so. He points rather to one more likely to please.

"The one you selected is attractive", he agrees, "but this shade is one of the most popular. The darker shade of it is used by the medium and decided brunette, but this is the one in my opinion which would be advisable for you."

Service of that kind is appreciated because it indicates personal interest and a salesman who is posted on what's what.

Study so as to be able to help the customer select what will give the greatest satisfaction in actual use.

The wise clerk rarely lets any customer come and go without a pleasant smile sometime during the conference, be it ever so short. The observant clerk always notes what he can do to make the customer more comfortable. It may be setting something aside from the showcase top, to give elbow room. It may be tying several packages together, offering a chair, or opening the door and raising an umbrella on a rainy day. It all depends on circumstances what the extra service happens to be. But take pains to give that extra service.

The wide-awake salesman knows when he offers a piece of toiletries merchandise on which the price is, of necessity, cut to meet competition, that it is up to him to sell some other article at regular price, that the entire transaction shall show a real profit. You can call this additional sale or sales by any name you like, but it might well be called the "bread and butter sale," for it insures the net profit which business must have to carry on.

Remember people's names and call them by name. Keep seasonable merchandise in the limelight, and work out different plans for calling attention to it while it is most likely to appeal.

We need to travel over the main thoroughfares of scientific merchandising and salesmanship education if we are to enjoy success, outstanding, significant success!

Styling Helps Spring Clocks.

Boudoir and traveling clocks are providing the bulk of business to manufacturers of popular-price spring-wound clocks. Feeling the increasing competition of electric movement clocks, they pointed out, producers of spring wound movements this season have turned to better styling and quality in the small models in order to hold up sales volume. Prices remain steady, in spite of the competition from electric makes, and are within 10 per cent. of the levels prevailing two years ago. Large markets for bigger clocks are still available in numerous cities and in outlying districts, it is explained, where electrical current is not adapted to the standard electric clock equipment.

After a man has tried to lead a calf he has more patience with human beings.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Hugh C. White, Detroit life insurance man, has been appointed general agent for this city by the Connecticut Mutual Life Insurance Co. On April 1, Mr. White will assume his position as general agent, taking the place of J. Fred Lawton, who recently resigned after twelve years as agent, in order to devote his entire time to the interests of the insurance company through personal production. Mr. Lawton will continue as associate general agent. Mr. White has been actively engaged in the life insurance business as an agent since 1920. Prior to that, he was in the real estate business in this city. His headquarters will be in the First National Bank building.

Maurice Avratiner, retail furs, 14316 East Jefferson avenue, has failed. Assets are given as \$8,651 and liabilities, \$20,522, in schedules filed.

An involuntary petition in bankruptcy was filed in U. S. District Court here against Simon Arkhoff and Israel Arkoff, doing business as Arkoff Bros., by Max Kahn, attorney, representing Endicott Johnson Corp., \$724; Florsheim Shoe Co., \$1,340; International Shoe Co., \$61.

An order confirming 30 per cent. composition offer and providing for its distribution has been entered by the U. S. Court here in involuntary bankruptcy proceedings against Mishevovskiy & Berson. The offer provides for payment of 15 per cent. in cash and 5 per cent. in notes payable each succeeding three months. Assets are given as \$9,560 and liabilities, \$18,517 in schedules filed. Creditors with unsecured claims of \$500 or more are: Edson Moore & Co., Detroit, \$665; A. Krolik & Co., Detroit, \$1,316; Peoples Wayne County Bank of Hamtramck, \$1,100;

Louis Saffer & Co., New York, \$856; I. Adlin, Philadelphia, \$845; Charnay & Freed, New York; \$640; S. I. Levy & Co., New York, \$598; Adolph Aarons & Sons, New York, \$613.

Late Business News From Indiana.

TerreHaute—The Packard Shirt Co. was damaged to the extent of several thousand dollars by fire last night, the loss being only partly covered by insurance, according to reports. The fire was the second experienced by the Packard Co. and it was announced by officials that probably a new location will be sought. The shirt factory moved into the building several years ago after being crowded out of the old location.

Muncie—Eastern creditors of Samuels, Inc., department store, which filed a voluntary petition in bankruptcy, met at the offices of Levy, Kraus & Leman, attorneys, in New York City, and formed a creditors' committee to investigate and see whether or not it is possible to secure a higher composition offer than the one now being proposed to creditors. This offer, creditors were informed, is for 25 per cent., of which 10 per cent. is payable in cash, 10 per cent. in a 60 day note and 5 per cent. in a 90 day note, the notes to be unendorsed. Listed liabilities are \$54,793; assets, \$32,035; 412 creditors with unsecured claims, in a total sum of \$49,117. Stock in trade and fixtures, \$29,972.

When a woman interrupts her "career" to get married she assumes ever afterward that she would have been world-famous had she just kept on.

The term "kid" is bad enough, but "kiddies" or "buddies" is the limit.

Public speakers should learn to talk less and say more.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Cotton Seed	1 25@1 50	Benzoin Comp'd.	@ 2 40
Boric (Powd.)	Cubebs	5 00@5 25	Buchu	@ 2 16
Boric (Xtal)	Egiron	4 00@4 25	Cantharides	@ 2 52
Carbolic	Eucalyptus	1 25@1 50	Capsicum	@ 2 28
Citric	Hemlock, pure	2 00@2 25	Catechu	@ 1 44
Muriatic	Juniper Berries	4 50@4 75	Cinchona	@ 2 16
Nitric	Juniper Wood	1 50@1 75	Colchicum	@ 1 80
Oxalic	Lard, extra	1 55@1 65	Cubebs	@ 2 76
Sulphuric	Lard, No. 1	1 25@1 40	Digitalis	@ 2 94
Tartaric	Lavender Flow	6 00@6 25	Gentian	@ 2 28
	Lavender Garn	1 25@1 50	Guaiac	@ 2 04
	Lemon	3 00@3 25	Guaiac, Ammon.	@ 2 04
	Linseed, boiled, bbl.	@ 80	Iodine	@ 1 25
	Linseed, raw, bbl.	@ 80	Iodine, Colorless	@ 1 50
	Linseed, bld., less	90@1 03	Kino, Clo.	@ 1 56
	Linseed, raw, less	87@1 00	Kino	@ 1 44
	Mustard, artifi. oz.	@ 30	Myrrh	@ 2 52
	Neatsfoot	1 25@1 35	Nux Vomica	@ 1 80
	Olive, pure	3 00@5 00	Opium	@ 5 40
	Olive, Malaga, yellow	3 50@3 00	Opium, Camp.	@ 1 44
	Olive, Malaga, green	2 85@3 25	Opium, Deodor'd	@ 5 40
	Orange, Sweet	6 00@6 25	Rhubarb	@ 1 92
	Origanum, pure	@ 2 50		
	Origanum, com'l	1 00@1 20	Paints	
	Pennyroyal	3 25@3 50	Lead, red dry	13 1/2@13 1/2
	Peppermint	4 50@4 75	Lead, white dry	13 1/2@13 1/2
	Rose, pure	13 50@14 00	Lead, white oil	13 1/2@13 1/2
	Rosemary Flows	1 50@1 75	Ochre, yellow bbl.	@ 2 1/2
	Sandelwood, E.		Ochre, yellow less	3 @ 6
	I.	12 50@12 75	Red Venet'n Am.	3 1/2 @ 7
	Sassafras, true	2 00@2 25	Red Venet'n Eng.	4 @ 8
	Sassafras, art'l	75@1 00	Putty	5 @ 8
	Spearmint	5 00@5 25	Whiting, bbl.	@ 4 1/2
	Sperm	1 50@1 75	Whiting	5 1/2 @ 10
	Tany	6 00@6 25	Rogers Prep.	2 45@2 65
	Tar USP	65 @ 75		
	Turpentine, bbl.	@ 65	Miscellaneous	
	Turpentine, less	72 @ 85	Acetanald	57 @ 75
	Wintergreen, leaf	6 00@6 25	Alum	66 @ 12
	Wintergreen, sweet		Alum, powd. and ground	09 @ 15
	birch	3 00@3 25	Bismuth, Subnitrate	2 12@2 40
	Wintergreen, art	75@1 00	Borax xtal or powdered	06 @ 13
	Worm Seed	6 00@6 25	Cantharides, po.	1 25@1 50
	Wormwood	10 00@10 25	Calomel	2 72@2 82
			Capsicum, pow'd	42 @ 55
			Carbume	8 00@9 00
			Cassia Buds	20 @ 30
			Cloves	35 @ 45
			Cocoa Prepared	14 @ 16
			Chlorotorm	47 @ 54
			Chloral Hydrate	1 20@1 50
			Cocaine	12 85@13 50
			Cocoa Butter	50 @ 90
			Corkas, list, less	30 1/2 to 40-10 1/2
			Copperas	03 @ 10
			Copperas, Powd.	4 @ 10
			Corrosive Sublim	2 00@2 30
			Cream Tartar	35 @ 45
			Cuttle bone	4 @ 7
			Dextrine	6 1/2 @ 15
			Dover's Powder	4 00@4 50
			Emery, All Nos.	10 @ 15
			Emery, Powdered	@ 15
			Epsom Salts, bbls.	03 1/2 @ 10
			Epsom Salts, less	3 1/2 @ 10
			Ferret, powdered	@ 4 00
			Flake, White	15 @ 20
			Formaldehyde, lb.	09 @ 35
			Galatene	50 @ 90
			Glassware, less	55 %
			Glassware, full case	60 %
			Glauber Salts, bbl.	02 1/2 @ 10
			Glauber Salts less	04 @ 10
			Glue, Brown	20 @ 30
			Glue, Brown Grd	16 @ 22
			Glue, White	27 1/2 @ 35
			Glue, white grd.	25 @ 35
			Glycerine	17 1/2 @ 40
			Hops	6 @ 95
			Iodine	6 45@7 00
			Iodoform	8 00@8 30
			Lead Acetate	17 @ 25
			Mace	@ 1 50
			Mace powdered	@ 1 50
			Menthol	6 50@7 20
			Morphone	13 58@14 33
			Nux Vomica	@ 20
			Nux Vomica, pow.	15 @ 25
			Pepper, Black, pw.	35 @ 45
			Pepper, White, p.	75 @ 85
			Pitch, Burgundy	10 @ 20
			Quassia	12 @ 15
			Quinine, 5 oz. cans	@ 60
			Rochelle Salts	25 @ 35
			Saccharine	2 60@2 75
			Salt Peter	11 @ 32
			Seidlitz Mixture	30 @ 40
			Soap, green	15 @ 20
			Soap, mott cast	@ 25
			Soap, white Castile, case	@ 15 00
			Soap, white Castile less, per bar	@ 1 60
			Soda Ash	2 @ 10
			Soda Bicarbonate	3 1/2 @ 10
			Soda, Sal	03 1/2 @ 08
			Spirits Camphor	@ 1 20
			Sulphur, roll	4 @ 11
			Sulphur, Subl.	4 1/2 @ 11
			Tamarinds	20 @ 25
			Tartar Emetic	70 @ 75
			Turpentine, Ven.	50 @ 75
			Vanilla Ex. pure	1 50@2 00
			Vanilla Ex. pure 2	25 @ 30
			Zinc Sulphate	06 @ 11
			Webster Cigar Co. Brands	
			Websterettes	33 50
			Cincos	33 50
			Webster Cadillacs	75 00
			Golden Wedding	
			Panatelias	75 00
			Commodore	95 00

INSECTICIDES FOR 1931

- PARIS GREEN
- LIME AND SULPHUR
- ARSENATE OF LEAD (Dry)
- ARSENATE OF CALCIUM (Dry)
- BORDEAUX MIXTURE (Dry)
- OXO - BORDEAUX DRY
- BLUE VITROL, Etc.

Price Schedule Now in Effect for 1931. Ask Our Salesmen or Write For Prices.

Hazeltine & Perkins Drug Co.

Grand Rapids Michigan Manistee

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Lamb

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



ROLLED OATS	
Purity Brand	
Instant Flake, sm., 24s	1 80
Instant Flake, sm., 48s	3 60
Instant Flake, lge., 18s	3 40
Regular Flake, sm., 24s	1 80
Regular Flake, sm., 48s	3 60
Regular Flake, lge., 18s	3 40
China, large, 12s	3 15
Chest-o-Silver, lge., 12s	3 25
Post Brands.	
Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70

CANNED FISH	
Clam Ch'der, 10 1/2 oz.	1 25
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minc'd, No. 1/2	2 25
Finnan Haddie, 10 oz.	2 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 65
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, Im., 1/2, ea. 10@22	
Sardines, Cal., 1/2, ea. 25	
Tuna, 1/2 Curtis, doz.	2 50
Tuna, 1/4 Curtis, doz.	2 25
Tuna, 1s, Curtis, doz.	6 10

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
35 lb. pails, per doz.	19 15

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

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

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

BRUSHES	
Scrub	
Solid Back, 8 in.	1 60
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

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
Succotash	
Golden Bantam, No. 2	2 60
Little Dot, No. 2	2 35
Little Quaker	2 25
Pride of Michigan	2 10
Tomatoes	
No. 10	5 80
No. 2 1/2	1 75
No. 2	1 40
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

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

BUTTER COLOR	
Dandelion	2 85

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

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

CANNED FRUITS	
Hart Brand	
Apples	
No. 10	5 75
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
Pears	
19 oz. glass	
Pride of Mich. No. 2 1/2	3 80
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 60
Pride of Mich. No. 2	4 00

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

CANNED VEGETABLES	
Hart Brand	
Baked Beans	
Medium, Plain or Sau.	75
No. 10, Sauce	5 60
Lima Beans	
Little Dot, No. 2	3 40
Little Quaker, No. 10	13 25
Little Quaker, No. 1	1 80
Baby, No. 2	2 75
Baby, No. 1	1 80
Pride of Mich. No. 1	1 55
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 20
Little Dot, No. 1	2 40
Little Quaker, No. 1	1 90
Little Quaker, No. 2	2 90
Choice Whole, No. 10	12 75
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 70
Cut, No. 10	10 25
Cut, No. 2	1 30
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	1 90
Little Quaker, No. 2	2 65
Little Quaker, No. 1	1 80
Choice Whole, No. 10	12 50
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 75

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

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

CANNED FRUITS	
Hart Brand	
Apples	
No. 10	5 75
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
Pears	
19 oz. glass	
Pride of Mich. No. 2 1/2	3 80
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 60
Pride of Mich. No. 2	4 00

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

CANNED FRUITS	
Hart Brand	
Apples	
No. 10	5 75
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
Pears	
19 oz. glass	
Pride of Mich. No. 2 1/2	3 80
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 60
Pride of Mich. No. 2	4 00

BOTTLE CAPS	
Dbl. Lacquer, 1 gross pkg., per gross	16
BREAKFAST FOODS	
Kellogg's Brands.	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Pep. No. 224	2 70
Pep. No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	3 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

CANNED FRUITS	
Hart Brand	
Apples	
No. 10	5 75
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
Pears	
19 oz. glass	
Pride of Mich. No. 2 1/2	3 80
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 60
Pride of Mich. No. 2	4 00

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

CANNED FRUITS	
Hart Brand	
Apples	
No. 10	5 75
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
Pears	
19 oz. glass	
Pride of Mich. No. 2 1/2	3 80
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 60
Pride of Mich. No. 2	4 00

Cut, No. 10	10 25
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 30
Diced, No. 10	7 00

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

Pet. Tall	4 80
Pet. Baby, 8 oz.	4 10
Borden's Tall	4 20
Borden's Baby	4 10

CORN	
Golden Ban., No. 3	3 60
Golden Ban., No. 2	1 90
Golden Ban., No. 10	10 75
Little Dot, No. 2	1 70
Little Quaker, No. 2	1 70
Little Quaker, No. 1	1 35
Country, Gen., No. 1	1 35
Country Gen., No. 2	1 70
Pride of Mich., No. 5	5 20
Pride of Mich., No. 2	1 70
Pride of Mich., No. 1	1 25
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 70
Fancy Crosby, No. 1	1 45



CIGARS	
Airedale	35 00
H	

Hominy Pearl, 100 lb. sacks -- 3 50

Pecans, 3, star ----- 25 Pecans, Jumbo ----- 40

Dill Pickles Bulk 5 Gal., 200 ----- 5 25

HERRING Holland Herring Mixed, Kegs ----- 95

Golden Rod, 24 ----- 4 25 La France Laun., 4 dz. 3 60

TABLE SAUCES Lee & Perrin, large-- 5 75

Macaroni Mueller's Brands 9 oz. package, per doz. 1 30

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

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

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

Spotless Cleanser, 48, 20 oz. ----- 3 85

TEA Blodgett-Beckley Co. Royal Garden, 1/2 lb. -- 75

Bulk Goods Elbow, 20 lb. ----- 5 1/2 @ 7 1/2

Shelled Almonds Salted ----- 95

PLAYING CARDS Battle Axe, per doz. 2 65

Mackeral Tubs, 60 Count, fy. fat 6 00

Sani Flush, 1 doz. ----- 2 25

Japan Medium ----- 35@35

Pearl Barley 0000 ----- 7 00

Walnut Pecans Salted ----- 87

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

White Fish Med. Fancy 100 lb. 13 00

Soap Am. Family, 100 box 6 10

Gunpowder Choice ----- 40

Sage East India ----- 10

MINCE MEAT None Such, 4 doz. ----- 6 47

FRESH MEATS Beef Top Steers & Heif. ----- 13

Shoe Blackening 2 in 1, Paste, doz. ----- 1 35

Spices Allspice, Jamaica ----- @35

English Breakfast Congou, medium ----- 23

Tapoca Pearl, 100 lb. sacks -- 09

OLIVES 4 oz. Jar, Plain, doz. 1 15

Veal Top ----- 15

Stove Polish Blacknc, per doz. ----- 1 35

Whole Spices Cloves, Zanzibar ----- @47

Ceylon Pekoe, medium ----- 57

Jiffy Punch 3 doz. Carton ----- 2 25

Quart Jars, Plain, doz. 5 00

Lamb Spring Lamb ----- 19

Mutton Good ----- 17

Pure Ground in Bulk Allspice, Jamaica ----- @40

Oolong Medium ----- 39

FLOUR V. C. Milling Co. Brands Lily White

Gal. Glass Jugs, Pla. 1 80

Pork Loin, med. ----- 17

SALT F. O. G. Grand Rapids Colonial, 24, 2 lb. ----- 85

Seasoning Chili Powder, 15c ----- 1 35

WICKING No. 0, per gross ----- 80

Harvest Queen Yes Ma'am Graham, 50s ----- 2 20

PARIS GREEN 1/2 s ----- 34

Smoked Meats Hams, Cer. 14-16 lb. @21

Stovoil, per doz. ----- 3 00

STARCH Corn Kinesford, 40 lbs. ----- 1 1 1/2

Traps Mouse, Wood, 4 holes. 60

Lee & Cady Brands American Eagle

PEANUT BUTTER Bel Car-Mo Brand 24 1 lb. Tins ----- 4 35

Lard Pure in tierces ----- 11

Provisions Barreled Pork Clear Back ----- 25 00@28 00

Washing Powders Bon Ami Pd., 18s, box 1 90

Woodenware Baskets Bushels, narrow band, wire handles ----- 1 75

FRUIT CANS Mason F. O. B. Grand Rapids

25 lb. pails ----- 30

Dry Salt Meats D S Bellies ----- 18-20@18-14

BORAX Twenty Mule Team 24, 1 lb. packages ----- 3 35

Syrup Blue Karo, No. 1 1/2 ----- 2 69

Yeast Cake Magic, 3 doz. ----- 2 70

Half pint ----- 7 50

Bel Car-Mo Brand 8 oz., 2 doz. in case ----- 2 65

Compound tierces ----- 11 1/2

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple and Cane Kanuck, per gal. ----- 1 50

WRAPPING PAPER Fibre, Manila, white ----- 05 1/2

One quart ----- 9 10

15 lb. pails ----- 30

Compound, tubs ----- 12

Washing Powders Brillo ----- 85

Maple Michigan, per gal. ----- 2 75

YEAST-COMPRESSED Fleischmann, per doz. ----- 30

Half gallon ----- 12 15

25 lb. pails ----- 30

Compound tierces ----- 11 1/2

COD FISH Middles ----- 20

Maple Welch's, per gal. ----- 3 25

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

GELATINE Jell-O, 3 doz. ----- 2 85

ISO-VIS MOTOR OILS in Iron Barrels Light ----- 77.1

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

JELLY AND PRESERVES Pure, 30 lb. pails ----- 3 30

Iron Barrels Medium ----- 65.1

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

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

Iron Barrels Heavy ----- 65.1

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

OLEOMARGARINE Van Westenbrugge Brands

Iron Barrels Extra heavy ----- 65.1

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

Nucoa

Iron Barrels Polarine "F" ----- 65.1

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

Wilson & Co.'s Brands

Iron Barrels Transmission Oil ----- 65.1

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

Certified ----- 20

Iron Barrels Parowax, 100 lb. ----- 7.3

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

Special Roll ----- 17

Iron Barrels Parowax, 40, 1 lb. ----- 7.55

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

MATCHES Diamond, 144 box ----- 4 25

Iron Barrels Parowax, 20, 1 lb. ----- 7.8

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

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

Iron Barrels Parowax, 20, 1 lb. ----- 7.8

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

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

Iron Barrels Parowax, 20, 1 lb. ----- 7.8

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

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

Iron Barrels Parowax, 20, 1 lb. ----- 7.8

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

ELBOW Macaroni, 9 oz. ----- 2 20

Iron Barrels Parowax, 20, 1 lb. ----- 7.8

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

EGG Noodles, 6 oz. ----- 2 20

Iron Barrels Parowax, 20, 1 lb. ----- 7.8

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

EGG Alphabet, 6 oz. ----- 2 20

Iron Barrels Parowax, 20, 1 lb. ----- 7.8

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75

EGG A-B-Cs 48 pkgs. ----- 1 80

Iron Barrels Parowax, 20, 1 lb. ----- 7.8

Smoked Meats Hams, Cer., Skinned 16-13 lb. ----- @20

CLEANSERS Kitchen Klenzer 80 can cases, \$4.80 per case

Maple Michigan, per gal. ----- 2 75

COOKING OIL Mazola Pints, 2 doz. ----- 6 75



NEWSPAPER 100 YEARS OLD.

(Continued from page 17)

S. Abbott and John Truax & Co. Truax & Co. specialize in window glass. F. H. Stevens sticks closely to hardware in the three story building of Darius Lamson, lately occupied by Francis P. Browning. Cullen Brown has moved his saddlery shop to Mechanic's Row on Jefferson avenue where he offers "saddlery hardware, military goods, swordbelts, uniform trimmings, coach trimmings, coach, gig, hunters, drovers, wagon, dog and switch whips, also stage, tandem and common whip thongs." Could anybody ask for a greater variety of speed persuaders?

Sherrod McCain advertises his jewelry stock. Harry Keyser is a victim of domestic infelicity for he "forbids and prohibits all persons whatsoever from trusting or harboring my wife Hannah on my account, she having left my bed and board in Pontiac without any just cause or provocation." Whether this advertisement brought Hannah home again in a penitent mood, is not disclosed.

In 1831 there was no police or detective agency in Michigan Territory and so people had to protect themselves against sharp practices by resort to the advertising columns. It should be added also that there was no troublesome libel law to lay restraints upon such advertising. Here is a sample of the manner in which people advertised malefactions:

"Stop thief—runaway from the subscriber, a fellow who called himself Nathan Powers, middling size, round favored, bushy hair, rather talkative and of sickly countenance, and a little shallow in the garret; and 22 or 23 years of age. He stole a six-year-old, cream-colored mare, with a white mane and tail, well built, a little tender footed in her fore feet by close pawing; her fore shoes lately set and smooth shod behind. She had a small scar on the lower part of one thigh; racked and trotted; a white strip in the face. He also took a good saddle with a new pad and stirrup leathers and a gold-plated stiff bit bridle with tin slips on it, and a new waterproof hat. He was but poorly clothed. Whoever will secure the thief and property, or either of them, shall be handsomely rewarded and all reasonable charges paid, by giving notice to Benajah Jones, Jr., P. M. at Jonesville, M. T."

The fourth page of the Detroit Journal & Michigan Advertiser is entirely devoted to advertising. "New co-partnership: the subscribers, having become the proprietors of the Iron Manufacturing establishment lately owned and conducted by Harvey Williams & Co., the business will be continued by them under the name and style of the Detroit Iron Co. They are now prepared to execute all orders for castings and wrought iron work of almost every variety and description, including steam engines and mill castings. A steam engine is attached to the establishment and is in full operation. Plows and plow castings of different plans and moulds are kept on hand by the quantity. Orders addressed to J. R. Dorr, agent for the company, will meet with prompt attention." The advertisement is signed

by De Garmo Jones, Josiah R. Dorr and Harvey Williams.

This same Harvey Williams might be styled as the father of Detroit's power industry. He came to Detroit from Concord, Mass., in 1815, a skilled blacksmith, a foundry man and a machinist, full of enterprise and Yankee ingenuity. He was a nephew of Oliver Williams, who came from the same place in 1809; had his lake vessel, loaded with furs, captured at Mackinaw by the British at the opening of the war of 1812 and was carried away a prisoner of war. His vessel, named the Friends Good Will, by its Quaker owner, was then converted into a British gun boat and named the Little Belt, to fight against Oliver Hazard Perry in the battle of Lake Erie and be captured again by the Americans and then converted into a revenue cutter. Oliver came back bravely after the war, undismayed by his bad luck, bringing his nephew with him.

Harvey looked Detroit over with a critical eye and picked out a business location then well out of the town, on the present site of the First National Bank at Woodward avenue and the corner of Cadillac Square. He converted a log house there into a blacksmith shop and rented a cottage fronting on Cadillac Square from Dr. William Brown. His maiden sister, Miss Lucina Williams, a typical New England schoolma'am came to keep house for him. The nearest iron foundry of size was at Albany, N. Y., so it took a long time to secure castings in Detroit and when they would arrive months after being ordered they were often broken or misfits.

This spelled opportunity for Harvey so he built a small cupola next to his blacksmith shop. He rented a piece of timberland on the Rivard farm and made his own charcoal in the forest. Then he rigged up a huge bellows operated by horsepower to make a blast for his furnace and began making iron castings. Soon after 1820 John W. Hunter arrived from Auburn, N. Y., with patterns for making plow castings and the first cast iron plow in Michigan was made on that site. Harvey then enlisted more capital and started a larger plant on the river front at Hastings street. Still later, in 1827, he imported from the East the first steam engine to be set up in Michigan, a trip-hammer and an expert forger named Turner Stetson to operate it. A new plant was built at the foot of First street and then the Detroit Iron Company began operations, making sawmill machinery, stationary engines and marine engines for all the boats built in and about Detroit. The double engines for the steamboat Michigan and the Illinois were built in that plant.

George L. Whitney, who alternated keeping a book store and publishing newspapers for more than twenty years, advertised a list of the books in his stock. James O. Lewis announced that he has moved his portrait painting studio and engraving office to the basement of Mr. Whitney's store at the corner of Jefferson avenue and Griswold street where he will be thankful for all orders in his profession. Lewis was another versatile genius, a clever draftsman, a painter of portraits, an engraver on wood, copper or steel

and a first class die-sinker. It was his hand which fashioned the first seal engraved for the State of Michigan. It was Lewis who accompanied Gov. Cass, Schoolcraft and others on a tour of the lakes and a treaty-making expedition among the Indian tribes, when he served as a sketch artist to illustrate the scenery and to execute portraits of all the Indian chiefs of the Chippewa, Menominee, Winnebago, Sacs and Foxes and other Western tribes. These portraits he afterward published in portfolios and sold them at Detroit book stores.

The steamboat advertising showed that the Niagara, Captain Chelsea Blake; the William Penn, Captain Wight; Ohio, Captain Cahoon; Enterprise, Captain Miles; Henry Clay, Captain Burton; Superior, Captain Pease and the Sheldon Thompson, Captain Walker were all plying between Detroit and Buffalo, stopping at Salem, Ashtabula, Grand River, Ohio, Cleveland, and Sandusky, en route, "when the weather would permit."

The General Gratiot was plying between Fort Gratiot and Maumee, stopping at all way ports. Capt. Robinson was master of the boat and sailing notices all ended with the clause: "wind and weather permitting."

Two other probate notices are of particular interest. One announces the appointment of commissioners to settle the estate of the late Stephen G. Simmons, the appointees being Jonathan Kearsley, Charles C. Trowbridge and Henry S. Cole, all notable residents of Detroit. Simmons was hanged on what is now Library park—the site of the old county jail in those days—in the fall of 1830. He was a former hotel keeper at Wayne and while drunk had struck his wife a blow with his fist causing her death. The offense at its worst was a case of manslaughter and the execution caused such a revulsion of public sentiment that capital punishment in Michigan stopped right there.

Another probate notice is the appointment of Elijah Willits as administrator of the estate of William Belcher deceased. Belcher was a half-brother of Willits wife, and the two were heirs of the estate of Bridget Belcher who had owned the Northeast corner of Griswold and Larned street where the new Union Trust building now stands. Mrs. Belcher had owned another house on Larned street near Shelby and her son William had been given a donation lot by the Governor and Judges in 1809.

John L. Whiting, city clerk, announces that the assize of bread loaves, fixed by the Governor and Judges, requires that the large loaves shall weigh 65 ounces and the small loaves 32½ ounces, when made of ordinary flour and 63 and 31½ ounces respectively when made of superfine flour.

Thus, it will be seen, an old newspaper may furnish a sort of mirror of the time in which it was published. In its crudely fashioned pages and columns the men of the hour are made to parade before the eyes of the reader; the social status of the community, its trade and industry, means of communication and transportation and the beginning of its development are all faithfully shown. Old Newspapers, no

matter how worthless they may seem as one gives a careless glance at their tattered pages, yellowed with age and soiled with much handling and the accumulated dust of 100 years, they still provide the best resort for the historian who would put on record an accurate picture of the time. Geo. B. Catlin.

Mark Norris was a native of Vermont who migrated as a young man to Genesee county, N. Y., settling at Covington. There on January 13, 1820, he married Roccena B. Vaill, a school teacher. Mr. Norris at the time had a small store and was operating an ashery for the manufacture of potash. In 1824 he was appointed postmaster. Members of the Masonic order were for a time under the public ban because of the abduction of William Morgan and to get away from the atmosphere of bitter prejudice Mr. Norris moved to Michigan and settled at Ypsilanti in 1828. There Mr. Norris built a dam across the Huron river and a carding mill to be operated by water power. In the fall the village postmaster appointed Mr. Norris as his deputy and soon after he received the appointment from Washington. In 1833 he was one of the builders of a flatboat named the Experiment to be operated between Detroit and Ypsilanti but the venture proved impracticable because of the crooked course of the Huron, which made the route about 100 miles in length.

In 1834 he headed a subscription list to finance a survey for a railroad to Detroit and later he became one of the directors of the Detroit & St. Joseph Railway, now the Michigan Central. He was active in the promotion of temperance when that was the leading issue. He built and operated a flour mill and in August, 1864, produced 11,000 barrels of flour. He died in March, 1862, after a life of unusual activity and usefulness. His son, Lyman Decatur Norris, became one of the leading lawyers of Michigan, spending much of his life in Grand Rapids. He served as a regent of the University of Michigan for several years. His grandson, Mark Norris, son of Lyman D., is a prominent resident of Grand Rapids. Lyman Decatur Norris, of Grand Rapids, studied law in the office of Alexander D. Fraser, of Detroit, who is mentioned in this newspaper.

More Activity in Toilet Goods.

Increasing calls for "demonstrators" reflect an improving situation in the toilet goods field. For a number of months the number of unemployed demonstrators was large, but the introduction of new lines requiring their services has brought about a change. The new products are of the novelty type or of the so-called "treatment lines," dealing particularly with the care of the skin. In perfumery, the buying is of small amounts, with numerous repeat orders. The trend is strongly toward the retailing of higher-grade perfume in the one-dram sizes.

There is no difference in the surprise and suddenness with which love and appendicitis attack you; the only difference is that after one attack of appendicitis your curiosity is completely satisfied.

CANNING IN TWO STATES.

(Continued from page 11)

they do not present a serious menace to the person who has understanding and poise.

According to this authority, a shark is usually attracted by the action of the diver's hands and rushes to grasp a moving hand or arm as it would swallow a smaller fish. The diver's protection is to fold his arms with his hands in the hollow of the arm pits and step aside. A shark always circles about its prey as does the wolf of the timber or the prairie. It will seldom attack a diver while encompassed in his diver's suit and is not considered a serious hazard to an experienced diver.

The sponge industry is largely controlled by Greeks, either of immigration or extraction, but the divers, I am informed, mostly come from the Isle of Crete. The one with whom I talked had begun to plumb the depths of the sea at the age of 14—thirty years ago. He is a stalwart person with the evident confidence of one long accustomed to a dangerous trade. "In my country," touching a slightly expanding chest, "we go down hundred, hundred-and-twenty-five feet; a fift'n sec'on go down; a fift'n sec'on stay down; fift'n come back; hav-a-sponge. Huh. Go down stone in two hands, pick sponge; come up by self. This country suits, air pumps; walk about; take a sponge any time; come up; sponge in bag; no hurry." As indicated, the Gulf for many miles out is comparatively shallow. One diver told me that he had seen it only twelve inches deep twenty-five miles out. The depths of the Greek Archipelago would seem to be much greater.

Perhaps a quarter of the four or five score of ships engaged in the sponge trade out of Tarpon Springs are in port at all times, marketing their cargoes and fitting for new voyages, while the others are "working" the depths of the Gulf. The dock is a colorful scene; in effect a foreign fleet floating American colors in American waters; a foreign atmosphere in an American harbor and doing business on the basis of a dollar and in the coin of the U. S. A. Across the street from the dock is the sponge exchange, a fac simile, in part, of a tobacco exchange or a cotton exchange. Here separation, assimilation and distribution. Here sponges are classified and stored. Here they are no longer animal skeletons, but are pedigreed and priced and go to the service for which they are best bred and designed.

Along the street are curio shops in a continuous row in which may be found the treasures of the deep and the sound of a foreign tongue is native to the scene. Harry M. Royal.

A True Prophet on False Grocery Profits.

(Continued from page 20)

literature is a mark of conservatism among the English, but that does not mean that they are old-fashioned. It means that they move deliberately, endeavoring always to make sure that they move right before they move at all. It also connotes the immense respect they one and all accord to their life calling. It were not altogether bad

for use to emulate them somewhat in these respects. Paul Findlay.

New Manager of Alpena Wholesale Grocer Co.

Alpena, April 6—Robert Polzin, president of the Alpena Wholesale Grocer Co., announces that J. Clinton ("Hec") Anderson had been appointed manager of the company, succeeding the late Charles H. McKeeraghan. Mr. Anderson took charge of his new duties to-day.

In assuming his new position, Mr. Anderson returns to the very enterprise in which he started in the wholesale grocery business twenty-one years ago when he entered the employ of Frank C. Holmes & Son, wholesale grocers, founders of the business, which later was sold to the National Grocer Co. and last year returned to local ownership under the name of the Alpena Wholesale Grocer Co., in which the principal stockholders are Robert Polzin, H. Clare Masters, Louis J. Douville and Richard Piepkorn.

Mr. Anderson remained with Holmes & Son, then directed by F. Irving Holmes, until the outbreak of the kaiser's war, through which he served, spending a year in France as a sergeant of Machine Gun Co. No. 344. After the war, Mr. Anderson returned to Alpena and resumed his position as salesman with Holmes & Son, continuing there until his removal to Grand Rapids where he held a position as sales manager for the National Grocer Co. until his recent return to Alpena.

Born in Alpena, Mr. Anderson attended school here. He attained prominence as an amateur athlete. In 1926 he married Miss Ethel Mueller-weiss, of Alpena. They have one daughter.

Mr. and Mrs. Anderson have a host of friends who will welcome their return to Alpena.

Show Date Occupies Lamp Trade.

For the first time in recent years Fall lamp lines may be opened in Chicago a full month after the furniture trade showing. The lamp men have always held their opening immediately after the furniture opening, but are expected to abandon the practice for the Fall season because the furniture opening has been advanced from July to early June. One faction of the lamp trade holds that the June date is too early to bring out a representative number of buyers, while others believe that the lamp trade would lose more by holding their showing a month after the furniture event.

Hose Irregulars in Strong Demand.

Retail buyers have been scouring the market for full-fashioned "irregulars" to retail at 59 and 69 cents, and a distinct scarcity of such is said to have developed. There is a sufficient volume of the higher-priced irregulars to meet the present demand, it was said. Prices on regular merchandise continue unchanged, with little tendency to move either up or down. The cheaper grades of men's half hose have been fairly active, but the higher brackets have not been moving so freely. Manufacturers and agents estimate that sales are about 5 to 10 per cent. below those of last year.

Swim Suit Deliveries Late.

With steady re-orders on bathing suits from jobbers appearing, several of the leading mills are refusing to accept orders on certain classes of merchandise for delivery before June 1. Manufacturers are considerably behind last year in shipments, as buyers who

specified delivery in February of 1930 did not ask for goods until April or May of this year. Prices are considered fairly firm, although buyers continue to look for concessions. Spring sweaters continue very active, with baby shakers and ribbed pull-over styles attracting a fair portion of the business now being placed, it was said.

Complain of Cheap Garden Pottery.

There are fears that large quantities of low-end garden pottery, cheapened to meet a price, will injure the growing market for these products. With the wholesale buying season now at its height, the selling agents contend that cheap goods are crowding out standard merchandise. Much of the trade criticism is directed at the offering of cement bird baths to retail at \$4.75 or lower. Popularity of small animal figures for lawn decoration shows a surprising increase this year, sales agents report, and orders in that division are well ahead of last Spring's totals.

Specialty Luggage Shops Decrease in Chicago.

Stores devoted exclusively to luggage, trunks and leather goods in Chicago have continued to decline rapidly in number, says John B. McEwan, executive secretary of the National Luggage and Leather Goods Manufacturers Association, who declares that to-day there are only about eight such stores in Chicago as compared with about fifty several years ago. He points out that department stores, men's clothing stores, and women's specialty shops have taken much of the business on luggage, handbags, and other small leather items from luggage stores in recent years.

Tarnishproof Silver on Glassware.

The process of rendering sterling silver non-tarnishable, announced recently by a leading manufacturer of sterling silver, is to be adapted to better-grade glassware. Plans for producing the new type of decoration have been perfected by a leading producer of decorated glass who will market the product in volume quantities within the next few weeks. Difficulties in figuring the added cost of the process have prevented the company from announcing new prices on the merchandise, it was said. In the sterling silverware field the process was said to add 20 per cent. to the production cost.

Buying Political Influence.

A recent consent decree, resulting from prosecution by the Department of Justice, should serve as a warning against the employment of those who profess to have political influence, according to a prominent Washington attorney. "The association attacked," he said, "thought that it was immune

because it had employed counsel who was a favorite of the administration, and undoubtedly the Department soaked the association a little harder because of this assumption. Moneys spent for political influence are worse than wasted."

Low End Button Sales Gain.

Purchases of fresh water pearl buttons by manufacturers of popular-price men's shirts have been heavier this season than for several years past. Price rivalry among the shirt producers has opened a market which formerly was held almost exclusively by the higher-price ocean pearl products. Lines of colored buttons, pushed earlier in the year, sold only in limited quantities, the trade admits. Most of the business developed was with pants manufacturers, who purchased colored types for use on tan and gray Summer trousers.

Sugar Institute Suit.

Suit against the sugar "trust" by the Department of Justice has been expected for several months, and the Department anticipates a hard-fought case. The spread between cost of raw product and selling price is said to have been the cause of the investigation leading to the suit. It is also thought that the Department is preparing to file suits against several other large trade organizations, in a determined campaign against everything that looks like wide-spread price-fixing and restraints of competition.

Business Wants Department

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

WANTED—Experienced grocery clerk. Must be able to trim attractive windows and display merchandise. Write McLean & Neelands, 318 So. State St., Ann Arbor, Mich. 401

DO YOU NEED WORK—\$3 starts you. Paying business any time of year. 100% profit. If you prove satisfactory, county contract can be obtained. B. C. Sterenberg, State Distributor "Ventilock", P. O. Box 82, Muskegon, Mich. 396

For Sale—A fully-equipped meat market in Albion, Mich. Address H. A. Christensen, Albion, Mich. 398

FOR SALE—STORE and GAS station, forty acres, on U. S. 127. F. A. Rathbun, 1860, Perant, Wayne, Mich. 399

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.

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

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.

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

Will Jenkins Somewhat Smitten on Orlando.

Orlando, Florida, April 6—Your letter received several days ago. Glad to hear from you. Yes, I have met Clarence Thomas, of whom you spoke. He purchased a very beautiful house from a Mr. Tictke, of Toledo, who runs a large indoor market and grocery in Toledo and believe he is also a man of considerable means, having quite a lot of valuable property here in Orlando. Thomas, I believe, paid him \$55,000 for the house he bought from him, and it surely is a lovely place. I met Thomas playing golf several times.

We located in Orlando for the winter because first it is a beautiful little city of 27,000 people and has inside the city limits twenty-nine lakes. Then, too, being centrally located, we are able to drive out from here in all directions and see many interesting parts of the State. When you stop to think that Key West is 437 miles South of us and Pensacola is 500 miles Northwest of us and still within the borders of the State, there is a lot of territory to cover. We have not covered all of it, but have seen most of the cities from Tallahassee to Miami—560 miles apart—and from St. Petersburg to Daytona Beach.

It certainly is a wonderful State. Hardly think the depression is being felt here like it is in the North. For one reason everyone seems to be working and then, too, they can go out and grow their own food, if necessary, any time of the year and do not have the extreme cold weather to contend with. They claim here the depression has been on since the collapse of the boom in 1926. So they are really getting used to it. I am enclosing some figures I cut out of a local paper of yesterday's issue concerning retail stores in Orlando, thinking perhaps they might be of some interest to you.

Am expecting to return to Big Rapids some time during the latter part of May.
Will F. Jenkins.

Washington, D. C., April 4—Retail business in Orlando in excess of \$16,500,000 is shown by the Bureau of the Census in the release to-day of the returns from the 1930 Distribution Census now being compiled. The 1930 population of Orlando is 27,330.

The bureau reports 494 retail stores with a total annual business of \$16,576,271, a yearly pay roll of \$1,886,592, and full-time employment of 1,599 men and women. The reported number of employes does not include those working part time although the pay roll of part-time employes is included in salaries and wages. Merchandise in stock for sale at the end of 1929 shows a cost value of \$2,684,762.

The total of 494 stores includes 399 single-store independents, 18 units of two-store multiples, and 8 units of three-store multiples. There are also 23 units of local chains, 18 units of sectional chains and 23 units of National chains. Sales of these three types of chain organizations aggregate \$3,335,273, or 20 per cent. of the total retail business, while sales of the single store independents amount to \$10,040,211, or 61 per cent. These figures are based upon reports received in 1930 covering the year 1929.

The food group takes the lead in this report, with the automotive group second, and the general merchandise group third, in order of sales.

Food stores total 147 and report sales of \$3,530,517, or 21 per cent. of the total retail business. Of this number, 63 are grocery stores with sales of \$1,193,254, 15 are meat markets with sales of \$283,937, and 48 are combination stores (groceries and meats) with sales of \$1,721,043. Many bakeries which manufacture their own products are included in the Census of Manufacturers and do not appear in this report, but 3 stores selling bakery goods are reported.

The automotive group, with 93 establishments, does a business of \$3,260,721, or 20 per cent. of the total retail business. Sales in 13 motor vehicle establishments amount to \$1,628,562, and sales in 16 accessory, tire and battery stores to \$567,882. A total of 42 of \$257,279 includes receipts from filling stations is reported with aggregate sales of \$806,998 in gas, oil, tires, and other accessories. This merchandise is also sold in 22 garages whose total business repairs and storage as well as from sales.

The general merchandise group, which includes department stores, dry goods stores, general stores, and variety, 5-and-10 and to-a-dollar stores, report sales of \$3,071,479 in 17 stores, employs the full time services of 346 men and women and pays \$437,737 annually in salaries and wages. The 10 dry goods stores report sales of \$323,068 while 2 department stores and 1 general store, and 4 variety, 5-and-10 and to-a-dollar stores report total sales of \$2,748,411. Inventory for the group as of the end of the reporting year totals \$671,151.

The apparel group of 48 stores reports a business of \$1,161,317, employs 92 full-time people and pays \$118,384 in salaries and wages annually. This group consists of 9 men's stores, 13 women's specialty shops, 5 clothing stores, 6 millinery shops, 10 shoe stores and 5 other apparel and accessory shops.

The lumber and building group, with 30 stores and yards, reports 134 full-time employes and a total retail business of \$1,156,290. This group includes lumber yards and hardware, electrical, heating and plumbing, and paint and glass stores. Planing mills and similar establishments which manufacture building materials are included in the Census of Manufacturers and do not appear in this report.

The 45 restaurants and other eating places in Orlando employ 176 full-time people and do a business of \$642,877. This volume of business is exclusive of meals served in dining rooms operated by hotels and boarding houses and of lunches served in drug stores. The total pay roll of the 45 restaurants and eating places is \$105,633.

Other large business classifications shown in detail in this report are feed and farm implement stores, drug stores, jewelry stores, land office, school and store supplies and equipment stores.

This report is a comprehensive picture of the retail business in Orlando and is part of the first basic Nationwide Census of Distribution now being compiled by the Bureau of the Census.

No Profit For Anyone.

A surplus of distribution to an extent that is exceedingly costly and wasteful has resulted from "free deals" in the oil industry, the commission was informed. The deals are in the form of loans of equipment—pumps, tanks, air compressors and electric light plants—and free painting, and add greatly to the cost of distribution. Figures from a confidential report of an investigation showed that there are 311 filling stations within forty-six miles on the Boston Post Road, North of Port Chester. These stations operate 1,025 pumps, and have required an investment of nearly \$4,500,000 in equipment, land and buildings. Their multiplicity spreads distribution so thin that "there is nothing in it for anyone."

Trade Practice Rules Reviewed.

Encouragement has been offered by the Federal Trade Commission by its announcement of the completion of its task of reviewing the rules of practice adopted by close to eighty industries

at trade practice conferences. The announcement states: "While details will not be made known until the statements concerning each industry are released for publication it may be said that Group II rules, which relate to expression of the trade, are being generally retained in the language of the industries although there are some changes suggested by the commission." Statements for the luggage and athletic goods industries have been released.

Watching Signs of Price Turn.

The present status of wholesale prices is a "double-barreled" affair to retail merchandise managers. They are watching price levels not only to see how much lower they may go, but also to detect early signs of any trend toward higher levels. In some quarters absence of surplus stocks was cited as one indication that it will not take long for prices to advance once the downward cycle begins to waver. The low state of retail stocks, it was said, suggest heavy replenishment in the early stages of a firming market. At the same time a major problem would face the stores in the consumer reaction to any increase in retail prices.

Fine Goods Seasonally Quiet.

Due to the religious holidays and the seasonal lull preceding Easter, the fine goods market was quieter last week, according to the report of the Berkshire Fine Spinning Associates, Inc. A fair volume of business was transacted on lawns and voiles, however, with prices advancing $\frac{1}{8}$ to $\frac{1}{2}$ ¢ and a continued scarcity of quick

goods in some constructions of lawns. Broadcloths moved in a moderate way at firm prices. Some interest was displayed in rayon-filled crepes. Rayon-filled piques also began to show signs of activity. Mills are adhering to their curtailment program, the report said.

Curbing Congressional Radicals.

No higher taxes this year, according to the assurance of President Hoover, is considered a wise political move to restrain the radicals in Congress. The present rate of taxation will maintain a heavy Treasury deficit, which will tend to prevent debenture, bonus, subsidy and other costly schemes with the purchase of votes as their principal purpose. However, the President has said nothing about higher taxes next year, and certain well-informed officials express the opinion that a heavy increase will be felt by those whose incomes are in the higher brackets.

Predict Price Cuts on Food Brands.

Compelled to reduce their prices to meet the price competition of private label and chain store organizations, producers of Nationally advertised brands of coffee and ginger ale have found the lower prices a profitable stimulus to business. Encouraged by the additional business garnered by producers in the two fields mentioned, manufacturers of other Nationally known grocery items are planning similar steps. Although confirmation of the reports was lacking, it was understood that some brands of flour, tapioca and cocoa would be the next to announce changes.

No Change in the Business

The tea business established by the late Samuel R. Evans will be continued by us under the same general plan presented by the deceased. Full and complete stocks of all lines will be carried and prompt shipment guaranteed. The patronage of the trade solicited.



NATIVE GROWERS

414 North Front Avenue

Grand Rapids, Mich.