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Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 27, 1932

Number 2523

GRUMBLETOWN

Away out here, in Grumbletown,
All things are turning upside down.
The grass is blue, the sky is green,
A cloud or storm is never seen.
The stars shine brightest just at noon.
There is no new or wane of moon.

Figs grow on vines and grapes on trees,
We hive our horses and drive our bees;
The birds eat hay, the cows all sing;
There are four right angles to every ring;
The islands here by land are bound,
And in the sea all lakes are found;
When tired workmen seek their rest
The sun is rising in the West.

The rich are working in the street,
The beggars at the club house meet,
The poor pass by with careworn brow,
For they have all the money now.
Old men do reverence to youth,
And politicians tell the truth.
All things have changed around about,
Crisscross, contrary, inside out,
Topsy turvy, upside down,
To please the people of Grumbletown.



Perfection

SUCH AS ONLY HEKMAN BAKERS CAN IMPART

HEKMAN'S



**Wolverine
Soda
Crackers**



The Supreme Achievement in Cracker Baking

Rademaker-Dooge Grocer Co.

Distributors

Fremont Sweet Peas

Miss Michigan Ex Stand Cut Wax Beans

Miss Michigan Ex Stand Cut Green Beans

Miss Michigan Sweet Peas

Miss Michigan Early June Peas

Above all packed by Fremont Canning Co.

**Are the canned foods you feature grown
and packed
in your home
state?**

W. R. Roach & Co.,
Grand Rapids, main-
tain seven modern
Michigan factories
for the canning of
products grown by
Michigan farmers.



A complete line of canned vegetables and fruits

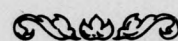
Coffee

The delightful aroma
of the breakfast cup of
coffee is an inspiration
for the day.

Better coffee increases
this effect.

Quality - Price - Satis-
fied Consumers are all
embodied in our popu-
lar brands.

Imperial
Morton House
Quaker
Majestic
Table King
Nedrow
Boston Breakfast Blend
Breakfast Cup
Princess



LEE & CADY

MICHIGAN TRADESMAN

Forty-ninth Year

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Number 2523

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

THE BEAUTIFYING OF FARMS

Pays Money Value As Well As Real Value.*

This is a mighty big subject. If our farms were beautiful, children would like to stay on them; city people would be glad to visit them; their owners would show with pride and satisfaction the good crops, the good livestock, the good buildings, and, above all, the beautiful trees, shrubs, flowers, outlooks and surroundings. If our farms were beautiful, they would be worth at least twice what they are now in real value. By real value I mean in their ability to give comfort and pleasure to their owners. I believe also that their money value would be proportionately increased. I will explain this later.

Why is the country a more attractive place than the city for a home? There is more room in the country. From a farmer's house one should be able to see the sky, the clouds, an approaching storm, the lightning, a rainbow, sunrises and sunsets with their gorgeous colors, the stars at night, and all the charming effects of moonlight. These things are seldom seen to perfection in a city. Plants of all kinds have room, good soil and good air in the country in which they can develop to perfection, while in the city they are often cramped for room and suffer from lack of food and water and from a vitiated atmosphere.

Then, in the country, there is freedom resulting from a certain feeling of seclusion, of real ownership, and a lack of too close neighbors. Let us in our minds visit an ideal farm. We approach it along a highway which Na-

*This paper was written by Ossian Simonds to be read at a meeting of Master Farmers which was scheduled to be held at the farm of Roy Munson last summer. On account of the serious illness of Mr. Munson, the meeting was not held and the paper was not presented. In the meantime Mr. Simonds has passed away, but through the kindly offices of Charles W. Garfield the family has consented to its publication in the Tradesman. The treatment of the subject is so original and comprehensive that it is hoped every reader of the Tradesman will give it careful perusal.

ture has planted. No approach could be handsomer. At the sides of the road grow oaks in variety, elms, hawthorns, redbuds, Juneberries, dogwoods, hazels, elderberries, goldenrods, asters and other plants too numerous to mention. Through these on one or both sides, as occasion demands, runs a footpath where pedestrians may walk Indian file without danger from passing automobiles. The roadside trees and other plants I have mentioned, whether planted by Nature or man, are arranged, not in rows, but in an irregular manner which is far more interesting. Sometimes the trees arch over the roadway and those passing have the pleasure of riding through a tunnel of foliage. Again there will be a gap of several hundred feet on one side or the other where even those riding in a swiftly moving automobile may enjoy a view over an extensive country.

As we near the entrance, the buildings are not at first in evidence. It is not necessary that we should be welcomed by barns, cows, pigs and chickens. With advantage in appearance and often in utility, these can give way to the house, which should be the first building reached. Where should the house be placed? Preferably, so far as appearance goes, where it will command the most pleasing outlook, receive the summer breezes and perhaps have some natural tree growth near at hand; for every farm should have some woods even though no more than an acre. Convenience should also affect the location of the house. Sometimes a place near the highway will be the most favorable, but not always. With our fast moving vehicles of all kinds any point within the farm is quickly reached and a central place when all points are considered may be best. Such a location shortens the distance to pastures or to cultivated fields. It gives quickness and a certain amount of privacy.

Should the house face the highway or be square with the points of the compass? Some feel that it should; but such a feeling is, I think, due to prejudice or to one's bringing up, just as being a Baptist or a Catholic, a Republican or a Democrat, a mathematician, writer or scientist may be due to one's bringing up.

The house we are visiting is a little distance from the public thoroughfare and faces Southwest, although the highway runs East and West. The farm is usually approached from the East and the farm drive at the entrance curves gently in that direction. A loop from this drive reaches the Northeast side of the house where the entrance door is located. A hall leads from the entrance vestibule to the Southwest side of the house, where the living porch is located. At the left or Southeast side of this hall the

kitchen and dining room are placed so that the morning sun floods each with the dining room and the living room which is at the left of the hall, and from the living porch already mentioned. The prevailing Southwest breeze also reaches these rooms as well as the bedrooms in the second story. Large elm trees near the South and West angles of the house give a light and a certain degree of warmth. Each of these rooms also commands, in the direction of the sunrise, an excellent view of the farm. The best views, however, are to the Southwest over a wide stretch of country with a glistening stream in the distance and rising hills beyond. These views are seen from the Southwest windows of delightful shade like huge umbrellas, while obstructing no outlook. Incidentally, the house has fireplaces, water under pressure and electricity, with all the comforts that they give. A yard for drying clothes—a service yard in fact—is East or Southeast from the kitchen, this yard being screened by a thick high growth of lilacs from the North and Northeast.

The barns and other farm buildings are located directly South of the house at a little distance, but not too far, and are reached by a continuation of the entrance drive. The barn shelters the larger animals and some of the crops as well as all the tools. There is a milk house supplied with hot and cold water—electricity supplying both heat and cold. There is also a chicken house and perhaps some other buildings, all of which are grouped harmoniously together.

Between the house and the barn, that is, South of the elm tree near the South corner of the house, there is an irregular bit of woods margined on the West with fruit trees and bushes placed against the forest growth. These will be seen from the house. Directly West of the house or perhaps a little Southwest there is another bit of woods and here again are fruit trees. Perhaps a little out from this diminutive forest are a few old apple trees, and to my mind there are few objects more beautiful than a rugged, perhaps somewhat gnarled, aged apple tree. It is attractive if seen in flowering time in May or when full of fruit in autumn or with bare branches in winter. North of the house there is a large group of evergreens, their branches reaching to the ground on the outside, but inside the group the branching commences at a high elevation and the ground is covered with needles.

Close to the house and fitting the arrangement of windows there are shrubs, some high, some low, some merely a ground covering. If one walks about the grounds near the house and looks out over the farm he will see single trees of large size or

perhaps groups of two or three here and there near field boundaries. These give shade for the animals in hot weather.

About the buildings of whatever nature, where the space is not needed for outlook, for sunshine, for play or for garden, an embellishment of foliage will be found furnished by trees, shrubs or vines, and, frequently, there will be flowers—iris, peonies, violets, asters or goldenrods—snuggled at the base of such foliage.

Near the Northwest corner of the farm there is a high ridge of light soil, formerly a bare sand dune, from which the strong winds once blew clouds of dust. Now it is covered with forest—largely pines—and has become a thing of beauty as well as of some utility.

I have said that every farm should have some woods. Perhaps this was because I love the woods, they are so full of beauty, of mystery, of chances to make discoveries. In them one looks for new plants, new flowers, new birds or bird nests or new effects of foliage. In them there is always a chance of gaining information or of finding some object of interest. A hard fisted farmer, a fruit farmer, who had only forty acres of land was about to cut the only acre of forest on his farm. It was original forest. I persuaded him to leave it. Years afterward when his children had grown to young manhood and womanhood they told me this acre had given them more pleasure than any other acre on the farm. They loved its wild flowers, and the trees as they grew old or were thinned furnished fuel or perhaps a wagon tongue or whiffletrees or a beetle. I imagine half the farms have a steep hillside, a barren patch of land, a water or marsh margin, or a sharp angle in a field that might with economy and other advantages be turned into woods. In doing so consideration should always be given to the best views. By "woods" I mean a comparatively thick growth of forest trees, the undergrowth and young trees being allowed to remain. The leaves are also allowed to stay where they fall to preserve moisture and enrich the land. Such an area generally takes care of itself after it is established. If there is no suitable area, such as I have described, why not take a strip of land ten, fifteen or twenty feet wide next to the highway fence. This, well planted with seeds or seedlings that would make a forest, together with the adjoining roadside growth, would form quite a respectable strip of woods which would not only beautify the farm but furnish food for birds and delightful places for them to live and build their nests. Ornithologists tell us that without birds we could have neither agriculture nor

(Continued on page 23)

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Keego Harbor, Jan. 22—My attorney has been successful in having the case of Boerner, Fry & Co. and Cedar Rapids Finance Co. against me dismissed, for which I am thankful. I am also very thankful to you for the many helps you have given me. But for you I would have been afraid to do anything but pay. You may use enclosed letter in any way you wish. I have copies of same and it will not be necessary for you to return them.

Sarah J. Perry.

Pontiac, Jan. 12—Miss Sarah J. Perry has requested that I write to you relative to the outcome of her suit with the Boerner, Fry & Co., or, rather, the Cedar Rapids Finance & Thrift Co.

This case has been in the courts for some time and finally was set for trial on Dec. 22, 1931, at which time I entered my formal plea and somewhat altered the plea originally entered in the case. I am enclosing a copy of my plea in that case, that you may see what it was all about.

After the entry of my plea plaintiff's attorney claimed to have been taken somewhat by surprise and requested an adjournment until Jan. 5, 1932, at which time he again adjourned it until to-day for trial.

In order to give some comprehensive idea to what extent my plea might have availed, had the suit come to a point where I would have had to set about the proof of my defense, I will go into each more fully later.

Of course, you know that the plaintiff was entering his proof by deposition and in doing so he failed to establish one material point, which happened to be the crux of my case.

Before I go into the point of the defense I will set up what is necessary for the plaintiff to prove in order to establish a prima facie case:

1. The identity of the payee; 2. The amount of the notes; 3. Place of payment; 4. Date due; 5. That they are bona fide purchasers for value and without notice of informatics; 6. By whom signed and the genuineness of the signature.

After he had read his depositions into the record, he then called Miss Perry under the statute and offered the depositions in evidence. To this I entered formal objection in that he had not established his notes nor the genuineness of the signature of Miss Perry, which she denied under oath on such examination.

Since he could not establish the genuineness of her signature by such examination, and having no proof on this point, and he having then rested his case, I made a motion for a judgment of no cause of action. To this the judge assented and such motion was granted.

Now to take up the plea:

1. Forgery. The claim in our case was that Miss Perry had not at any time signed any notes and had only signed a blank piece of paper, which she believed was an authorization to place goods on her shelves on consignment, and that said notes were a forgery, which was quite apparent from the signatures on the notes.

2. Fraud in esse contractus—fraud in the essence of the contract. In other words, she was fraudulently misled in the procurement of the contract, that the contract was fraudulent, that her signature, if any, was procured by fraud, and fraud in general.

2. Non-delivery. That she did not make or deliver any instrument which purported to be notes and, therefore, she could not make any valid delivery of any note or notes.

4. Material alteration. That is, the notes, which she is purported to have signed, were not in the form that she signed; in that she signed a blank piece of paper and not notes or anything at the time of her signature purported to be notes or anything in the form recognizable as notes.

5. Payee was a foreign corporation doing business contrary to Sections 10118 et. seq. C. 1929, which made the notes unenforceable in the hands of anyone.

6. Same as No. 5 except that the claim was that the notes were void.

I am citing a number of Michigan cases bearing on both sides, more or less—those in bold type are important. Those marked (a) are adverse to our claim:

46/224, 186/453, 156/25, 187/196 (a), 220/249, 224/423 (a), 163/399, 143/679, 239/593. (227 U. S. 218, Vol. 57 L. Ed. 486, Sub. 3), 247/317, 228/458, 117/48, 150/580, 158/321, 165/604, 190/699, 196/552, Sec. 10118, 10119, 10120, 10121 and 10122, Vol 2 C. L. 1929.

7. That the contract was cancelled for the fraud of the agent of Boerner, Fry & Co., the next day after the giving of the contract.

8. Incompleteness of the contract.

9. Repetition of No. 1, denying the execution of any notes.

Those of most importance in this case were Nos. 1 and 2, which, if proven, are perfect defenses. As to the remainder of them, they bear mainly upon the influence on the court and for protection in the event of new or discovered evidence upon the trial. Of course, the defense of foreign corporation, if good at all, must prove that they were doing business in this State contrary to the statute, but they are exempt from the action of the statute if they are engaged in interstate commerce.

It is possible to put in such pleas, as above set forth, under the practice in justice courts, but, of course, not in the circuit court, all of them being inconsistent under the general issue, which was first set up.

I am advising however, in such cases as these, that persons thus prosecuted by crooked plaintiffs employ a practicing attorney, as these matters require an expert knowledge of the practice in the courts and also of the negotiable instruments law. As it was, Miss Perry would have probably lost the case had she not had quite a considerable amount of luck; in that, if the plaintiffs had offered the notes in evidence or declared on them on the return day of the summons, it would have compelled Miss Perry to file an affidavit of denial of execution within ten days of the offering of the same in evidence or of declaring upon. This her attorney did not do, but I am confident if he had, Miss Perry's agent would not have had sufficient knowledge of the practice to file such affidavit. If such denial affidavit is not filed, the defendant cannot deny the execution of the same thereafter. Along with this there are many other incidents of the same nature which would have possibly lost the case for her.

I trust the information herein set forth is as adequate and complete as desired.

Erwin O. Slater.

Plea of General Issue.

Now comes the defendant in the above entitled cause and demands a trial of the cause set forth in the plaintiff's declaration.

The defendant claims the following defenses in addition to the above plea:

1. Forgery.
2. Fraud in esse contractus.
3. Non-delivery of said instruments.
4. Material alteration.
5. That the payee on said notes so claimed to be due and payable and valid by the plaintiff herein is a foreign corporation and has violated the statutes of the State of Michigan and therein and thereby rendered said notes unenforceable.

6. That the plaintiff herein and Boerner, Fry & Co., are foreign corporations which have failed to comply with the statutes of this State relative to foreign corporations, being sections 10118 et. seq. compiled laws 1929, for State of Michigan and subject to the penalties thereof.

7. That the contract was cancelled for fraud.

8. That the contract was incomplete and is still not completed on the part of the payee of said notes.

9. That the defendant denies the existence of any valid notes against herself, and denies the execution thereof.

Slater & Fortino,
Attorneys for Defendant.

We are very glad to note the decisive disposition of what promised to be a very disagreeable situation. Miss Perry is entitled to much credit for her determination not to submit to extortion and to defeat the crooks who forged her name to documents which she evidently never saw. We wish all our readers would be equally defiant when confronted by so desperate a situation.

Michigan merchants are again being offered an opportunity to purchase medicated salt along the same lines which has made the business so disreputable in the past. In the first place, the salt is no good. In the second place, it does not sell. In the third place, any orders given are frequently "stuffed". In the fourth place, the salesman usually insists on the signing of trade acceptances, which no merchant should do under any circumstances. In the fifth place, the pirates who are now in the field have no responsibility, not being rated by the mercantile agencies.

Presque Isle county officers have taken Samuel Gutterman, 32, and Albert Foreman, 44, to Roger City to face a charge of swindling farmers out of \$25,000 worth of Corporate Trust Co. bonds. County Prosecutor Fred P. Hemple, of Rogers City, said the men told the bond holders their securities had been called in and that bonds of a new issue would be sent them. He said the men gave receipts to which the names of bond dealers were forged.

Asking a Little Too Much.

The following note was delivered to a school mistress recently:

"Dear Mum: I am sorry that Johnny won't be able to come to school to-day. He has gone with his father to act as timekeeper. The sum you gave Johnny last night was: 'If the embankment is 1¼ miles in length, how long will it take a man to walk that distance 26½ times, his average rate of progress being 3¾ miles per hour?' Johnny ain't a man yet, so as dad's the only man in this house he had to go.

"They started at 4 o'clock this morning, and dad said he'd finish the sum in one day if he could manage it, though it would mean hard going. Dear Mum, next time you want any information, please make it 'woman;' then I can do the sum and dad can go to his work."

You'll soon know the ablest man in the party. He's the one slick enough to get the delegates.

DETROIT DOINGS.

Late Business News From Michigan's Mertonopolis.

Final arrangements for what is promised to be one of the best market and exposition plans yet evolved by the Women's Apparel Club of Michigan have been completed and the opening displays of women's, misses' and children's wear will be made in Grand Rapids on Feb. 7, 8 and 9, where one entire floor has been reserved at the Hotel Pantlind. On the week following a similar market and exposition will be held in Detroit on Feb. 14, 15 and 16. The Hotel Statler has been selected for this event and, according to the president, Milton Aronheim, will be the only place used in Detroit for displaying their lines, which will number upward of 200, representing prominent manufacturers of women's and children's wear in all parts of the country. Sid Styer, well-known to the department store trade in Michigan is in charge of display reservations and reports the signing up of many firms not represented in former similar affairs held by the club. Mr. Styer represents a Chicago manufacturer and importer of leather goods and jewelry novelties.

The sale of the Geo. F. Minto & Co. wholesale stock of men's furnishing goods to Crowley, Milner & Co., of this city, marks the passing of one of Detroit's most reliable and respected firms. George F. Minto, during the years he was engaged in the wholesale trade, inspired and maintained the confidence of retailers with whom he came in contact, an asset that will, undoubtedly prove of future value, as it is understood he will engage in the same type of business and will open a brokerage office in this city.

The appointment of William ("Bill", to his friends) J. Chittenden as resident manager of the Book-Cadillac has met with the wholehearted approval of the rank and file of the traveling fraternity. It is the consensus of opinion that as an outstanding hotel man he has few if any equals in the Central West. Which includes experience, ability and personality.

Percy C. Palmer, well-known to the Michigan dry goods trade of a decade ago has been confined to his home in Highland Park for the past few weeks with a severe illness. At last reports he is convalescing and expects to resume his duties as manager and treasurer of the Hotel-Palmer in Windsor. Mr. Palmer represented Burnham, Stoepel & Co., at that time carrying a complete line of dry goods, and made his headquarters in the Western part of the State. Later he became a department manager for the same house. When Windsor decided to get out of the village class and don the long trousers of the city, Palmer was quick to perceive the possibility of the successful future of a modern hotel operated along popular lines for the tourist and commercial travelers trade and the result of this dream is now a reality in the huge twelve-story hotel with an established international reputation as

one of Canada's most popular hotels, patronized alike by Americans and Canadians.

Louis Simon, president of the Wholesaler Apparel Dealers of Detroit, has announced the completion of final details of the market week and style show to be held in Detroit during the week of Feb. 14 to 20. All merchandise displays, he says, will be made in the individual stock and show rooms and the style show will be held at the Hotel Book Cadillac on Monday evening Feb. 15. All displays made in the style show will be on live models. The market week will be for the special presentation of advance spring and summer style decrees and will include women's, misses', children's and infants wear and kindred lines.

Ellis M. Thal, local branch manager of the Dictaphone Sales Corp., has in a measure dispelled the idea that Detroit is the banner depression city of America, when the announcement was issued recently that the annual trophy for sales volume leadership was awarded to his office. Mr. Thal has been local branch manager for the past ten years and at one time represented the company in Grand Rapids. The 1931 trophy was won in competition with branch managers in twenty-five cities. Ellis is a son of Jacob Thal, formerly of Saginaw and at one time one of the best known dry goods salesman in Northern Michigan a territory he covered for quarter of a century. The offices of the company are located at 211 Park avenue.

An involuntary petition in bankruptcy has been filed in U. S. District Court here against Joseph and Harold J. Rothman, individually and as co-partners, doing business as Rothman Furniture Co., by Bryant, Lincoln, Miller & Bevan, attorneys, representing August Tauske & Co., \$100; A. D. Garrell & Co., \$87; Kroehler Mfg. Co., \$547.

An involuntary bankruptcy petition was filed here on Saturday against Michigan Store Fixture Co., by John McNeill Burns and Bryant, Lincoln & Bevan, representing Kleise Mfg. Co., Inc., \$331; Behr Manning corp., \$187; Poindexter Furniture and Carpet Co., \$178.

Involuntary bankruptcy proceedings were filed in the U. S. District Court here against Louis Buchberg, retail dry goods and men's furnishings, 3942 Fenkell avenue, by Irwin I. Cohn, attorney, representing Acme Paper Co., \$15; Phillips Jones Corp., \$52; A. Krolike & Co., \$4,872.

John W. Harris, the new manager of the Briggs Hotel, has installed console radios in all rooms in the hotel and is making no charge to transient guests for this additional service.

As an interesting commentary on the mysterious relationships of seemingly unrelated circumstances, the stream of smoke pouring from the motor car factory chimneys in Detroit is thinner these days, all because a group of men are meeting in Washington. Men stand ready to unbank the gigantic furnaces, to fire them to the point of real activity, but their arms are tied until word comes from the National capital, where the ques-

tion of whether or not there shall be a 5 per cent. sales tax on motor vehicles is being threshed out.

If the decision is for the imposition of the tax, the stream of smoke will continue to be thin, one is informed by those who direct the activities of motor-car factories. If it is for a more thinly distributed tax, with other commodities sharing a part of the burden, the volume of smoke will increase. If no tax at all is decreed, then the automobile industry will be set to go. From all quarters one gathers the impression that it is the hand of Congress that rests upon the switch which controls the motor car production lines. Detroit waits impatiently for the hand to move.

Among engineers there is no doubt as to which of the ten technical sessions of the annual meeting of the Society of Automotive Engineers this week will prove of the greatest interest. To a man they are certain it will be the chassis session on Tuesday night, when Sir Dennistoun Burney of London describes and demonstrates his "tear-drop" automobile body in which the engine of the car is placed at the rear. This design has been the subject of deep interest among American engineers for the past year and its most authoritative proponent is going to tell the practical story of it when Sir Dennistoun speaks.

To select the next most interesting session of the meeting is a more difficult task. Perhaps it is impossible, for there is much interest in all of them. Many predict that it will be the exhibition and discussion of the co-operative fuel research committee's famous test engine. This power plant is the one designed to test the anti-knock characteristics of gasolines; to test them with uniformity and in such a way that the public will have a certain guide to the characteristics of the fuels it buys.

The National Automobile Show opening in Chicago next Saturday is expected to be a repetition of the New York display in its revelation of a deep public interest in the 1932 model cars. Sales executives are confident that it, too, will be a buying show. There will be fewer surprise models at the coming display than in the past, for the industry this year had sufficient time to prepare all of its new lines for exhibition in New York.

Reo, Cord and Nash, the three cars which will be offered in new guise in time for the spring buying rush, will not be ready for the Chicago show. Advance word of these new products, however, is convincing every one that they will represent something radically new and different.

Because the Chicago show invariably is a magnet that attracts dealers from so many sections of the country, factory executives are looking forward to an opportunity to get a line on the local situations confronting retailers. This sidelight on the prospect near ahead usually is registered quickly in Chicago and its effect upon production programs is immediate and pronounced.

The Key to your Estate Problem



Maybe you think this no problem at all! But if you are inclined to direct your family's financial well-being in coming years as you do now — then you do have a real problem to which we can supply a real key.

The key is an estate plan of which Trust Funds are the keynote. Trust Funds for your wife's benefit. Trust Funds for the children's education. Trust Funds for your charities.

And for every Trust a Trustee who can be depended upon to act in your stead as you direct.

Give us an outline of your plans, and we will be glad to tell you in detail how we can serve you.

THE MICHIGAN TRUST CO.
GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Battle Creek—Peter Isaacson, former manager of the new Eddy Hotel, has taken a lease on the house and will operate it.

Lake Odessa—At the annual meeting of the Lake Odessa State Savings Bank Howard Lawrence, of Ionia, was named president.

Detroit—The Consumers' Steel Products Corporation, 1325 Vermont avenue, has increased its capital stock from \$10,000 to \$50,000.

Detroit—Food Distributors, Inc., 11900 East Jefferson avenue, has been organized with a capital stock of \$20,000, \$4,000 being subscribed and paid in.

Detroit—The Mack Furnace & Boiler Co., 5288 West Chicago boulevard, has been organized with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Holland—Con DePree has purchased the interest of H. W. Wilson in the Model Drug Store, 35 West Eighth street and will continue the business as the sole owner.

Hart—The meat market under the name of Kirschner & Fay has been dissolved. Fay has bought out Kirschner and will run the market under the name of Fay's market.

Detroit—Red Arrow Foods, Inc., 3309 Humboldt avenue, has been organized to manufacture and distribute foods with a capital stock of \$10,000, all subscribed and paid in.

Yale—Charles J. Rounds, 69, hardware dealer, died recently at his home in this city. For thirty-nine years he had lived in Yale, having originally come from Harrington, Ont.

Marquette—The Marquette Roofing & Sheet Metal Co., which lost its plant by fire recently, has purchased new equipment and re-engaged in business in the Trotochaud building, 139 Baraga avenue.

Armada—The Torrey & Plaumann Drug Co. has been dissolved and A. E. Torrey, senior member of the company will continue the business at the same location under the style of the Torrey Pharmacy.

Durand—The Durand Hardware & Furniture Co. has merged its business into a stock company under the same style with a capital stock of \$25,000, of which \$12,000 has been subscribed and paid in.

Adrian—Henry T. White has purchased the Powers Hotel from Mr. and Mrs. Robert Powers and will operate it along the same lines as the former owners have conducted it for the past three years.

Saginaw—Saul Goldstein, 72 years of age, died at his home, 805 South Michigan avenue, Jan. 22, following a brief illness. Mr. Goldstein conducted a clothing store on the West Side for the past thirty-eight years.

Detroit—G. R. Burns & Son, Inc., 215 West Grand River avenue, has been organized to deal in footwear for men, women and children with a capital stock of 25,000 shares at \$1 a share, \$5,000 being subscribed and paid in.

Plymouth—The Perfection Sprinkler Co. has been organized to manufacture and sell sprinklers, lawn and golf

equipment, with a capital stock of 10,000 shares at \$1 a share, \$10,000 being subscribed and \$1,300 paid in.

Detroit—The Semmes Corporation, 418 Book building, has been organized to manufacture and compound chemicals and medicines with a capital stock of 100,000 shares at \$1 a share, \$100,000 being subscribed and \$10,000 paid in.

Three Oaks—Seymour Fradenburg, of New Carlisle, Ind., has assumed the management of the Richard Wiersma confectionery and ice cream store and will serve meals in addition to the business. He will be assisted by his wife.

Detroit—Max Reizen has merged his furniture and hardware business into a stock company under the style of the Reizen Hardware & Furniture Co., Inc., 1833 East Davison avenue, with a capital stock of \$5,000, all subscribed and paid in.

Battle Creek—Wendell E. Doty and Harry M. Babcock, formerly associated with the Sanitarium Equipment Co. and organizers of the Battle Creek Equipment Co., have moved their new business into rooms at 48 North Washington avenue.

Detroit—A. Siegel, dealer in scrap iron, metal and rubber, has merged the business into a stock company under the style of the Siegel Iron & Metal Co., Inc., 9800 Cresley street, with a capital stock of \$5,000, \$3,000 being subscribed and paid in.

Kalamazoo—The Grace Corset Co. is now operating full force and has approximately \$500,000 worth of orders in prospect for the coming year, according to Arthur G. Walton, general manager and secretary, in his annual report to the stockholders.

Memphis—Charles Robson, manager of the Memphis Drug Co., and A. E. Torrey, of Armada, have acquired the interest of H. A. Plaumann in the Memphis Drug Co. and will continue the business at the same location and under the same management.

Pontiac—Michael M. Haddad, confectioner here since 1904, has removed to 18 South Saginaw street, where he will conduct the Haddad Sweet Shop which is modernly equipped for both grill and booth service and will specialize in home made candies.

Dearborn—James E. Malady, associated with Georg Benninghouse in the Schaefer Drug Co., Ford and Schaefer roads, has purchased the interest of his partner and will continue the business at the same location under the style of the J. E. Malady Drug Co.

Muskegon — Mrs. Iva Thorne has leased the Alhambra apartment building, and has opened it as a hotel under the name Hotel Alhambra. The building is owned by Charles A. Witt. Mrs. Thorne has purchased new furniture for the fifty rooms and for the dining room and cafe.

Mt. Clemens—R. E. & R. O. Murphy, wholesale dealers in motor oils, gasoline and batteries, have merged the business into a stock company under the style of the Murphy Bros. Oil Co., Mary street at Cass avenue, with a capital stock of \$36,360, all subscribed and paid in.

Detroit—An involuntary petition in bankruptcy has been filed in U. S. District Court here against Alex Stein, retail dry goods and furnishings, 2214 East Davison street, by McLeod, Fixel & Fixel, attorneys, representing a Krolik & Co., \$1,628; Yolles Gilbert & Co., 405; Braun Knitwear Co., \$156.

Detroit—The Colocto Co., 4203 Waverly avenue, has been organized to manufacture and sell toilet preparations with a capital stock of 2,000 shares no par value preferred at \$2.50 a share and 4,000 shares of common no par value at \$.50 a share, \$8,700 being subscribed and \$5,500 paid in.

Blissfield — Charles A. Newcomb, proprietor of a grocery store and meat market, also branch stores, has sold a half interest in the business to Ray Wilbur, for the past eight years manager of a chain grocery store here. Mr. Wilbur will, devote his attention to the management of the grocery department.

Battle Creek — Announcement is made that the W. K. Kellogg interests have acquired all land between Kellogg Inn and Washington avenue, on Champion street, adding 87,000 square feet to the present property of 31,200 square feet. Admittedly this move is in anticipation of an expansion program, but Mr. Kellogg's representatives are unable to announce his plans. He is now at his ranch in California.

Battle Creek—The Chamber of Commerce has received a letter from Congressman Joseph L. Hooper enclosing a letter from John D. Cutter, director of supplies for the Veterans Administration, Washington, D. C., in which he states that the proposed canteen at the Veterans Bureau hospital at Camp Custer will not be established. The canteen would have taken thousands of dollars of business from local merchants.

Lapeer — George W. McDonald, funeral director and furniture dealer, was named president of the Lapeer Chamber of Commerce for 1932 at a meeting of the club Board of Directors. P. D. DesJardins, local druggist, was named first vice-president and H. A. Tuttle, grocer, was named second vice-president. Mr. McDonald succeeds Dr. E. E. Congdon, Mr. DesJardins succeeds J. F. Yaeger, while Mr. Tuttle succeeds himself.

Ewen—The E. J. Humphrey business block was recently destroyed by fire and several adjoining buildings were damaged by the flames. The loss is estimated at \$40,000. The building was the largest and most substantial in the business section of the community and was erected twelve years ago. It housed the Croup department store and six offices, including township and school districts, whose records were destroyed.

Muskegon—In the case of Eli Nimz, individually and doing business as the Vogue Fashion Shoppe, 211 Western street, the trustee's final report and account has been approved and order made for the payment of expenses of administration and preferred claims, and a first and final dividend to creditors of 15.69 per cent. No objections were made to discharge of the case, which will be wound up and returned

to District Court at Grand Rapids in the near future.

Detroit—In the case of Louis K. Ohl, Inc., trading as the Ames Co., women's wear, current report of trustee, Union Guardian Trust Co., shows balance on deposit of \$36,635 and states that estate is not now ready for closing, as litigation is still pending in the U. S. Circuit Court of Appeals regarding certain claims to which trustee has filed objection. First dividend of 20 per cent. in this case was paid on Sept. 17, 1930, and no dividends have been paid since that time.

Bay City—All merchandise and personal property of the Hanson-Ward Veneer Co. may be sold at private sales, according to a ruling by Circuit Judge Samuel G. Houghton. The sale, however, is subject to the confirmation of the court. William J. Bauer, appointed permanent receiver of the Hanson-Ward Co. and Radio Master Corporation, told the court that the appraisal of the Hanson-Ward Co. was in excess of the amount a private sale would bring. Due to this fact Judge Houghton specified that the sale must be confirmed by the court and stockholders, creditors and any bidders were to be notified of the sale date.

Lansing—Stockholders of Redman Brothers, held their annual meeting and elected nine directors, as follows: Gottlieb Reutter, Charles Foster, Joe Ruess, A. J. Hanks, Harold Redman, Nelson Shoemaker, Ralph Crego, John Affeldt, jr., and John Beeman. Directors will meet later to elect officers. The co-operative plan, incorporated with Redman Brothers, was adopted by forty-two grocers and food dealers two years ago. At the time plan was adopted a warehouse was established in Lansing on Borden court. First year resulted in a loss for the warehouse. The past twelve months, however, have revealed what organization can do. The warehouse not only paid expenses, but increased its stock and made a small profit.

Manufacturing Matters.

Bay City—The Monitor Sugar Co., Euclid road, has been incorporated with a capital stock of \$350,000, all subscribed and paid in.

Detroit—The Mueth Iron Works, 1938 Franklin street, has been incorporated with a capital stock of 5,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit — The Precision Spring Corporation, 5900 Federal avenue, has been incorporated with a capital stock of \$125,000, \$105,000 being subscribed and \$104,800 paid in.

Detroit—Snowbaby Products, Inc., 141 East Woodbridge street, has been organized to manufacture and distribute food products and other commodities, with a capital stock of \$25,000, \$1,010 being subscribed and paid in.

Lapeer—The Peninsula Box Co. has been obliged to move to larger quarters and is now located in the former Lapeer Trailer Co. factory. The company manufactures boxes for automobile companies. It removed here from Holly a year ago.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 4.70c and beet granulated at 4.50c.

Tea—The market in this country is strongly influenced by the financial condition in England, which in a sense is a primary tea market. English sterling has advanced during the week and this has strengthened prices to some extent. Prices of entire list remain about unchanged since the last report. The demand is better.

Coffee—The market for spot Rio and Santoc coffee, green and in a large way, remains just where it was a week ago, although future prices have fluctuated more or less, more up than down in fact, although the fractional movement was small. There is a plan on now in Brazil to destroy 400,000-000 coffee trees, which has been the main strengthening element in the market during the week. The demand has also been very fair. Milds show one advance of about 1/4c per pound since the last report. The consumptive demand for coffee is about as usual.

Syrup and Molasses—Demand for sugar syrup is a slow affair, although some business is doing every day. Prices are unchanged. As to corn syrup, the demand is somewhat better and the price situation healthy. Molasses is moderately active without change in price.

Beans and Peas—There have been some slight spurts of firmness in dried beans since the last report and one of them concerned pea beans, but it disappeared very shortly and pea beans are dull and weak again. California limas have also been off during the week. White kidneys are about the only item showing any strength at all. Generally speaking, dried beans and dried peas are dull and easy.

Salt Fish—On account of the continued warm and unseasonable weather, mackerel and other salt fish have eased off during the week. Buying has also been interfered with. However, Lent comes early this year and there is some sign of a pre-Lenten demand. Most lines are in strong statistical position.

Cheese—Cheese is in very moderate demand, but stocks are not large, and therefore the market rules steady.

Dried Fruits—The directors of the California raisin pool authorized an offering of 6,000 tons of Thompsons and 1,000 tons of Sultanas, at the price of \$88.85 per ton, last Thursday. This is an advance of 1/8c per pound over the last offering to commercial packers some few weeks ago. So that buyers who covered their requirements on the lower price basis may now sit back and congratulate themselves, while those who did not may look forward to the possibility of another advance in prices when this latest offering is exhausted. After that the pool may be content to sell out the remainder of its holdings without raising prices. This, however, is problematical. Jobbers' and packers' agents report a very good business in raisins in advance of the latest price boost. The trade has apparently come to realize that nothing can be gained by delaying their

purchases of raisins but higher prices at which to purchase them. Other fruits are moving in a routine way, with the tendency of all hands to shift the burden of inventories. There has been some slight gain in enquiry and buying of California prunes, but not enough as yet to put any real stiffness into the market. Prunes have been dragging with prices so low all season that all hands from growers up are dissatisfied. Reports from California recently said that apricots and apples were a little easier.

Canned Foods in General—The canned foods market is showing a healthier undertone. There has been a marked improvement in buying during the past week, even with the National conventions so close at hand. The best trade opinion is that after the conventions, when many important problems will have been discussed, large and small distributors will be in the market for almost the general line of items, and particularly those in good statistical position.

Canned Fruits—The recent advance in Hawaiian pineapple has been a great help to the cling peach stabilization plan. The moderate advance of 10c on No. 2 1/2 tins may be taken as a warning to buyers to cover now, for the new price is in effect only until March 1, and after that there is the possibility of another rise in prices.

Canned Vegetables—The market is showing the improvement predicted for it after the turn of the year. Stocks in the hands of canners are moderate and such items as tomatoes, peas and string beans can be cleaned up easily before the new packs, if confidence is given its play and there is a sane amount of co-operation among packers and buyers. Already this is in evidence, for buyers are taking up their requirements in encouraging fashion. While there are as yet no long range commitments, this increased buying has given a stronger undertone to the market and it may be expected to increase in size as stocks in first hands grow lower.

Canned Fish—Salmon is getting ready for the usual Lenten business, although no change has occurred so far. Whether the new salmon combine is going to be able to hold prices up remains to be seen.

Nuts—Shelled nuts are moving out in a routine way. Domestic almonds and pecans are showing signs of price strength, with advances reported by prominent shellers. Stocks are in moderate supply. Manufacturers and other large users are covering only their immediate requirements, however, and the market lacks the confidence necessary to boost sales in a large way. Imported almonds are holding steady and they are in light supply. Walnuts are steady and filberts moving in light volume. The unshelled nut market is seasonally dull, but consumption has been very satisfactory.

Rice—The rice market is a little more active here, but domestic movement on the whole has been somewhat below seasonal expectations. Prices at the mills show no change, while rough stocks are still offered at somewhat easier prices. Export demand has shown some improvement of late and

may add considerably to the strength of Blue Rose. Prolifics are in light supply and should be well maintained at about present levels.

Review of the Produce Market.

Apples—Current prices are as follows:

Baldwins, 2 1/2 in., A grade	-----	\$.85
Bananas, 2 1/2 in., A grade	-----	.90
Delicious, 2 1/2 in., A grade	-----	1.50
Delicious, 2 1/4 in., C grade	-----	.75
Greenings, R. I., 2 1/2 in., A grade	1.00	
Greenings, R. I., Bakers, 3 in.	1.25	
Grimes Golden, 2 1/2 in., A grade	-----	.75
Hubbardstons, 2 1/2 in., A grade	-----	.85
Jonathans, 2 1/4 in., A grade	-----	1.25
Kings, 2 1/2 in., A grade	-----	1.00
Kings, 3 in., Bakers, A grade	-----	1.50
McIntosh, 2 1/2 in., A grade	-----	1.75
Spies, 3 in., Baking	-----	1.50
Spies, 2 1/2 in., A grade	-----	1.50
Spies, 2 1/4 in., C grade	-----	.85
Talman Sweets, 2 1/4 in., A grade	-----	.85
Wagners, 2 1/2 in., A grade	-----	1.00
Cooking Apples	-----	.50

Washington box apples are sold on the following basis:

Extra fancy Delicious	-----	\$2.75
Fancy Delicious	-----	2.50
Extra fancy Romes	-----	2.35
Fancy Romes	-----	2.15

Bananas—5@5 1/2c per lb.

Butter—The market is still weak and about 1 1/2c lower than a week ago. Jobbers hold 1 lb. plain wrapped prints at 22 1/2c and 65 lb. tubs at 21 1/2c for extras.

Cabbage—\$2.25 per 100 lbs. for home grown; \$3.25 per crate for new from Texas.

Carrots—60c per bu.

Cauliflower—\$1.75 for box containing 6@9.

Celery—30@50c according to size.

Celery Cabbage—75c per doz.

Chestnuts—18c per lb. for New York stock.

Cocoanuts—90c per doz. or \$3.50 per bag.

Cranberries—Late Howes, \$2.50 per box.

Cucumbers—Illinois hot house, \$2.25 per doz.

Dried Beans—Michigan jobbers pay as follows for hand picked at shipping station:

C. H. Pea from elevator	-----	\$2.00
Pea from farmer	-----	1.70
Light Red Kidney from farmer	-----	2.00
Dark Red Kidney from farmer	-----	3.15

Eggs—The market is approaching the time of greatest production and consequently is not any more than steady at the present writing. Early in the week the demand cleaned up the receipts of fine fresh eggs and presented a firm appearance, but later this moderated to some extent as receipts increased. The demand is poor. At the present writing the situation is quiet and steady. Jobbers are paying 14c for strictly fresh hen's eggs. They are selling their supplies:

Fresh hennery eggs	-----	19c
Hennery white	-----	16c
Fresh eggs	-----	17c
XX candled storage	-----	14c
X candled storage	-----	12c
X checks storage	-----	11c

Grape Fruit—Florida commands \$2.50@3 per box; bulk \$2.50@2.75 per 100.

Grapes—Calif. Emperors, in kegs with sawdust, \$6.25.

Green Onions—Shallots, 50c per doz.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate	-----	\$4.50
Imperial Valley, 5s, per crate	-----	4.50
Home grown, leaf, 10 lbs.	-----	1.10

Lemons—Present quotations are as follows:

360 Sunkist	-----	\$5.50
360 Sunkist	-----	5.50
360 Red Ball	-----	4.50
300 Red Ball	-----	4.50

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

126	-----	\$4.50
150	-----	4.50
176	-----	4.50
200	-----	4.00
216	-----	4.00
252	-----	4.00
288	-----	3.75
321	-----	3.75

Floridas—\$3.50 per box; bulk, \$3.50@4.50 per 100.

Onions—Michigan, \$4.50 per 100 lbs. for yellow; Genuine Spanish, \$3 per crate.

Parsley—40c per doz. bunches.

Potatoes—On the local market transactions hover around 40c per bu. In Northern Michigan carlot buying points the price ranges from 20@25c per bu.; Idaho, \$2.25 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy Springs	-----	15c
Heavy fowls	-----	14c
Light fowls	-----	12c
Ducks	-----	14c
Geese	-----	11c
No. 1 Turkey	-----	20c

Spinach—\$1.15 per bu. for Texas.

Squash—\$3 per 100 lbs. for Hubbard.

Sweet Potatoes—Kiln dried Indiana Jerseys, \$1.50.

Tangerines—\$2.25 per bu.

Tomatoes—Hot house, \$2 per 7 lb. basket; Southern and California, \$1.40 per 7 lb. basket.

Veal Calves—Wilson & Company pay as follows:

Fancy	-----	7@10c
Good	-----	7c
Medium	-----	6c
Poor	-----	5c

Arrangements Completed For State Meeting.

Kalamazoo, Jan. 26—General Chairman D. L. Goodrich announces results of committees on arrangements for the 1932 annual State convention of United Commercial Travelers to be held here on June 2, 3 and 4, with headquarters and convention room at the Hotel Burdick.

The banquet will be held at the Masonic Temple, followed by the usual dance programme in the Masonic auditorium.

The Ladies Auxiliary will have the luncheon room adjoining the Burdick arcade as their convention chamber.

The ladies of the local Auxiliary will present a benefit bridge party Saturday evening, Jan. 30, at the Columbia Hotel for members and friends. Arrangements and reservations are being made by Mrs. C. W. Taylor and her committee. Frank Saville.

Ypsilanti—Paul Proud, Inc., conducting a store here and one in Ann Arbor, dealing in wearing apparel for men and women, will practically double all departments in the local store.

Mt. Clemens—The George A. Dewey

MUTUAL FIRE INSURANCE

The Different Types of Extinguishers.

Pump Tank: This device consists of a cylinder holding water, with a pump hand operated for discharging the water from the container. Like the soda-acid extinguisher, it uses the cooling process as its extinguishing agent. This device lends itself readily to the use of calcium chloride for depressing the freezing point of the water when installed in locations subject to freezing. In the maintenance of this device we are concerned principally with the prevention of corrosion in the pump and keeping the leather gaskets in the pump plunger in proper condition. The principal objection to the effectiveness of this device is that the person using same has to think of two things at once; they have to pump with one hand and be concerned with the proper direction of the water stream with the other.

Calcium Chloride Extinguishers: This type of extinguisher depends upon the cooling effect for extinguishing fire, and may be located where subject to freezing. The container is similar to the soda-acid extinguisher, and is filled with water in which has been dissolved the proper amount of calcium chloride for depressing the freezing point. Various methods have been adopted for producing a pressure to expel this water; one is the use of a small cartridge containing liquified carbonic acid gas; the operation of a plunger punctures the cap in this cartridge, permitting escape of the gas, which in turn expels the liquid.

Another very clever arrangement is an inner container, hermetically sealing a powder fuse similar to that used in exploding dynamite. When the extinguisher is inverted a weight drops, detonating blank cartridges, which in turn ignite the fuse. The burning of the fuse generates a gas, which produces the pressure for expelling the liquid. It is not necessary to replace this sealed cartridge until used, as it does not deteriorate. However, it is necessary to weigh, at frequent intervals, the cartridge containing liquid carbonic acid, as this is the only way in which you can ascertain whether the cartridge contains any gas or not. The weight of the cartridge, when fully charged, is marked on the outside. Delicate scales should be used for checking these weights. It is important that frequent inspection be made to see that the nozzle and hose are not closed up by corrosion.

Foam Extinguishers: This device depends upon the blanketing or exclusion of oxygen for effective suppression of fires. It is one of the first developments we have for fire extinguishment by excluding oxygen. The outward appearance of the container is similar to that of the soda-acid extinguisher. However, the internal construction differs in that it is arranged to keep separated two different forms of chemicals. One of the solutions consists of aluminum sulphate dissolved in water. The other solution consists of bicarbonate of soda, together with a secondary extract of licorice or wood pulp dissolved in water. The action of the aluminum sulphate and the bicar-

bonate of soda generates CO² gas. This forms bubbles in the water similar to those of soap suds. In order to strengthen the wall in the bubble the extract of licorice, or wood pulp, is added. The discharge of the extinguisher is in the form of a liquid filled with small gas bubbles. The mixture expands about eight times its volume. In other words, an extinguisher containing two and one-half gallons of liquid will produce approximately twenty gallons of foam. This spread out over the surface of burning liquids forms a blanket excluding the oxygen of air and in that way suppresses combustion.

In extremely hot fires it is necessary to place upon them larger quantities of foam, as the intense heat tends to destroy the film, permitting the escape of the confined gas. After combustion has been suppressed, it is necessary to leave the foam undisturbed for a sufficient period of time to permit the cooling down of the combustible substance below the ignition temperature. This extinguisher is effective where the surfaces of wood and similar materials may be properly covered. It does not affect fabrics, but sometimes mixes with certain liquids, making them unusable after the fire. This type of extinguisher is not effective on fires in alcohol, as the foam substance is dissolved by this liquid. It is necessary that this extinguisher be recharged at frequent intervals because of the deterioration or settling of the chemicals which have been dissolved in the water. It is most effective when discharged against the wall of a container of volatile liquids allowing it to build up and flow out uniformly over the surface thereof.

Dry Powder Extinguishers: There has recently come on the market a rather unique form of extinguishing agent which consists of bicarbonate of soda, chemically treated so as to be impervious to moisture, and thereby not cake or harden. This is a finely divided powder, which is expelled from the container by means of a gas pressure. In the larger types of extinguisher, and this is the only approved type, liquified nitrogen gas is used. In the smaller hand extinguisher, which is about the size of the ordinary 2½ gallon soda-acid device, liquified CO² gas is used. The gas valve is opened and a cloud of this dust blown over the fire. It is effective on fires in volatile liquids and other ordinary combustible materials. We are not definitely sure as to what action takes place in the extinguishment of fire with this device. However, it is assumed that the fine particles of treated bicarbonate of soda floating in the atmosphere produce a cooling effect, and the heating of the bicarbonate of soda liberates quantities of CO² gas. Don't take these statements as being positive; these are only assumptions on the part of the writer.

Frank R. Daniel,
Wisconsin Inspection Bureau.

Congressmen really are representative of the people. They don't know what to do, either.

Among other dreadful things, the war taught people not to be afraid of the word "billion."

Mutual benefit, protection and responsibility has been the object of all organized human efforts throughout the ages.

It's the underlying principle of Mutual Insurance.

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY affiliated with the Michigan Retail Dry Goods Association offers all the benefits of a successful organization.

319-320 Houseman Building

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\$40,000,000.00

What could be more positive proof of the stability of the Federal and the soundness of the Mutual plan.

Year after year substantial savings are returned to policyholders that to date total in excess of 40 million dollars. Both through "good times" and "bad," the Federal Mutuals have been keeping the faith of policyholders. If you are interested in honest protection at an honest price, your communication will be welcome at any of the companies listed below.

FEDERAL HARDWARE & IMPLEMENT MUTUALS

Retail Hardware Mutual Fire Ins. Co. Hardware Dealers Mutual Fire Ins. Co.
Minneapolis, Minnesota Stevens Point, Wisconsin
Minnesota Implement Mutual Fire Ins. Co.
Owatonna, Minnesota

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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of Fremont, Michigan

WILLIAM N. SENF, Secretary-Treasurer

Finnish Mutual Fire Insurance Company Of Calumet, Michigan

Has paid dividends of 40 to 68 per cent for the past 40 years and have accumulated more assets and surplus per \$1000.00 of risk than leading stock companies.

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Write for further information.

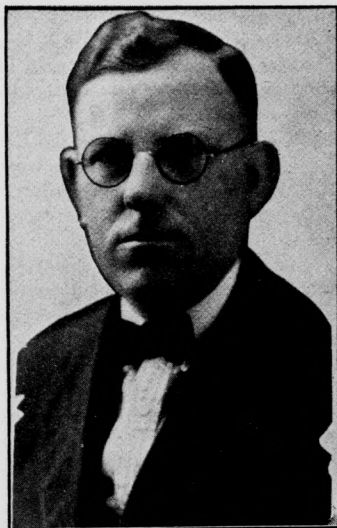
JACOB UTTI, Manager
444 Pine Street
Calumet, Mich.

MEN OF MARK.

Arthur A. Frost, Landlord of the Pantlind Hotel.

Twenty-one years ago, immediately after the National organization meeting in Denver, Arthur A. Frost, a young man of approximately 21 years of age, was a co-organizer of the first Greeter charter to be issued subsequent to the inception of the National structure. He received membership card No. 21, which indicates that he was the twenty-first man to become a Greeter. When 't is contemplated that since that memorable date there have been conservatively 20,000 men to whom cards have been issued, including, of course, those who have allowed their membership to suspend since, those who have gone into other enterprises, and those who have passed on to greater rewards, this writer thinks it a signal honor that the subject of this story still carries membership card No. 21 in the Hotel Greeters of America.

Arthur Frost was first president of the Des Moines Charter, re-elected the following year and represented



Arthur A. Frost.

that charter at National conventions many times. He served on the National board of governors, having been elected in 1913, and after leaving the jurisdiction of Charter No. 7 of Des Moines, he served in practically every official capacity in Charter No. 1.

Having been one of the very bulwarks of our organization structure until it was assured of permanent stability, and having been responsible for assisting to a marked degree in the phenomenal spread of Greeterism throughout the Nation, he was content to sit on the sidelines, figuratively speaking, until 1925, when he was called upon to assist as general chairman in the formation of West Michigan Charter No. 22, with its headquarters at Grand Rapids. At that time, as at present, Arthur Frost was manager of the beautiful Hotel Morton in Grand Rapids, and his fame as a host, which had been noteworthy in his connections in Iowa and Nebraska, brought him new laurels in his newly-adopted State of Michigan.

When Charter No. 22 was organized it met with severe opposition from Charter No. 29, but Arthur Frost and

his associates, by the exercise of diplomacy, friendliness and intelligence, ironed out the situation, and Western Michigan now is so powerfully entrenched as an outstanding Greeter unit that they are actively and aggressively bidding for the 1933 National convention.

In 1928, at El Paso, although he was unable to be present, he was unanimously elected as a National vice-president, and although he states modestly that this concluded his scope of National activity, we know that right at the present moment, and all through the years since 1910, Arthur Frost has been a worker for Greeterism—one of the men to whom the present high standing of this organization is unquestionably due.

From coast to coast, Arthur Frost has friends who swear by him. This writer proudly classifies himself as one of them, and when Arthur Frost has a friend they are the ultimate in everything that the description could imply. Let us illustrate: A month or two ago we were suddenly taken quite seriously ill and summarily removed to the hospital. A day or two later, a woman who is a police matron in Grand Rapids arrived at the Hotel Knickerbocker, in Chicago. She presented a letter of introduction from Art Frost, addressed to us. The clerk advised her that we had just been taken to the hospital and that it was thought possible that a blood transfusion would be necessary the next morning. The lady immediately said that she wished the clerk would advise our physician that she would be very happy to give the necessary blood. The clerk looked at her in amazement and asked, "Are you acquainted with Mr. Hurst?" and she replied, "No, I have never met him, but I would be delighted to do this for any friend of Mr. Frost." This story is set forth here to illustrate the close bond of friendship that exists between Art Frost and those who know him. We have traveled far and wide, have met leaders of the industry from coast to coast, from the Gulf of Mexico way up to the most Northerly part of Canada, and we humbly confess that we have never met a finer character, or a more lovable personality.

Always calm, unruffled, courteous, cordial, a devoted husband and father, a credit to this organization, to his community, to the Nation—if you have not met Art Frost, you have something really pleasurable to look forward to.

There are two strapping boys, one of 20, and the other a few years older, both of whom embody all of the exceptional attributes of their genial dad, plus a blend of character that comes through the heritage from Mrs. Arthur Frost, or, as her intimate friends call her, Becky. How could any child of such parents as Arthur and Becky Frost fail to be the ultimate in any and every quality constituted to make up the perfect individual?

We know this is a pen portrait of Art Frost, but we cannot refrain from mention of his delightful wife. Beautiful, charming, gracious, highly cultured sweetness personified in her every act and mannerism; so youthful that she is often taken for a sister of her sons, she possesses a personality that

makes her outstanding in any gathering. No portrait of Art Frost could possibly be complete without mention of Mrs. Frost, because he would be the first individual in all this world to emphatically agree that she is the inspiration from which all of his accomplishments have emanated and that, without her, no success would have been possible.

We have often been asked, "What reward is the greatest that one may obtain from his Greeter associations; what constitutes the benefits that live with one to the end of his days that are derived solely and entirely from Greeter contacts?" And our reply immediately comes forth, "Friends—like the Frosts."—Allen G. Hurst in the American Greeter.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Jan. 23.—In the matter of Williams & Otterbacher, a partnership and Miles F. Williams and Frank J. Otterbacher, individually, Bankrupt No. 4337, the trustee has heretofore filed his final report and account and a final meeting of creditors was held Oct. 15. There were appearances on behalf of the trustee, bankrupt and bidders for accounts. The claims filed were approved 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 taxes. There were no funds for 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, in due course.

In the matter of Fred Luckner, Jr., Bankrupt No. 4765. The sale of assets in this matter has been called for Feb. 9, at the premises formerly occupied by the bankrupt at 422 State street, St. Joseph. The fixtures of this estate which are used in a retail meat market, appraised at \$977.35 will be sold. All interested in such sale should be present at the date and time above stated.

In the matter of Charles F. Thompson, Bankrupt No. 4757. The sale of assets in this matter has been called for Feb. 5, at the premises formerly occupied by the bankrupt, at 77 Monroe avenue, Grand Rapids. The stock which consists of pens, pencils, greeting, birthday, anniversary cards, etc., together with fixtures used in said business, appraised at \$1,104.40, will be sold. All interested in such sale should be present at the date and time above stated.

In the matter of William D. Guidotti, Bankrupt No. 4756. The sale of assets in this matter has been called for Feb. 4, at the premises formerly occupied by the bankrupt, at 46 Moroe avenue, Grand Rapids. The stock consisting of men's hats, caps, furnishings, shop material, store fixtures, etc., appraised at \$2,752.29, will be sold. All interested in such sale should be present at the date and time above stated.

In the matter of Clarence D. Goodkind, Bankrupt No. 4762. The sale of assets in this matter has been called for Feb. 4, at the premises formerly occupied by the bankrupt, at 320 State street, Grand Rapids. The office furniture and equipment, store fixtures, tools and equipment, stock consisting of automobile accessories, etc., appraised at \$854.33 will be sold. All interested in such sale should be present at the date and time above stated.

In the matter of Claude E. Lobdell, Bankrupt No. 4424. The final meeting of creditors has been called for Feb. 5. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Paul E. LeMieux, Bankrupt No. 4352. The final meeting of creditors has been called for Feb. 5. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of M. Katz & Son, Bankrupt No. 4445. The final meeting of creditors has been called for Feb. 5. The trustee's final report will be approved at such meeting. There will be a dividend for creditors.

In the matter of Muskegon Barber Supply Co., Bankrupt No. 4452. The final meeting of creditors has been called for Feb. 5. The trustee's final report will be approved at such meeting. There will be a dividend for creditors.

In the matter of Rayburn G. Peterman, Bankrupt No. 4462. The final meeting of creditors has been called for Feb. 5. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Edward H. Brown, Bankrupt No. 4458. The final meeting of creditors has been called for Feb. 5.

The trustee's final report will be approved at such meeting. There may be a dividend for creditors.

In the matter of Raymond R. Roth, Bankrupt No. 4554. The final meeting of creditors has been called for Feb. 5. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Charles A. Heyn, Bankrupt No. 4471. The final meeting of creditors has been called for Feb. 5. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of John B. Addis, Bankrupt No. 4465. The final meeting of creditors has been called for Feb. 5. The trustee's final report will be approved at such meeting. There may be a dividend for creditors.

In the matter of Miller Candy Co., Bankrupt No. 4472. The final meeting of creditors in this matter has been called for Feb. 5. The trustee's final report and account will be approved at such meeting. There may be a dividend for creditors.

In the matter of William McLeod, Bankrupt No. 4653. The first meeting of creditors has been called for Feb. 10.

In the matter of Henry W. Story, Bankrupt No. 4767. The first meeting of creditors has been called for Feb. 10.

In the matter of Caesar J. Meinhardt, Bankrupt No. 4769. The first meeting of creditors has been called for Feb. 8.

In the matter of Louis S. Markowski, as Standard Clothing Co., Bankrupt No. 4766. The first meeting of creditors has been called for Feb. 8.

In the matter of Louis S. Markowski, as Standard Clothing Co., Bankrupt No. 466. The sale of assets in this matter has been called for Feb. 11, at the premises formerly occupied by the bankrupt, at 614 Bridge street, Grand Rapids. The following property will be sold: Men's furnishings and fixtures, appraised at \$872.87. All interest in such sale should be present at the date and time of sale.

In the matter of Ely B. Rencoff, Bankrupt No. 4759. The first meeting of creditors has been called for Feb. 1.

In the matter of Frederick K. Garrison, Bankrupt No. 4770. The first meeting of creditors has been called for Feb. 1.

In the matter of Neal Verwys, doing business as Verwys Auto Supply Co., Bankrupt No. 4743. The sale of assets in this matter has been called for Feb. 5, at the premises formerly occupied by the bankrupt at 1 Ionia avenue, S., Grand Rapids. The following assets will be sold, stock in trade, oil and grease, tires and tubes, together with attendant fixtures, appraised at \$558.47. All interested in such sale should be present at the date and time above stated.

Jan. 23. We have received the schedules, order of reference, and adjudication in the matter of Herbert Smither, Bankrupt No. 4775. The schedules show assets of \$31, with liabilities of \$2,260.64. 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, and his occupation is that of a meat merchant. The list of creditors of said bankrupt is as follows:

City of Grand Rapids, taxes	\$ 38.97
Jordan & Jordan, Grand Rapids	223.00
J. Veenstra, Grand Rapids	606.20
Charles Her, Grand Rapids	270.00
Karavan Coffee Co., Toledo	45.00
Swift & Co., Grand Rapids	100.71
Market Wholesale Grocery, G. R.	8.72
Wilson & Co., Grand Rapids	17.00
H. W. Pollack Co., Buffalo	2.30
J. Veenstra, Grand Rapids	5.67
Bradfield Agency, Grand Rapids	14.60
Joppe Dairy, Grand Rapids	10.10
Steele Bros. Coal Co., Grand Rap.	80.75
Lee & Cady, Grand Rapids	80.30
Dr. Gordon, Grand Rapids	10.00
Sam Van Ree, Grand Rapids	23.27
Ferris Coffee & Nut Co., Grand R.	13.44
Mickleberry Food Co., Chicago	9.05
Zuiderhof Coffee Co., Grand Rap.	6.75
John Buikeman, Grand Rapids	300.00
H. Bonner, Grand Rapids	14.38
Mich. Bell Tele. Co., Grand Rapids	29.72
Y. Afman, Wayland	72.32
F. C. Matthews & Co., Grand Rap.	6.60
Hills Bros., Chicago	8.88
Water Department, Grand Rapids	6.76
Robert F. Johnston Co., Milwaukee	19.07
Earl Sales Co., Chicago	1.98
Hany, Manaster & Bros., Chicago	13.00
Green Bay Fish Co., Green Bay	8.24
VanDenBrink & Son, Grand Rapids	25.26
Thomasma Bros., Grand Rapids	13.83
I. Van Westenbrugge, Grand Rap.	19.58
C. W. Mills Paper Co., Grandville	18.50
W. F. McLaughlin Co., Chicago	6.87
Consumers Power Co., Grand R.	10.00
Gas Light Co., Grand Rapids	4.00
Schultze Baking Co., Grand Rap.	3.57
Dr. Hunderman, Grand Rapids	47.00
Free State Bank, Paw Paw	27.00
Paw Paw Garage, Paw Paw	13.00

Jan. 23. We have received the schedules, order of reference and adjudication in the matter of Theodore De Vries, Bankrupt No. 4774. The bankrupt is a resident of Grand Rapids, and his occupation is that of a painter and decorator. The schedules show assets of \$500, with liabilities of \$17,803.99. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

BANK CLEANUP ESSENTIAL.

There are three distinct possibilities as to the probable action and success of the Reconstruction Corporation. The first of these is that it will accomplish little or nothing. That is, that it will lend a few million dollars here and there on "good assets," but that, from the point of view of the economic system, we will continue our liquidation in much the same way that we should if the bill had never been passed.

The second possibility is, that the funds of the corporation will be loaned freely with the result that the total aid granted will amount to many hundreds of millions of dollars, but that this lending will be limited to so-called "key positions" and will not be accompanied by any attempt to correct the basic underlying difficulties.

The final possibility is that funds will be loaned freely and that this lending will be accompanied by an exceedingly vigorous policy of "cleaning up" not only the active "sore spots" but those situations which inevitably will become "sore spots." If this policy is followed it will mean the end of bank failures, drastic charging off of losses and the gradual restoration of a financial system which, as measured by economic values, is solvent. Such a policy is plausible at this time because present banking difficulties are the result of general practices followed throughout the entire system, rather than because of poor management in individual institutions.

It should be obvious that if the first of these three policies is followed, discussion and creation of the Reconstruction Corporation will have been merely another bulge in the "ballyhoo curve." The public, accordingly, will suffer from again having been misled.

If the second policy is followed, there is a grave danger that the lending operations of the corporation will be much like pouring water in the middle of a desert. The sum of \$2,000,000,000, while enormous, is not so large when compared with the total losses which the American economic system has been called upon to take.

If the third policy is followed, there is the possibility of some genuine improvement through increasing business stability. That is, if the American public can be given conclusive reason for believing that it need have no fear of bank failures, not only will hoarding cease, but much of the money which has been withdrawn from the banking system during the last few years and put away in safe deposit vaults will be returned.

It cannot be emphasized too strongly that the public can be convinced of the safety of their deposits only by the elimination of all bank failures. So long as "rescue parties" are limited to large institutions and small banks are permitted to fail, not only is there the strong probability that hoarding will continue but there is the certainty that money will not be taken out of hoarding and returned to the banks.

The real question ahead of us, then, is whether the management of the Reconstruction Corporation will have the courage to follow policies which will put the American financial system back on a sound footing. If it does

not do this its activities will prolong the period of readjustment. On the other hand, if it will accept the responsibility and exercise the powers which it has in the act, it can make a genuine contribution to the welfare of the United States.

BUSINESS MARKING TIME.

While some seasonal gains have been evident in industry during the past week, the appearance of business in general was one of marking time. A good deal is expected of the Reconstruction Finance Corporation and other financial aids from the Government and doubtless they will mean increased operations of one kind or another. Commodity markets were a little firmer toward the close of the week, but there is no actual evidence yet of a real advance.

A good portion of the recent gain made by the weekly business index has been lost and the latest figure is hovering only a little above the low for the depression made last month. Steel activity was the only component to gain. Automobile buying was credited with bringing about this increase. Production of motor cars despite the optimism evident at the recent show here is being moved up very cautiously, awaiting no doubt the Ford program. Output for the month is not expected to be much above the December figures.

Building statistics and forecasts still fail to offer much encouragement for the present or the near future. Of course this picture will be changed, in all probability, once credit becomes easier. New levels of costs and prices for housing should prove very attractive to prospective owners as soon as the latter have some assurance that the worst of the depression is over.

While ordinary opinion seems to hold at present that severe competition will be moderated once price liquidation is stemmed by easier credit, there is some basis for thinking that such may not be altogether the case. Overhead charges for new enterprises and expansion are much lower and might result in more intensive competition.

BROADER ACTIVITIES.

It would be difficult to find any question of importance to retail executives to-day which has escaped attention on the program which the National Retail Dry Goods Association issued during the week for its convention at the Hotel Pennsylvania, New York, from Feb. 1 to 5. The general sessions cover the whole range of store problems, while the group meetings will go into the particular matters of interest to divisional managers.

Federal taxation and state sales taxes occupy an important place on the program, since the organization has taken a leading part in striving to prove how ineffectual and burdensome such levies have been. Emphasis has been placed, also, upon working out a still better adjustment between consumer demand and what the stores have to sell. Truth in advertising will be considered.

A feature of this year's convention for the first time will be a session for the smaller stores, which often have problems distinct from their larger competitors. As a fitting close for the

convention on Friday, a fashion show will indicate just what styles for Spring and Summer are likely to develop volume business.

Perhaps the only suggestion which might be offered in connection with this and other meetings of the retailers is that their discussions are too rigidly confined to experts from within their own field. A few outside authorities will be heard, but the business might gain additional profit from having fresher viewpoints presented and a portion of the program devoted to broader activities.

GROUNDLESS ANXIETIES.

Fears have been expressed and entertained abroad that this country was about to embark on inflation in an effort to relieve the depression. Something of this sort will, of course, be the outcome of the various steps being taken to halt the deflation, but the program does not by any means coincide with what Europe has learned to associate with inflation.

Foreign countries which have experienced the evil effects of inflation may trace the root of their troubles to currency inflation. The plans adopted here should have just the opposite effect, since they will merely halt the deflation of security and commodity values, restore confidence and thereby actually lead to the use of less currency than is now required. In short, hoarding by individuals and banks should be greatly reduced.

For the time being, the easier money policy of the Federal Reserve System is held in abeyance. Perhaps the authorities are waiting to find out the immediate results from the operation of the Reconstruction Finance Corporation. It is more likely, however, that the threat of further gold withdrawals by Europe, which have been renewed as a result of the false fears based upon talk of inflation here, has caused delay.

Once European interests come to appreciate the difference between currency inflation and proper steps undertaken to supply needed credit in order to stimulate industry, they may see how their own welfare is involved and cease promoting anxieties which are groundless and only postpone recovery.

BUSINESS VS. BANKS.

A comparison of business failures with bank closings over this depression makes quite evident that our troubles are properly placed for the most part at the door of credit. For the two years of 1930 and 1931 there have been 54,640 defaults in business, with liabilities of \$1,404,592,944. Bank failures in the same period have numbered 2,374, with liabilities of \$2,293,712,272.

Compared with the 1920-21 depression, there is shown an increase of approximately 10 per cent. in business failures and indebtedness for this slump, while bank suspensions and the sums involved have quadrupled and more.

It will be admitted that the business failure total of 28,285 units, with almost three-quarters of a billion in debts, which was reached last year, represents a terrific loss, but, on the

other hand, the bank mortality of 1,440 institutions tied up a sum almost double those figures.

Our business machinery has been represented as an automobile which has an antiquated carburetor. The engine of industry is efficient, but the credit supply gets clogged and the carburetor of banking fails to function as it should in order to keep the pistons going. The comparative failure figures in this depression bear out this simile, and, until they move in the matter, banking interests cannot very well hold up the finger of scorn at business deficiency.

DRY GOODS CONDITIONS.

Unseasonal weather continues to take its toll of retail trade and, combined with other adverse circumstances, holds down sales to the low level which has so far characterized the month's operations. With very indifferent results for the most part on the usual apparel promotions, the stores have given more attention to home furnishings and report fair activity on such lines. Men's wear found a slightly better demand under the pressure of sharp price reductions.

So far the new year has borne out the forecasts of retail executives who looked for a difficult period over the first three months at least, and sales losses, in fact, have exceeded the estimates which were made. Declines of from 10 to 15 per cent. are expected until next Fall, when it is felt that general business recovery will surely set in.

In the wholesale merchandise markets during the week buying activity was restricted. Appropriations have been cut in line with the falling off in retail sales and orders reduced or delayed. Typical clearance goods have turned quiet and the demand seemed to swing to merchandise for style and profitable promotions.

THE MOTORIST'S TAX BILL.

The average American motorist last year paid \$20 in gasoline taxes, used 565 gallons of gasoline and traveled 6,800 miles, according to the American Motorists Association. There were approximately 25,000,000 such motorists in the United States and their total gasoline tax bill amounted to more than \$500,000,000. All of which means that the gasoline tax has grown into a mammoth institution which dips into virtually every home in the land. The average tax on gasoline throughout the country last year was 3.44 cents a gallon. The previous year it was 3.35 cents. Most of these taxes go for road building or maintenance and as such are not begrudged by the motorists. But alert politicians have persistently tried to divert such funds to other purposes, not so much because they are not needed for the highways as because they are relatively large and constant. These raids have been successfully blocked in most instances, but they will recur with monotonous regularity as other sources of taxation tighten up.

Jury system: A method by which one rogue or stubborn fool can defeat the verdict of eleven just men.

OUT AROUND.

Things Seen and Heard on a Week
End Trip.

The outlook was so forbidding early Saturday afternoon that it was deemed the part of wisdom to relinquish our Out Around trip, greatly to my regret. The effort involved in these trips is somewhat tiresome, but the inspiration I obtain from the calls I make on my mercantile friends more than offsets the strenuous exertion involved.

The office calls I receive during the week are always interesting and instructive. My first call last week was from a South end (Grand Rapids) grocer who had entrusted some collections last fall to a man who called on him with rather exaggerated statements of the amount he could extract from poor pay customers on a 25 per cent, compensation basis. He was to make reports of his operations, with payments to the owner of the accounts once a week, but the grocer has received no reports or payments, although he has learned the solicitor has made several collections.

When I asked my grocer friend what knowledge he had of the man and his skill as a collector, he said he had never seen his caller before and made no enquiries regarding him and his dependability. His promises to make good were apparently so genuine that he handed over the collections without making the enquiry he should regarding the man's reputation for settling with the owners of claims placed in his hands for adjustment. I have looked into the matter far enough to satisfy myself that the merchant made a very poor selection of a fiscal representative, although I may be able to force the chap to disgorge.

The longer I live the more I marvel at the carelessness of the average merchant in signing notes and trade acceptances, handing out goods to comparative strangers on credit and entrusting the collection of claims to men he has never seen before. I have uttered warnings along these lines nearly every week for nearly forty-nine years, but no matter how urgent I am in offering advice in these matters, hardly a day passes that I am not called upon to render assistance to some merchant who has ignored the danger signal I constantly keep flying.

I had a call last week from a delegation of Holland merchants who solicited my assistance in securing a successor to Miss Churchford, the woman who conducted the City Mission in that city thirty years and who recently passed on to her reward after a career which is almost without parallel. As a young girl she was converted in this city. Her parents were so hide bound in their own religious belief that they denied her access to their home unless she retracted the step she had taken. This she refused to do and for some days she lived the life of a street waif. In this condition she was taken in by a colored man

and his wife, who gave her the hospitality of their home. She secured the position of manager of the City Mission at Holland, which she kept going for three decades through the kindness of the good people of that city who responded to the appeals Mr. Trotter made to them once a year for sufficient funds to properly sustain the manager. When she removed to Holland she took the old colored man and his wife with her and continued to make her home with them. This plan was frequently objected to by some of her supporters, but she always replied to her critics by saying: "They took me in when my parents cast me into the street and saved me from starving. I propose to stay by them as long as I live"—and she did. The old gentleman played the bass viol at her meetings on an instrument which was sadly out of tune—without his knowing it. She laid them away when the death angel called and the people of Holland laid her beside them when Gabriel sounded his horn, leaving behind her one of the most beautiful traditions of the religious history of the city—and Holland has her full share of religion. Mr. Trotter has been approached by some of the Holland friends of the Mission to secure a proper person to take up the work where she left it.

Those who recall the Scotch preacher so graphically described in *Adventures in Friendship* were reminded of him by Dr. Charles J. Rolls who came here from New Zealand to play a star part in the conference of mission workers at the City Mission last week. Dr. Rolls was born in New Zealand and lived there all his life except twelve years he spent in missionary work in India. He still retains the rich Scottish accent which is so greatly enjoyed by many people. He has decided to make his future home in America and take the management of a bible school in Kansas City.

Another caller last week was Gilman M. Dame, of Northport, who has what I am led to believe is the largest cherry orchard in this country. Mr. Dame was assistant dairy and food commissioner during the Warner administration and dairy and food commissioner during the Osborn administration. No word of scandal ever fastened itself to him during either term, although he functioned at a time when talk of graft in the food department was very common. Mr. Dame was chairman of the State Republican Committee the year Chase Osborn was elected Governor, but has given little attention to politics since then. He is a very dependable man in any position in which he is placed and always gives a good account of himself. He believes as I do that if the Government does not stop handing out money in enormous chunks to the farm board functionaries the farmers of America will all be headed for the poor house in the near future.

I see many evidences of returning prosperity, despite the hundreds of millions the Government is burning up through farm boards which should never have been created. Now that

they are in evidence it appears to be as difficult to get rid of them as to secure relief from the seven year itch.

I hear much nowadays about the brilliant oratory of Rabbi Waterman. He talked before the Daughters of the American Revolution one day last week and made a lifelong friend of every one present. Almost anyone can "get" the men when it comes to public speaking, but those who can "get" women or children are in the decided minority. Hearing that Homer A. Hammontree was to sing and talk to the children at the City Mission last Saturday afternoon I dropped in there about 3 o'clock. I found the front portion of the auditorium packed tight with little folks who were so interested in what Mr. Hammontree was telling them that their eyes were glued on him every minute. If I were a public speaker I would rather be able to command the attention of a hundred children than all the men in the world.

Fifty years ago and for twenty years thereafter a remarkable old couple named Frost conducted a private sanitarium on Kellogg street. Mrs. Frost had taken a course of instruction at the Battle Creek sanitarium and used the methods employed and recommended by that institution in the treatment of sciatic rheumatism and other human ailments. Her main reliance was hot mustard baths, rubbing and a liniment which was originated by Dr. John H. Kellogg. Mrs. Frost once gave me the formula with the understanding it was not to be published until after her death. As she passed away about twenty years ago I now feel free to disclose it to my readers, as follows:

Mrs. Frost's Liniment

Menthol	2 dr.
Oil Wintergreen	1 dr.
Oil Peppermint	1 dr.
Alcohol	3 oz.

I consider this formula easily worth a ten year subscription to any reader of the Tradesman. We have used it in our home for fifty years with marvelous results.

I learn with regret that two friends of the Tradesman are lying at the point of death in local hospitals as the result of operations for gland trouble. It is no longer necessary for old men to submit themselves to the knife for this malady. A local surgeon has devised a method of giving immediate relief and ultimate cure by the use of heat and diathemy. The treatments are not at all painful and do not require any absence from business pursuits on the part of the patient. Surgeons in all the large cities are rapidly adopting this method in place of the knife, but the Grand Rapids specialist is said to be several laps ahead of any of his competitors in this line of human endeavor.

I do not often print so long an article as the one by the late Ossian Simonds on the beautification of farm homes which appears in the Tradesman this week, but I think the remarkable suggestiveness of the contribution justifies its appearance in our publication, regardless of its length. I

think that any one who reads the article carefully will heartily agree with me in this statement.

Thousands of novels have been written on the successful business man who was willing to pay alimony to get rid of the wife of his youth. Chicago has given a new turn to this theme. A successful business woman has divorced her husband of thirty years and voluntarily offered to pay alimony to get rid of him. As Judge Lindsey was won't to say, "The rule should be the same for the plug hat as it is for the petticoat." The other day in New York City an operatic tenor offered as evidence of his affection for his wife the plea that he always washed the dishes. Such stories as these offer a fine opportunity for novelists to portray the wifely sturdy oaks and the husbandly clinging vines. The tired business woman coming home, finding the easy chair near the fire, her slippers warm, while the husband sits on the arm of her chair, lights her cigarette and prattles about his household cares—a very pretty picture. And the husbands need not mind, so long as their wives don't beat them.

What makes kidnapping crimes so appalling, and what justifies the severest of legal penalties for all who participate in them, either as principals or accessories before or after the fact, is the almost insuperable difficulty, in any grade of society, of guarding against them completely. A child hardly can be watched so carefully that a determined kidnapper never can reach it. Yet, easy as it might seem thus to extort money from parents, such thefts are among the rarest of crimes. The rarity may or may not be due to the fact that still more rarely are the demanded ransoms paid, and again more rarely does the blackmailer escape to enjoy his gains. A charitable explanation may be that even the most vicious in the great majority of instances draw the line at deeds that inflict what is probably the most agonizing pain known to human beings. The kidnapper of children is far below ordinary blackmailers in the moral scale; but the fact that millions of children are exposed every day to the same risk, and yet are not molested is enough to give some assurance of safety to the parents who read about the frequent cases of kidnapping and tremble lest their own children suffer a like fate.

I am glad to give place, without charge, to the following letter from Anthony Van Ry, of Holland:

Holland, Jan. 19—I would like to have you print in the Tradesman an advertisement for me. I want to get a report on how many ministers, professors and emeritus ministers are trading at chain stores. Have the people write me at Holland, 335 College avenue. I only want the names of Christian Reformed. I also would like to have the people writing me to be sure and sign their names. I expect to take the report up to the Synod or write each one a special letter. Here in Holland I go to their homes and talk to them personally. If other mer-

(Continued on page 23)

FINANCIAL

Large Withdrawals Would Involve Readjustments.

Needless worry is being shown in certain quarters over the possibility of further gold exports from this country. There is a fear that the new easy money policy of the Federal Reserve System will lead foreign countries, especially France, to start taking huge amounts of gold from our banking system. For unjustified reasons this is viewed as an exceedingly dangerous potential development.

Back of the fear is a recollection that last Fall Europe became nervous over the stability of the dollar and in a few weeks withdrew approximately \$700,000,000 of gold. Following the withdrawal there was widespread discussion of the possibility of the United States suspending the gold standard. This discussion did not result in an increase of hoarding but it created a public attitude which was exceedingly disturbing to our banking authorities.

The withdrawals are possible because of the large amount of short-term funds held by foreign nations in the New York market. These are payable, for the most part, upon demand, and consequently any extensive scare abroad can impose a strain upon this money center.

Such strain is both more severe and more spectacular than in the case of withdrawals of domestic deposits. This is because in the latter the demand for repayment of deposits can be met by paying out paper money while withdrawals for foreign account have to be met by the shipment of actual gold. Since \$1 of gold can support \$2.50 of paper money, the total strain upon the banking system may be two and one-half times as great in the case of foreign withdrawals as it is in the case of domestic.

Of course, if we did not have surplus gold—that is, if all of our gold were necessary in order to meet the legal reserve requirements—the withdrawal of \$1,000,000 for foreign account would involve a contraction of domestic credit of a great many times this amount. At present, nevertheless, we have much more gold than is necessary to meet our legal requirements. In consequence, this more drastic aspect of foreign withdrawals can be ignored, and we need have no immediate worry over the stability of our banking system because of any such foreign demands as may develop.

All of this does not mean, it should be emphasized, that we could export \$500,000,000 worth of gold without any inconvenience and without making certain readjustments. The foreign balances held in this market are kept employed and if they are withdrawn other purchasers must be found for the short-term paper in which the funds are invested. In a money market as strong as that in New York this would not be serious.

European money centers are well aware of this fact. Our policy, accordingly, should not be unduly influenced by the potentiality of the foreign balances being taken out of this market. That is, if we believe that an easy money policy is desirable we

should pay only very scant attention to any threats from Europeans to the effect that if we do not continue to pay them a handsome rate of return they will withdraw their funds.

Ralph West Robey.

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To Be Met Through Short-Term Issues.

If the Reconstruction Finance Corporation is to operate to the full limit of its powers, it may eventually seek to tap the reservoir of individual investment funds for capital.

For the immediate future, however, there is little prospect of a move to go directly to the investing public for subscriptions to provide the projected \$2,000,000,000 organization with the money it needs to function.

Although there has been considerable improvement since the turn of the year, the bond market still is not in shape to absorb long-term issues in appreciable volume without paying extraordinarily high rates of interest.

Until conditions are ripe for floating long-term issues, therefore, it is logical to expect that initial financing for the Reconstruction Finance Corporation, like the Government's current financing, will be done via the short-term route. As provided in the bill passed by the Senate, the corporation, with the approval of the Secretary of the Treasury, may sell on a discount basis short-term obligations.

It may issue bonds up to three times its paid-in capital, or \$1,500,000,000 in debentures, maturing within five years of the date of issue.

While potentially the corporation may bring debentures up to that amount upon the market and may seek to distribute at least part of them to individual investors, the belief is widely held that it may never be necessary for it to raise that much money. It is thought in Government bond circles that possibly \$500,000,000, or perhaps \$1,000,000, will be sufficient to enable the finance corporation to step into the credit breach until confidence revives and the tide of deflation begins to ebb.

Its short-term obligations would appeal mainly to institutions and individuals seeking temporary employment for funds on a large scale rather than to the average investor.

Nor is there any early prospect of additional issues of long-term Government bonds. The longer term view for new Government bond financing, however, is more certain than the outlook for finance corporation issues. The Government is piling up a heavy short-term debt which it must fund sooner or later and large refunding operations also loom in the next few years when market conditions favor them.

Meanwhile, yields on Treasury and Liberty bonds outstanding have risen in recent months and now average well above 4 per cent. With the budget figures in the red and the Government drawing upon the capital market to make up the deficit, a good return under current conditions might be expected even on bonds enjoying a reputation for supreme safety. As an offset to that, however, is the renewed effort

of the Federal Reserve authorities to maintain low money rates as a check on deflation.

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Successful Trading.


Continuing with the points suggested in last week's article the next rule is to "never let a profit run into a loss." When you buy or sell a stock and a profit occurs, why risk any more capital on the transaction, enter a stop loss order at the original purchase price then follow up the trade, if it continues to move in the direction your forecast anticipated, by moving your stop loss order with the market. The next rule is "Don't buck the trend." When you are in a bear market and the trend is down, wait for rallies and sell them short. In a big bear market, when stocks are breaking, the bottom cannot be anticipated and you may lose your capital before being right. This is also true of a bull market. Don't sell them short on a rising market. Wait for reactions and buy rather than pick the top for selling. Large profits are made with the trend not against it. If in doubt, get out. If the stock acts wrong, get out. Stocks are not going to stop going up or down if they once start your way. If they won't go the way you have chosen, go the way the trend indicates with the stocks. Always trade in active stocks. The same group do not always remain the leaders. Certain groups lead the market, then another group becomes the favorite with the public. A favorite continues active from five to ten years and then the majority of the stock goes into the

hands of the investor and becomes less active. The stock remains steady, but be on your guard, as when liquidation from the investors starts it might turn into a wide open break. Big profits are made on stocks that fluctuate. Watch for new leaders. Watch the new listings and study these stocks. They may become leaders.

Jay H. Petter.

Trend of Food Business For 1932.

What the trend of business for the coming year will be is a serious question confronting the food manufacturers to-day. The period now closing has in many instances shown a larger volume of sales than at any previous time, but with steadily diminishing profits for producers of many of the

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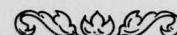
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2 Downtown Offices
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An - Old - School - Principle In a Modern Institution

This bank will never outgrow its friendly interest in its customers. The spirit here will never change. Helpfulness is the very foundation on which we have built. A spirit unchanging through the years.

Our service has broadened, our business increased. But this is one old-fashioned principle which we will never give up.



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"The Bank Where You Feel at Home"

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most popular foods. This has forced internal economies designed as palliatives, but such measures will have little efficacy should the present unprofitable trend continue indefinitely.

The food industry has experienced surprisingly small reductions in actual sales tonnage during the past two years. There are no instances of 40 or 50 per cent. declines in sales, such as have been noted in other industries. But the food industry is worried about the huge cost of distribution and the competitive character of its distributors. In addition to the problems left by the inflation period, there are many others which the executive in the trade is having difficulty in solving.

In the field of the national chains there is some uncertainty. These organizations are finding it a propitious time in which to expand judiciously throughout the country. They are also, as a matter of internal policy, concentrating more and more on so-called private label goods as more profitable to them than the higher priced nationally advertised products. And that freak in the trade, the voluntary chain group, is expanding its membership to a point at which it probably embraces 50 per cent. of the independent retail grocery business. This form of co-operative enterprise follows the national chains in much of its policy and will have much the same effect on manufacturers' policies in the long run. Manufacturers in addition have been weighing in the balance the possibility of playing either group against the other for their own gain, so that once again they are on the fence.

There is no doubt that National advertising as conducted by the leading manufacturers has done much to standardize consumer taste for certain types of foodstuffs, but in order that this hazardous type of control may continue the manufacturer has to add increasingly to his advertising budget. Sales in the top bracket and on a forced basis can in time become very unprofitable, however.

Where the older forms of distribution and trade are leading is evidently not very interesting at the moment to the manufacturers. They are so bedeviled by the complexities on every side that they forget that the old-fashioned mercantile houses of the country are still in business on a basis that is quite beyond the conception of many of the modernists in trade. Their survival under the big guns of super-business methods of the past few years must be considered as evidence of their stamina and of their assured place in the merchandising picture.—N. Y. Journal of Commerce.

State Supervised Financial Aid in Home Building.

The outcome of President Hoover's Conference on Home Building and Home Ownership, held in Washington, Dec. 2 to 5, inclusive, will undoubtedly result in an impetus to home ownership throughout the whole Nation.

The report of the Committee on Finance was especially valuable. The conclusion that it reached that to insure the successful outcome of an attempt at acquiring a home, a down payment of approximately 25 per cent.

of the cost of the home is necessary, is endorsed by the experience of home financing institutions. While it is true that under exceptional circumstances, homes have been acquired with a down payment of less than 25 per cent., nevertheless, it is also true that a smaller down payment does not make ample provision against the vicissitudes of human life which have to be met by the average individual.

The recommendation of the Committee on Finance that home buyers take advantage of a long-term amortized mortgage is sound.

It must be admitted, however, that the Committee did not give full recognition to an agency which has been successfully functioning for 100 years, and which supplies the necessary machinery through which the prospective home owner can finance his home without the uncertainty that plagues the home buyer if part of his financing must be accomplished through a second mortgage. I refer to the building and loan association, which apparently was assumed to be an institution that financed the acquiring of homes only up to 50 per cent. of the cost thereof.

Under the provisions of the building and loan laws of this State, associations are permitted to loan up to 80 per cent. of the value of the property, and the laws of other states also permit such loans. Where the moral risk is above question, past experience has proven that 75 per cent. and even 80 per cent. loans are a safe investment, and entirely eliminate the need for that class of financing represented by a second mortgage which the Committee on Finance stressed as being essential.

Such a loan enables the borrower to include, in one mortgage, the means through which he can complete his purchase. He is not obliged to face the uncertainty and anxiety which is inseparably connected with a short-term first mortgage or a second mortgage or both.

He also has the satisfaction of knowing that should temporary embarrassments overtake him, he is in friendly hands, who will go the limit to enable him to protect his equity in this home. Even if a borrower is required, in order to finance his purchase, to carry a second mortgage, of moderate amount, in many cases the building and loan association can, after a few years, refinance the loan, and furnish the borrower with the means to pay off this second mortgage.

Briefly, the complete means of carrying out the object desired by President Hoover is found in the building and loan associations, as operated in this and many other states.

James H. McNish.

A Business Man's Philosophy.

Some people seem to think that if they can bolster up their optimism everything will come out all right.

Optimism is needed in business, but the kind of optimism that blinks at realities is stupidity.

Optimists usually work for pessimists, just as routine hustlers often work for men who sit in chairs and think.

The trouble with breezy optimism is that it seldom sees any situation in its true perspective, and consequently never does the right thing at the right time.

Most businesses fail through lack of sufficient capital. Why is this? Because they are started by optimists who fondly believe that their creditors will be good fellows, allowing them to let their notes fall due without forcing collection.

We don't want less optimism and more pessimism in business, but we do contend that business is an undertaking for realists. We have little sympathy for the man who doesn't know he is through until the sheriff has sealed his safe. That variety of light-hearted optimism is a burden on the community.

William Feather.

Depositors are people who get scared and break a bank and then cuss it for breaking.



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RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—William Schultz, Ann Arbor.
First Vice-President—Paul Schmidt, Lansing.

Second Vice-President—A. Bathke, Petoskey.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.
Directors — Ole Peterson, Muskegon; Walter Loeffler, Saginaw; John Lurie, Detroit; Clayton F. Spaulding, Battle Creek; Ward Newman, Pontiac.

Small Tradesmen Not the Only "Dubs."

That misery loves company may not be a nourishing fact, but there is certainly a degree of comfort in finding that small merchants, like grocers, were in no way less wise in 1929-31 than the biggest of big New York financiers. When we consider what special knowledge those men were supposed to have, their record is actually worse than that of any ordinary business men we know of.

There's the First Security Company, a subsidiary of the First National Bank, New York, famous, according to B. C. Forbes, as the most profitable banking institution in America, with dividend record of 100 per cent. annually, "directed" by the most famous individual moneyed men we have. This is its last report:

"On March 10, the market value of its assets exceeded its indebtedness by \$38,000,000. The market value of those assets now is less than its indebtedness by approximately \$6,000,000."

Forbes asks: "If Morgan, Baker, Lamont, Gifford, Taylor, Reynolds and others had known what was ahead, do you imagine they would have incurred this shrinkage of \$44,000,00 in less than forty-four weeks?"

Grocers can take heart, in view of such facts, when faced with such declining replacement costs as make them take a modest loss at this time. But let us likewise remember that the quick loss is the least loss; mark goods correctly, sell them out, buy again. That is the way of recovery and renewed earnings.

I have a letter from my good friend George S. Hougham—pronounced, by the way, as it was spelled Huffam; just as Belvoir is Beaver, Polkinhorn is Poon and Beauchamp is Beecham among the Hinglish. But now that we have had our little smile, let us note that Brother Hougham is executive secretary of the Retail Merchants Association of Canada, and has held that job for many years. That last means he is a truly able man, for none other than able can hold any such position among the British or Britishers.

That Canadian association has as its object "to protect the commercial interests of all retail merchants throughout Canada," and it does just that. Like the Institute of Certified Grocers in London, its activities are broadly devoted to all retail Canadian merchants. This enables it to untangle misunderstandings and promote harmony among merchants of all classes. The grocery department in Eaton's department stores can be included without prejudice along with Loblaws widely scattered chain units and the smallest individual grocer.

That spirit is in keeping with British institutions; and when I recall how free speech is suppressed in some of our trade gatherings, vital portions of discussion deleted from supposedly complete verbatim reports and other prejudiced methods employed by some shortsighted directors, I wish we might take a leaf out of the British tradesmen's book.

Grocers often are attracted by the thought that they might quote two prices, one for cash-carry sales, the other for credit-delivery. This can be done provided it be done right and that the plan be carried out without favoritism or deviation.

To do this right, we must remember that it is plain human nature for anyone to resent paying more than another, even though one consumes more service than another. So it is almost never—perhaps absolutely never—good to make a price scale to which anything must be added.

It sometimes works, however, the other way round. Make prices to include full service and where a customer pays cash and carries the goods away, list the purchase, total it and from the total deduct 3 per cent. or whatever you determine as the proper allowance. That is to say, a concession for non-service can safely be made in some cases, whereas a charge for service is almost never a successful plan.

Strictly speaking, however, cash trade costs more than credit-delivery trade. Why, I have discussed many times. And I believe, from long and extended observation that every grocer operates on the surest ground when he chooses one class of trade, serves that one class with all his intelligence and energy, and lets those who want to trade on a different basis go elsewhere. The specialist in service—or non-service—is the man who wins mostly.

Under the caption: "What Every Grocer Should Know," I find this:

"Many grocers have on their books good, steady, standby customers secured by the fact that credit was extended to them when they were in dire need of it. Their sense of appreciation keeps them trading with the man who befriended them; but, kind readers, do not forget that most grocers have lost their shirts and their business by this very method of extending credits."

The saving clauses at the end are the only sound part of that writing; and those are not strong enough to offset the insidious plausibility of the larger portion. The all but universal fact is that credit extended to folks in need is credit lost. This is absolutely logical, too, because credit is only properly extended for the purpose of increasing business and profits. Credit trade is properly such as is sought by the merchant, not what is gone after by those in need. And any intelligent merchant will seek to sell on time only to those whose trade promises to be profitable. The best people, those who have real responsibility behind them, those who have good reputation for paying promptly—such are the folks among whom the real merchant seeks to extend credit.

Let us not mix the issues. Every worthy man seeks to contribute his share toward the wants of the deserving needy. The community chest or similar organization is the avenue for that contribution. The credit department of no business on earth is the proper place for charity. Business and philanthropy do not mix.

Now that Uncle Sam has published Parts 1 and 2 of his Louisville findings, cost 15c and 20c each respectively, question is, How many grocers are reading them? Those publications will not benefit grocers very much if they are left to gather dust in the storage rooms in Washington.

"Keeping the store in order and stock well arranged" is a humdrum job, but it can be made a fascinating daily task, as this writer knows from experiences dating back fifty years.

It is hard sometimes to recall and retrace the working of a boy's mind, but I remember that it occurred to me that the way to get the store in order, keep its stock in shape and have things neat was to do certain things daily. I began each day, after the first orders were out, by going about and making a note of eight or ten tasks, then doing them in consecutive order until business called me away. Soon the other boys fell in line and the work was better done, while each of us was so regularly interested and busy that we did not get into mischief. That was in the grocery store of 1882.

Paul Findlay.

Let Your Motto Be "Onward 1932."

"Just as the basis for every depression is laid in the preceding period of prosperity so the basis of every prosperity is laid in the preceding period of depression." George E. Roberts, vice-president of the National City Bank of N. Y.

The accuracy of the above quotation is clearly manifested by a perusal of the results for 1931. Some concerns made profits during 1931, others repeated their 1930 losses. In every case the profits are traceable to the same cause; the early realization during 1930, of a changing set of conditions.

Those stores that succeeded during 1931 were not immune from the effects of general conditions. They succeeded in spite of the circumstances prevailing. They suffered losses in volume as did everyone else. But they follow-

ed our oft repeated advice, "Know what is happening and act accordingly."

These successful stores studied conditions; took their mark-downs early; reduced their inventories; adjusted their buying budgets; studied their price lines in relation to customers requirements; watched commodity markets closely; reduced their expenses to the new volume, not by ruthless slashes, but by painstaking and careful analysis.

In nearly every case where 1931 indicates a loss, you can easily trace the cause to the failure to make a quick and sane adjustment to changing conditions.

The losing stores failed to reduce their inventories to their new volume; maintained prices on old merchandise until it was too late; tried to hang on to the old price lines instead of meeting the new requirement of their customers; retained old reckless buying habits. To top things off, many of these stores pursued the course of least resistance in reducing expenses. Instead of carefully analyzing beforehand, each item of expense and studying its relation to general efficiency, many of these stores swung their axes right and left. They avoided purchasing every commodity or service, regardless how essential, if the salesman or concern would take "no" for an answer. They cut payrolls by the percentage method, without beforehand considering the effect, thereby retaining the inefficient and unnecessary employees and killing the initiative and enthusiasm of the loyal and productive.

The wisest course any retailer can follow for 1932 is a course mapped out by careful study. Haphazard guesswork will not do the trick. Careful budgeting and accurate analysis of your problems will pay handsome dividends in 1932. Do away with the old prejudices—set notions—hit-or-miss methods. This is a new era, looking for clear-thinking individuals who know what they are doing.

The best New Year resolution you can make is, "I will know what I am doing and why I am doing it." Lay the basis for your future prosperity in this period of depression.

Americanism: Wishing you had a chance to boss this country for a while; wishing you knew how to manage your children.

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PANCAKE FLOUR
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MEAT DEALER

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

Meat Department Can Be Made Profitable.

The close of the old year and the beginning of the new year is the time when all of us look back at what we have done during the past twelve months, figuring our mistakes on one side of the ledger, and put the successful things down on the other side. Then we match one side against the other, look at the profit and loss column, and thus decide whether the past year has been successful for us or not.

Sufficient to say, there have been a lot of things in the past year which have made it difficult for the retail meat dealer or the retail grocer to operate at a profit. The meat department can be one of the most profitable divisions of the food store and often can be made to show a profit when other departments are going into the red.

In the past year, people have eaten approximately the same amount of meat that they ate in the year 1930. But the retailer who finds that his volume of sales in pounds equals his volume of sales in pounds for 1930, will also find that his dollar volume is off from fifteen to twenty per cent. Meat prices, both at wholesale and retail, have declined sharply throughout the entire year. At the present time, there is only one kind of meat which is bringing a price near that which prevailed at the close of 1930, and that is beef of the best quality.

This situation means that the retailer has some tough figuring ahead of him for 1932. It means that he must cut his operating expenses to the bone and build up as large a volume as he possibly can if he is to keep his margin of profit such that he can pay his men, take care of his overhead, and keep the well-known wolf from the door.

Probably most retailers are aware of the fact that the general public for several months felt that retail meat prices did not reflect the declines that had taken effect at wholesale, and that the reduction of meat prices at retail was not comparable to the reductions in price of other food commodities. It is a matter of great interest to the writer that in the past two or three months, the complaints which he has heard about retail meat prices have completely died out. People realize now that they are paying less money for their meat, and that the percentage decline in meat prices is perhaps in excess of the decline in other foods which they buy each day. The results of this feeling on the part of the public are going to be reflected in increased consumption of meat. Housewives are keener than ever for bargains in foods, and they are finding them in meat stores. The depression has stimulated their interest in getting as much as they can for the money which they have been spending for foods, and they have turned to the less-demanded cuts. Some dealers have noted a hitherto unprecented increase in demand for

shoulder cuts, and for other meats which have not before enjoyed a good demand. If the depression has taught the buying public that these cuts of meat are good, high in food value, and attractive in quality as well as in price, its net result for the meat and live stock industry will be favorable rather than unfavorable.

The past year has seen retailers who have not operated their stores efficiently pass out of the picture; it has also seen chain stores which have felt that they had an unbeatable advantage simply because of the greater buying power go to the wall. On the other hand, retailers who have pared their operating expenses, and worked to become better merchandisers, have found that the year 1931 has had bright spots as well as dark spots.

It is safe to say that the retailer who is watching his step and getting along now will be the man who is the first to cash in on the return of better times.

John Meatdealer.

Scales That Print.

When I was a boy of about twelve, I very nearly went into business. My father purchased and brought to our town what was then a great novelty: a platform scale into which you could drop a nickel and from which you would receive a printed record of your weight together with certain information about your future. My brother and I were to have the proceeds from this scale, provided we would take full charge of servicing it. As it turned out, the five cent price was too high, and an attempt to convert the machine into responding to a cent instead of a nickel proved mechanically unsuccessful.

I mention this incident partly for the pleasure of "reminiscing" and partly as evidence that the weight-printing scale, for slot machine use, has been known for quite a number of years. And yet surprisingly enough, it is only just now that an accurate weight printing scale has been produced. The slot machine never had to be particularly accurate.

The printing device on a scale which has now been developed is said not to affect in the slightest degree the accuracy of the weighing. It can be used for time-saving and fool-proof recording of shipments received and shipments made, to make permanent records during inventory taking, and for chemical compounding where the accuracy of the mixing in each batch must be checked with the formula before the making of another batch.

The new printing mechanism can be added to dial scales now in use but will also be inbuilt in new dial scales.

Incidentally, another fairly recent development in the use of scales is spreading quite rapidly in the construction industry. Aggregates for concrete, formerly mixed by measure, are now being put together by weight. The result is a much nearer approach to uniformity in the resulting concrete.

Chapin Hoskins.

Commends Comment on Mr. Brewer.
 South Pasadena, Calif., Jan. 19—Your reference to Mr. Brewer in the last Tradesman is fine, as well as true, so far as I know.

The criticisms of Mr. Brewer have, no doubt, come from those who have

not been personally benefited through him or from those who are jealous of his success. His acquiring control of the Morton, as well as the Pantlind, was not because of the profit to be made for himself, but to uphold the credit of the city. He is abrupt and sometimes what people would call rude, but he is straight. He says what he believes, but not what others may want to hear if he doesn't believe in it himself. It is easy to criticize, but hard to formulate.

Charles M. Heald.

Gain in Lamp Orders Reported.

Demand for table lamps continues brisk in the wholesale market. Retailers who placed sample orders at recent trade shows are now requesting larger shipments, according to reports from salesmen on the road. Low and medium price goods are the only types in demand, with table lamps finished in white an outstanding item. In the last few days a strong demand on parchment shades for late February and March delivery has been noted. The gain in parchments has been made at the expense of novelty shades popular toward the close of the Fall season.

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

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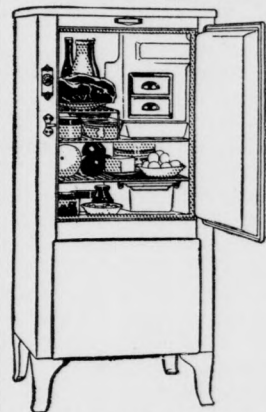
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Michigan Retail Hardware Association.
President—Waldo Bruske, Saginaw.
Vice-Pres.—Chas. H. Sutton, Howell.
Secretary—Harold W. Bervig.
Treasurer—William Moore, Detroit.

Suggestions For the Hardware Dealer in February.

In many hardware stores, the arduous job of stock-taking is over. The hardware dealer is well advised to get this work done as early as possible in the New Year. Presuming this, the decks are clear for the February program.

Stock-taking has given the hardware dealer a "close-up" of his business. The shelves are presumably in order, the various lines are assorted, the "tail ends" of stock are conveniently placed for jobbing off, the accounts are in as good shape as possible, and everything is squared away for the coming year's operations. The merchant knows where he stands, the dollars he has gained or lost, the lines that have proven most saleable, and the merits or otherwise of his store organization and methods.

He has, mentally at least, consolidated his position and is now ready for the next advance.

As a curtain raiser, it may be worth while to assure yourself that the clerical department of the store is in first class shape. What about your methods of book-keeping, for instance? Can they be improved? Or amplified? Or, on the contrary, can they be simplified without reducing their efficiency?

A book or system of records added may mean all the difference between order and chaos in the office. And now and then a record that takes considerable time and labor can be dropped without any perceptible reduction in efficiency. The main thing is to scrutinize closely, critically and dispassionately the office system you are using with a view to improvement.

If the inventory shows that the book-keeping has been at fault, don't be afraid to make changes. In the small store, elaborate systems may not be necessary; but in days like these it is a mistake to rely on primitive methods. For instance, the hardware dealer whose idea of keeping track of prices and "want lists" is to carry the items in his head, with occasional help from a badly jumbled notebook, is working under a needless handicap.

Go right at the work of improving your office methods, and get this job done while the year is still young. You may have a good scheme in mind whereby to keep track of the selling and cost price of goods. You may have the idea for a neater and more comprehensive sales book which might do away with considerable confusion. If you have such ideas for improvement, try them out. It is better to put an idea to the test of actual practice and find it wanting, than to stumble along using an old system and assuring yourself that you will get better results after you introduce your new idea "some day."

Your credit and collection department will need careful watching this year. Even under normal conditions, many merchants are too lax in extending credit and not sufficiently systematic in making collections. On the one hand, debtors may be allowed too

much rein. On the other hand, there may be no clear-cut system of rendering and collecting accounts. With this the case in ordinary years, in times like the present added care is advisable.

The larger the cash trade done, the quicker the turnover. So, too, there is a big difference between short and long credit. If no systematic rule is adopted with regard to settling accounts, customers get the idea that "any old time" is satisfactory.

Some merchants think that an open handed assurance that "You needn't be in any rush about settling," is a sure way to winning the favor of customers. I recall one salaried man who followed the usual bad practice of spending his income before he earned it. The grocer, the hardware dealer, this and that merchant, gave him unlimited credit—no stipulation as to the amount, or the time of settlement. Only the dry goods dealer followed a systematic method of rendering an itemized account at the end of each month and getting a note at thirty days in settlement. The result was that the dry goods man got prompt settlements (comparatively speaking) with a limit of two months between the sale and the actual cash. The other merchants had accounts running into three figures and unsettled for months and even years.

That man could probably have gotten wide open credit from some other dry goods store. He didn't even seek it. The dry goods man followed a certain system and the customer adapted himself to it. He paid the man who politely but firmly required systematic settlements; even if, to do so, he had to increase the amounts owing to the dealers who followed the "There's no hurry about settling" policy.

Trade is never lost by a polite but clear-cut request for settlement. In most cases all that is needed is to render an account at the end of the month with the statement conspicuously printed or stamped on it, "Settlements must be made monthly." Of course, in individual cases, special arrangements may be made. In cases of misfortune, too, no dealer is going to be a Shylock. But if the customer can't pay, it is only fair for him to tell you why, so that you can work out a new arrangement. Care in the first place in extending credit and in the second place in making collections will eliminate a lot of bad debts. Some dead beats are dead beats by virtue of their very nature, and should never get credit at all; but others acquire the dead beat habit as the result of too generous credit unthinkingly extended them.

Now is a good time to plan the rearrangement of the store for spring trade. The shifting of a counter, the more effective disposition of a silent salesman, may gain space or enable you to show your goods to better advantage. The show cases and shelves should be brightened up. A few dollars spent in paint, varnishes, polish or wall tint will add immensely to the appearance of the store. If any remodeling of the building itself is required, now is the time to have it done.

If the mid-winter special sale has not yet been staged, a good time to put it on is early in February. This mid-winter or after-inventory sale should enable you to clean up the stock in preparation for spring. It will also serve the useful purpose of stimulating sales at a time when trade is rather slack.

More than this though can be done to make February a reasonably good business month rather than an exceedingly dull one. Newspaper advertising and window display are always helpful. When trade is dull, the average merchant is inclined to allow his window displays and newspaper advertisements to become perfunctory; while as the busy season approaches, he wakes up and puts forth extra efforts to attract business. Thus, the hardware dealer does his most aggressive advertising in the busy Christmas season; and when Christmas is over he lies down like a tired horse and says to the inexperienced junior, "Say, you scratch out an advertisement or throw together some kind of window display."

The normally dull month of February should constitute a challenge to the aggressive qualities of the true merchant. Now is the time to call up your mental and spiritual reserves and put your very best ideas into action.

For the next few months put on the very best window displays you can devise. Put out the most appealing advertising copy you can produce. Put your best efforts, and see that your salespeople put their best efforts, into every sale.

Do you say, "Aw, what's the use. It's only waste effort. Why not save the good ideas for better times?" That is a mistaken attitude. In this sort of thing, you learn to do by doing; you learn to do better by doing better. Your mind grows with exercise. Even supposing the response to your best efforts in February is somewhat reluctant, the job of devising better newspaper advertising and better window displays is worth while. You are getting in training for the busier and more prosperous months to come.

But even in the immediate moment, good work along these lines is fruitful. You'll find business immensely stimulated—more than you dream. And, meanwhile, every A-1 window display and every cracker-jack newspaper advertisement helps to build the fine store habit of doing things as they

should be done. The effort involved in keeping your work up to a high standard will do you far more good than any "rest" you would get by slackening effort in the dull months and allowing the business to run itself.

Plan right now for a series of window displays to carry you through until spring. Two changes a week, maybe three, regular as clock-work; every display a live and timely effort, with a clear-cut message to the public. Plan it all in advance. This prevents careless, slipshod and purposeless blundering, and gives unity and strength to the series. Make each display tell something.

Then let your newspaper advertising, changed just as often, tie up with your displays; see that the two publicity mediums work hand in hand; and put into your copy every bit of punch at your command. Try this out for six weeks.

Now is a good time to go over your various prospect lists. Encourage your salespeople to look out for new prospects. Get more closely in touch with your helpers and arouse in them a bigger interest in the store and its success.

Victor Lauriston.

Cheap Kitchen Ware Wanted.

Continued demand for low-end kitchen ware has caused widespread complaint among sales agents for crockery and metal utensils at the New York market. Buyers inspecting Spring merchandise refuse to consider articles priced above last year's popular levels and in most instances are insisting upon substantial reductions from Fall quotations. Retailers who featured items in 50 cent and \$1 ranges last season are shopping for goods to sell at 25, 35 and 50 cents. Chain stores specializing in extreme low-end merchandise are adhering to previous price levels, but insisting on better quality goods.

A new automatic spray method for protective priming of lumber with aluminum or other paints is guided by the "electric eye." As the lumber feeds through at from 60 to 200 linear feet per minute, every inch of it, top, bottom, sides, ends, is uniformly primed without human attention. Cost, \$8 to \$10 per thousand board feet.

The reason you see so many stray cats along the highway is because their hides make a very poor quality of sealskin.

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes
GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE

DRY GOODS

Michigan Retail Dry Goods Association.
President—Jas. T. Milliken, Traverse City.
Vice-President—George C. Pratt, Grand Rapids.
Secretary-Treasurer—Thomas Pitkethly, Flint.
Manager—Jason E. Hammond, Lansing.

Dry Goods Merchants Are Arrayed Against Sales Tax.

Lansing, Jan. 25—It was stated in our recent bulletin of Jan. 8, that the official board of the Association would hold a meeting in Grand Rapids on Thursday, Jan. 14. This meeting was held and there were present the President, Vice-President, Manager and three directors. There were also present five other members of the Association, including former Presidents Frandsen and Mills and former Secretary Jones. A quorum was present.

The purpose of the meeting was to listen to a financial report of the manager for the year 1931 and to make plans for the annual convention for 1932. A complete financial and manuscript report was submitted to the board by the manager and ordered spread upon the minutes of the organization. These are too voluminous to report in a bulletin to the members, but any member desiring a copy of the financial report and the present status of the organization may receive one by request to the Association office.

Briefly, we will say that quite a number of the members of our Association are in arrears on the payment of their dues and, in view of the financial depression, we have not been as insistent in our requests for payment as under more favorable circumstances. The manager stated that he did not think it quite appropriate to cancel memberships on stores which have paid for ten or twelve years when, by giving a little more time, payments would be forthcoming. This attitude was approved by the members present. We wish to urge our members to give immediate attention to their statements which will be sent them Feb. 1, as we wish to come down to the time of our convention without showing a deficit.

President J. T. Milliken was accompanied to the meeting by Don Weeks, Secretary of the Traverse City Board of Commerce, who submitted an urgent invitation for our Association to hold its convention in Traverse City during the cherry blossom time the last of May. The question of the time and location of the convention was discussed at considerable length. The arguments in favor of Traverse City were the beauty of the location, the excellence of the splendid new Park Hotel and the enterprising nature of the citizens who would co-operate in every way possible to advertise the convention and make it a success.

The objection was mentioned that Traverse City was located aside from the center of population of our members. There was a sentiment among those present in favor of Lansing or Detroit. The question was decided by calling the roll of the eleven persons who were present, eight of whom voted in favor of the Traverse City location. The motion was made unanimous and suggestions were immediately made on the part of all present for the planning of a program.

The personnel of the convention program committee is as follows: President J. T. Milliken, Vice-President George C. Pratt, Manager J. E. Hammond, Secretary Thos. Pitkethly and Director M. S. Smith.

It was decided to make the convention of one and one-half days' duration, beginning on the evening of May 25 and continuing through the day of May 26, closing with a dinner and program. Comments were made regarding the excellence of the newly built concrete roads. Traverse City can be reached from all directions on the very

best of State highways. Begin now to make your plans to see the beautiful Traverse City region when the cherry trees are in blossom.

The annual meeting of the Grand Rapids Merchants Mutual Fire Insurance Co. is held on the third Friday of January of each year. The annual meeting this year was held at the company's office on Jan. 15. All except one of the officers and directors were present. The officers and directors whose terms of office expired in 1932 were all re-elected for the ensuing term.

The report of the manager, Mr. De-Hoog, revealed that the total amount of business in force at the end of 1931 was \$200,415 more than at the close of business at the end of 1930. The operating expenses for 1930 was 15.07 per cent. of the gross premium income. For the same period of 1931 the operating expenses were 14.9 per cent.

The fire losses for the last year were somewhat larger than the year previous and it was reported that, by reason of the depression of the times, the decrease in the volume and value of mercantile stocks, a considerable amount of insurance had been cancelled, but we were able to show that the total amount of insurance in force had increased during the year. Considering the circumstances, the report was satisfactory to the directors, who complimented themselves that the business of our insurance company had suffered less than most other lines of business.

The meeting of the board of directors which followed the annual meeting made some reductions in salaries and other expenses, so that we start out in a new year under very favorable auspices and look forward to a successful year. Any policyholder or member of our Association desiring further information may receive a detailed report of the condition of the company on request at the headquarters of the company, 319 Houseman building, Grand Rapids.

We enclose with this bulletin a booklet prepared by a committee from the National Retail Dry Goods Association entitled, "Y & T—You and Taxes." We are favored with enough copies of this booklet to furnish to all of our members and comment or description concerning it is unnecessary as the book is ably edited and can speak for itself.

We believe the time has come when our Association should take a definite stand against any and all forms of retail sales tax. The country is over-taxed already and new forms of taxation simply open the way for new forms of spending. The policy throughout the Nation should be the reduction of expenses and the eliminating of all forms of taxation possible. We hope that our members will carefully preserve this booklet for future reference.

Jason E. Hammond,
 Mgr. Mich. Retail Dry Goods Ass'n.

Swim Suit Orders Develop.

With bathing suit quotations fairly well stabilized at the levels to which they have descended since the opening in September, most buyers are showing more confidence in the market and within the last week placed sizable orders. In the ranges between \$8.50 and \$9.75, purchases are fairly well scattered, while the higher priced brackets also come in for a share of attention. In women's goods, applied numbers are most active, and the largest volume ever done on these styles is expected for the current year.

Spring Goods Getting Call.

Business in the wholesale markets in the East shows a gain in the volume of Spring orders, with a decided falling off in the quantity of merchandise sought for clearance events, ac-

cording to reports. Weather conditions play a large part in the shift of buying, but the strong tendency of retailers to confine purchases to planned promotions which can be staged at a profitable mark-up is also a major factor. The call for Winter coats is below expectations, but there has been a pick-up in the demands for better dresses in the second-showing styles. At the moment, however, a comparatively better business is being done in such accessories as sweaters, skirts and blouses. Suits are being generously sampled and promise to be very strong for early Spring.

Retail Problems Before Convention.

The opening session of the twenty-first annual convention of the National Retail Dry Goods Association at the Hotel Pennsylvania, New York City, Feb. 1 to 5, will be devoted to a broad view of the major problems now confronting retailers. D. F. Kelly, of the Fair, Chicago, and president of the Association, will open the Monday

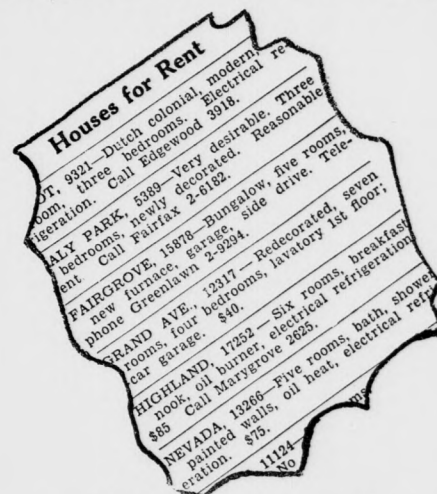
evening meeting with an address. Dr. Lewis H. Haney, of the Bureau of Business Research, New York University, and Dr. Lillian M. Gilbreth, consulting engineer and member of the President's Unemployment Relief Committee, will be other speakers.

Plan Special Linoleum Displays.

Special displays of hard surface floor coverings products will be used next month in an attempt to increase the sales volume. The displays will be held in conjunction with the opening planned by soft-surface rug and carpet mills. Explaining the move a producer of linoleums pointed out that demand has been disappointing so far this season in spite of the fact that prices are the lowest in years. The felt base branch of the trade has enjoyed slightly more volume than the linoleum division, but chiefly for the extreme low-end products on which profit margins are slight.

Another thing that has greatly depreciated in value is a sucker list.

MICHIGAN BELL TELEPHONE CO.



58 OUT OF 78

ADVERTISEMENTS* OF HOUSES, ROOMS AND GARAGES FOR RENT LISTED TELEPHONE NUMBERS TO CALL

FREQUENT advertisers in newspaper "Want Ad" sections know that prospects usually will not trouble to look up an advertised house or product when they cannot telephone first for information or for an appointment.

Whether or not you have a house, a room, or a garage for rent, the telephone will prove useful daily in many social and business ways. And, in emergencies, it will summon doctor, firemen or police immediately, any hour of the day or night.

Of all the things you buy, probably none gives so much for so little as your telephone.

*In a recent single edition of a leading Michigan newspaper



HOTEL DEPARTMENT

News and Gossip of Interest To Hotel Landlords.

Los Angeles, Jan. 23.—The suggestion of my friend Heldenbrand that he meet me part way on my Eastern vacation journey next spring seems to have come to the notice of some of the traveling men who used to submit to my extortionary measures when I was separating them from their coin at the rate of \$2 per for room and three "squares," and now one of them informs me that a coterie of my former victims are contemplating hiring a bus and meeting me en route. I am afraid there is some "cannister" motive concealed in the proposition. Evidently they plan beguiling me into the innocent but devastating game of "rummy" or else squeezing me for the cost of gas. The Heldenbrand proposition still interests me, besides offering a greater degree of safety.

Walter Hodges has announced that heroic changes will be made in his Hotel Burdick, Kalamazoo, in the near future, among other things being the addition of thirty-five bath rooms. When the hotel was originally built a large number of rooms were equipped with what is known as connecting baths, that is, one bath answering the requirements of two rooms. These are now being revised so that more rooms will be supplied with private baths, provision being made for both tub and showers. All of which is in keeping in touch with the past policy of the hotel to at all times keep abreast with the times, without much fuss or feathers.

A new hotel organization was formed at Washington, D. C., last week which means the fraternizing of operators of hotels having 100 rooms or less, and it already has registered members from every state and Alaska. Among other activities contemplated will be the publication of a blue book. Michigan was signally honored by the election of William H. Aubrey, manager of Hotel Waldron, Pontiac, as its first president.

Over in Las Vegas, Nevada, a new hotel has just been completed for the accommodation of divorcees and those willing to be. It seems the board of trade over there made the discovery that a really profitable industry was not being specially encouraged, so they have started out to get the business, coming and going. I presume there will be special padded cells for those awaiting separation, and the usual orange blossom decorations for such as are still "experimenting."

The American Hotel Association will be asked, at its next session, to take some action against the operation of hotels under the auspices of so-called religious organizations. There has been a movement of this kind, under way for several years, but the law makers are quite evidently "afraid of the cars," and nothing has been accomplished, though common sense ought to teach almost anyone that the very least that ought to be expected from such institutions is that they should bear their share of the burden of taxation.

The Shakespearian suggestion of Denmarkian putrefaction seems to have had a deadly parallel in South America. One cannot help but note these agonizing examples periodically. Here in my hotel, is a dear little Michigan woman, a septuagenarian, who came to California a few years ago, with a sheaf of Bolivian securities, morally "guaranteed" by Uncle Sam, who is to-day frequenting employment agencies in the hope of securing a place to earn enough for the few crusts she consumes, living in the

fancied belief that out of the two billion "recuperation" government program proposed by the authorities some manna will fall into her possession. I am much afraid that the defrosting process will be limited to those congealed bank assets we hear of, and then only on the net worth of the securities lying dormant. Especially if the fund referred to is administered on a business basis.

Hotel Sherman, Allegan, will henceforth be presided over by Ben L. Marshall, who for several years was connected with Reid's Hotel, at South Haven, and more recently with Hotel Dwan, Benton Harbor.

The formal opening of the new Mather Inn, at Ishpeming, has been announced. As the public has been heretofore informed, the new hotel has been erected on the site of the old Nelson House, which, fifty years ago was the joy and pride of Upper Michigan. The Inn, a four-story brick structure, with ample room accommodations for Ishpeming's requirements for years to come, is of the stately Georgian type of architecture with a two storied portico in front. The grounds have been beautifully landscaped, and immediately in front of the main entrance are artistically terraced and the broad walk leading to the street is bordered with short flights of brick-topped steps, showing up against a background of well selected shrubbery. The main lobby is paneled in pine with fluted columns, the whole being tinted a soft brown. To the left is a large fireplace crescented with early period furniture. In the rear are the clerks' desks and the administration offices, adjoining which has been provided a cozy smoking room. Beyond these will be found a sunken dining room, available for private parties and other social functions. Then there is an alcove to be used as a writing room, and the main dining room, 35x60 feet, the decorations of which are in keeping with the importance of the institution. On the second floor, in addition to single apartments, which are all modernly equipped, are three apartments with kitchenette equipment, together with a most attractive club room to be used by women. In all particulars the Mather Inn, is strictly up to the minute, and ought to prove a source of sincere pride to the citizenry of this most progressive city. There is one thing to be said about this institution which has been created during these times of depression. It was needed, and ought to bring a reasonably fair return on the investment, which represents a creditable amount of enterprise on the part of its promoters, among whom is noticeably mentioned William G. Mather, president of the Cleveland-Cliffs Iron Co. I hope, during the coming summer, to visit this institution, in which I have more than a passing interest. I used to visit periodically the older Nelson house, as far back as 1879, I think. It had been erected to take the place of the Barnum House which had been burned previously. It contained about fifty rooms, and several suites. Half of their number were provided with baths hewn from solid marble, which was the prevailing mode at that period. Besides this, every room was steam heated and illuminated with gas. I remember, on my last visit to Ishpeming, within the last decade, that I made a special survey of the premises, and it seemed to me that it was not so badly behind the times, and in retrospect I could see the institution which in its earlier days was one of the finest hotels anywhere in the country. It was the show place of the Upper Peninsula, operated on the American plan on a basic charge of \$2 per day. For many years it was operated by John P. Outhwaite, a pioneer of that city. Mr. and Mrs. H. W. Stegman, purchased the property several years ago, operating it success-

fully until its destruction by fire in 1928. The operating manager of the new institution is Carl Quigley, who has a record of accomplishment in Middle West hotels.

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

EAGLE HOTEL
GRAND RAPIDS, MICH.
Now under management of four sons of the founder,
Jas. K. Johnston.
Hot and cold water and steam heat in every room. Baths on every floor.
Rates, \$1 and \$1.25 per day.
Special weekly rates, \$4, \$5, \$6, \$7.
"Best room in town for \$1"
Dining room in connection.
GUY, FAY, CARL and PARK JOHNSTON

Park Place Hotel
Traverse City
Rates Reasonable—Service Superb
—Location Admirable.
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Ass't Mgr.

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

NEW BURDICK
KALAMAZOO, MICHIGAN
In the Very Heart of the City
Fireproof Construction
The only All New Hotel in the city.
Representing
a \$1,000,000 Investment.
250 Rooms—150 Rooms with Private Bath.
European \$1.50 and up per Day.
RESTAURANT AND GRILL—
Cafeteria, Quick Service, Popular Prices.
Entire Seventh Floor Devoted to Especially Equipped Sample Rooms
WALTER J. HODGES,
Pres. and Gen. Mgr.

Occidental Hotel
FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon -:- Michigan

Columbia Hotel
KALAMAZOO
Good Place To Tie To

"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.



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.

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"
GRAND RAPIDS, MICH.
Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop

HOTEL DETROITER

ROOMS 750 BATHS
FREE GARAGE
UNDER KNOTT MANAGEMENT

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



DETROIT

Mrs. Meta Jennings, who manages the Four Flags Hotel, at Niles, gave the investors of that institution a most satisfactory Christmas present in the shape of a report showing that the property has met all of its interest and bond obligations, which is an outstanding achievement when one considers that so many similar institutions, not only in Michigan, but everywhere, have fallen by the wayside. But then this is no surprise for me. I reasonably expected she would meet all the requirements when I heard of her advancement as manager of the Four Flags.

It is reported there are a lot of high-priced hotel men out of jobs. There are high-priced executives that are such through accident, but the real blown-in-the-bottle kind are usually in demand. They are the ones who possess horse-sense backed up by real sentiment. I run across them frequently and they never worry about looking for jobs. High collars do not always make wholesome executives.

One of the little things not always appreciated by the promoter and inexperienced investors in hotel securities is that the profitable life of the average hotel is comparatively short, and that unless suitable provision is made for depreciation the owners will find themselves, long before they are ready for it, with obsolete plants on their hands. Then, when the inevitable new hotel is built, the old one is ready for the scrap heap, and cannot be continued at a profit.

The most revolting thing I have heard of, is the attempt of a Chicago union to terrorize attendants at funerals. Will these so-called fraternities ever stop long enough to discover the hieroglyphics on the wall? They have been constantly losing prestige ever since the Mooney-McNamara massacres, until they have almost altogether divorced themselves from public sympathy. The Chicago episode looks to me like the last straw. If the authorities do not discourage the current proceedings, they will sure hear of it.

Somehow I like the way they impanel juries over in Arizona. In the Judd case it was all over with in 24 hours, whereas in California, Michigan and most other states it would have required as many days. It seems they make up a list of twenty-nine jurors, from which the prosecution is allowed to delete seven names, and the defense ten. This is all done in a conference between the opposing attorneys, and is said to have worked out satisfactorily for many years. At any rate, in the ordinary treatment, the lawyers eventually have their way in the selection, after a lot of expensive quibbling. Why isn't the Arizona way much better?

One becomes convinced, after all, that the great problems of life are often simplified when great minds are applied. The League of Nations has discovered a way for Europe to pay back our money and bring back prosperity. All we have to do is to remove our protective tariff; then they can flood our markets with European goods made by cheap labor and take away a lot of our money; and then they can pay back some of it, if they feel like it. When one comes to look into these problems they are awfully simple.

"Jack" Anderson, manager of Hotel Harrington, Port Huron, has been elected president of the Great Lakes Tours Association, which means that the organization will be weaned from the perfunctory broadcasting of "hot air" and will really function. You can't fool me on those Michigan boys, and nobody knows more about the effective activities of Mr. Anderson than

myself. Also Walter J. Hodges, of the Burdick Hotel, at Kalamazoo and M. R. Gilbert, manager of the Prince Edward Hotel, Windsor, Canada, are close seconds. Also don't overlook Preston Norton, of the two Norton organizations who knows how to build up associations and keep them built up.

R. B. Kernahan, manager of Hotel Barlum, Detroit, is making a lot of changes in his establishment. Among others a large dining and grill room, with coffee shop accessory, has been established on the main floor, while the lobby will be much enlarged and improved.

Howard Heldenbrand, in his Hotel World correspondence, says: "Cutting four or five rib steaks off the loin end of standard rib roasts, before roasting the piece, and selling them on a steak price basis, helps to keep the return on roast beef up to where it belongs." And he might add that extracting three or four good, clean slices from the middle of a ham, before roasting, while it may slightly disturb the continuity of the ham, will add to the dunnage in the cash drawer.

Frank Bering, general manager of the Sherman House, Chicago, was the piece de resistance at a movie show in Chicago the other night. The theatrical manager discovered him in the audience, announced the fact, whereupon the audience demanded a speech, which was accomplished without embarrassment on the part of the speaker. Well, I should say not.

Two aerial beacons on top of Hotel Scott, Hancock, began operation recently. One is a stationary beacon of 13,000,000 candle power and is focused on the local aviation landing field. The other is of equal power and is erected on a steel tower sixty-five feet above the hotel roof.

Arcade Trudel, of Crystal Falls, has purchased the Alpha Hotel, which has been closed since its partial destruction by fire last year. It will be rebuilt as a one-story proposition.

Another fifteen story hotel is being agitated for Detroit. It ought to be supplied with a liberal proportion of padded cells, to be available to a lot of investors in that city who still believe in Santa Claus and are allowed to play with matches. Slap stick comedy is real scriptural teaching as compared with human actors who think more hotels in Detroit will build a city.

A mid-winter meeting of the Michigan Hotel Association will be held at Post Tavern, Battle Creek, February 6. Carl Montgomery will be the host, which means there will be something doing whether there is a quorum present or not. Walter Gregory, manager of the Palmer House, will be the principal speaker at the business meeting which will be followed by a banquet. Invitations for the next annual meeting have been extended by Frank R. Johnson, of Johnson's Rustic Tavern, Prudenville; George C. Anderson, manager of Park Place Hotel, Traverse City and H. D. Smith, Fisherman's Paradise, Bellaire.

Harry Halfacre, manager of Hotel Pfister, Milwaukee, has just been having a real vacation, with his family, in Florida. There is a lad who works when he works, which is mostly, and then enjoys a real vacation with a clear conscience. A lot of the Michiganders know him very well.

One of the magazines recently had an interesting cartoon of a patron seeking the prescription department of a drug store, after being shifted from lunch counter to cameras, and from pipes and tobacco to toilet accessories,

finally learning that prescriptions were filled in the basement. Perhaps he was fortunate, at that, in finding that they really ran a drug store after all. Now that certain chain cigar stores are introducing lunch counters, the main purpose for which they were originally operated may be relegated to the back alley.

They poke a lot of fun at California for her offerings of climate and its vagaries. And it certainly does cut up capers at times. The other evening I was expatiating on the fact that I had not worn an overcoat since becoming a Native Son some four years ago, and the next day it snowed, for the first time in fifty-four years. This seems to have been an off season everywhere. Last summer it was exceptionally hot through an elongated period. Some have insisted that earth disturbances changed the undersea ridge and consequently the Japanese current, but the weather bureau says not. Others think that forest fires have had much to do with it. But when we come to look at it squarely the whole Northern Hemisphere has had an unusual period, and even foreign countries have not escaped. Tourists going to Europe and the Far East came home much disappointed. California, however, does have this advantage: If the weather is too hot you can run over to the High Sierras, a couple of hours away, and feast on snowballs, or you can go down to the ocean front and bask in the surf. Or, if you really have been naughty and want to do penance, why, there is Death Valley.

Frank S. Verbeck.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 25—We all are looking forward to better times. Still the word Depression is being heard in our midst.

The Steffens Hardware sent out cards last week reading as follows: "It is with deep regret that we, the Steffens Hardware announce the death of John De Pression, who passed away at midnight, Jan. 22, at the age of two years and four months."

This is a move in the right direction and meets the approval of our good druggist, V. R. Conway, who offered a resolution to fine each person \$1 who uses the word Depression. The effect of the taking on of so many more men in our factories is being felt to a marked degree with our local merchants. Even our new flop house reports a rushing business, being filled each night. It also affords a place for the merchants to dispose of their surplus left over vegetables, meats and other food products, who are pleased to have some place that they could use this excess to good advantage.

Mrs. McGinley, who has been conducting a curio and confectionery store at DeTour for the past thirty years, suffered a stroke last week and is in a serious condition. Mrs. McGinley is 80 years of age and not much hope is entertained for her recovery.

Sid O'Laughlin, the well-known proprietor of the popular cafe at DeTour, known as "Sids Place," has closed the cafe for the season and has returned to his former home at Bay City, where he expects to spend the remainder of the winter.

The first meeting of the Hikers was held at Sugar Island on Sunday, the club being entertained by Bob Cowan at his summer cabin. The usual good time was had by all.

Thrift can be carried too far, which recalls the Scotchman who bought a quart of anti-freeze and drank it, so he wouldn't have to buy an overcoat.

Henry Shields, the well-known Spruce street grocer, left last week for Pontiac, where he will visit for a few days with his brother, George Shields, who is also in the same business.

Henry expects to spend a few days in Chicago and in Wisconsin before returning.

A new drug store will be opened at 515 Ashmun street by Robert D. Goad, formerly in the employ of the Joseph Maltas drug store and Thomas J. Arnold, of Chicago. Mr. Goad has had a wide experience in the drug business and is a graduate of the Philadelphia College of Pharmacy. The store will be modern and complete throughout, embodying many new ideas.

In any kind of a year. It takes hard work to make an easy living.

The city commission, in a special meeting Friday, authorized \$250 a month for the Sault Bus Co., in return for snow removal work. A plow will be attached to each of the busses to remove snow along the line. The figures of the Bus Co. have been showing in the red, but with the increased revenue they will be able to continue during the winter. William G. Tapert.

Additional News Notes.

Lansing—Claude E. Cady, manager of the Cady Candy Co., will act as installing officer for the Lansing Grocers and Meat Dealers' Association Thursday night when the annual program is held at the Kerns Hotel. Orchestra of ten pieces has been engaged for the dance, which is to follow the dinner. There will be cards and other diversions for those who do not care to dance. Directly after the dinner the installation of officers is scheduled. New officers to be inducted into office are Charles Foster, president; Ona Sabroske, first vice-president; Frank Preuss, jr., second vice-president; Leo Larabee, secretary, and William Havens, treasurer. One hundred and seventy tickets have been reserved so far for the dinner. Program is for association members, employees and families.

Hartford — Nicholas Hoffman, of Holland, has been appointed receiver for the Van Buren County Canning Co., by Judge Warner, of Paw Paw. The receiver was selected to dissolve the company and was not the result of bankruptcy it is said. Assets of the company are to be sold as soon as possible but whether in one unit or in sections has not yet been decided.

Kalamazoo—Associated Industries, Inc., 302 Peck building, has been organized to deal in coal, oil, lumber, septic tanks, burial vaults, etc., at wholesale with a capital stock of \$50,000 common and \$50,000 preferred, \$30,000 being subscribed and \$1,000 paid in.

Dearborn—The Trumble-Sheppard Drug Co., located at 7044 West Warren street, has purchased the Cox Pharmacy at 13700 West Warren street and will conduct the business at the same location under the style of the Trumble-Sheppard Drug Co.

Highland Park—The Stoker Sales & Service Co., Inc., 20 Pasadena avenue, has been incorporated to deal in and equip boilers and heating plants with a capital stock of \$1,000 preferred and 100 shares at \$4 a share, \$1,000 being subscribed and paid in.

Detroit—Roehle Bros. Storage Co., 526 Alfred street, has merged its business into a stock company under the style of the Roehle Storage Co., with a capital stock of 500 shares at \$10 a share, \$5,000 being subscribed and paid in.

DRUGS

Michigan Board of Pharmacy.

President—Clare F. Allen, Wyandotte.
Vice-Pres.—J. W. Howard Hurd, Flint.
Director—Garfield M. Benedict, Sandusky.

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

Michigan State Pharmaceutical Association.

President—J. C. Dykema, Grand Rapids.
First Vice-President—F. H. Taft, Lansing.
Second Vice-President—Duncan Weaver, Fennville.
Secretary—R. A. Turrell, Croswell.
Treasurer—Clarence Jennings, Lawrence.

Some Modern Trends in Retail Pharmacy.

Business is a parade—a procession.

The general store of 1860 represented the first step in the establishment of the system we employ in buying and selling—in the local distribution—of the merchandise. Those general stores, a few of which have survived to the present day, replaced the foot and wagon peddlers of earlier times.

The closing third of the 19th century—1870 to 1900—witnessed the development of the specialty store. Wooden Indians poised their tomahawks at the doors of tobacco shops. F. W. Woolworth saw the possibilities of variety goods and the ten cent store entered the retail field. Men's clothing stores, millinery shops, stationery stores, and other familiar retail outlets appeared. The general store of Civil War days gradually was replaced by stores which specialized in the sale of selected groups of related products.

During the first two decades of the present century—1900 to 1920—shelf bottles largely disappeared from the front parts of drug stores, and with them went practically everything that could remind us of the old apothecary shop. Chain drug stores came into existence and, during the latter part of the period, expanded enormously. The years witnessed a revolutionary change in the practice of selling merchandise in bulk. Packaged, branded merchandise became the order of the day.

The years between 1920 and 1930 were marked by further, and spectacular, chain store development. Big business entered the retail field. There were giant mergers among manufacturers and among wholesalers, and both branches of the industry developed a measure of control of the retail field. Price competition came to be of paramount importance in selling at retail. Improved methods of merchandising came into general use. National advertising and the open display of merchandise in retail stores speeded turnover and made it profitable to do business on a smaller profit-margin. We entered an era of better merchandising methods.

Business is a parade—a procession. We are now passing a given point—where do we go from here?

I realize the danger of making any prophecies in these days of rapid and spectacular change and it is not unlikely that totally new factors during the next few years will enter to alter the present drift of events in retail distribution. But, even so, I should like to venture an opinion of what we may expect during the next ten years. We

will be largely confined to a limited number of manufacturers and jobbers, and there will be closer co-operation between manufacturers and retailers, and jobbers and retailers.

Retailers will centralize their purchases. They will do that to avoid buying too many lines. They will centralize buying, to be certain of complete, adequate stocks for a minimum investment. Centralized buying will insure lower inventory, quicker turnover, increased volume of sales. Also, by placing their orders with a few selected sources of supply, retailers of the future will definitely associate themselves with certain manufacturers and jobbers who, in turn, will feel personal responsibility for the success of those retailers and will offer them merchandising aid and extend them credit when they need it.

The trend toward closer co-operation includes the sponsorship of voluntary chains by jobbers. It is illustrated by the tendency of some manufacturers to own retail stores. In the so-called Squibb Plan we see in practical, successful operation a profit-sharing plan which is another example of this tie-up of retailers with manufacturers. And, from the retailer's point of view—in addition to its profit-sharing features—the Squibb Plan seems particularly advantageous in that it does not seek to control retail outlets but merely to co-operate with retailers in the merchandising of the manufacturer's products.

Improved store records will permit retailers to fix maximum and minimum quantity standards for stock of various kinds, based upon turnover, type of neighborhood and other controlling factors.

There will be less hand-to-mouth buying of staple items and retailers will purchase such products in quantities which will make it possible for them to secure larger discounts, lower costs, wider profit margins.

Retailers will find themselves in agreement with the Druggists Research Bureau, which announced recently, at the conclusion of an exhaustive survey of the retail drug field, that it is "entirely possible for a retail druggist to buy a month's supply at a time of all his consistently selling items of merchandise, to assure himself that he will always have an ample stock on hand to take care of all his possible customers' calls on the staple merchandise, and at the same time to achieve a rate of turnover easily from 8 to 12 times per annum.

Store furniture and facilities will be rearranged to make possible more open display of merchandise.

Stores will function as master salesmen, displaying merchandise and creating sales, not serving merely as warehouses holding, and sometimes hiding, articles that should be sold.

Every foot of floor space will be devoted to display of merchandise, to service, to economy of operation.

Departments will be so related and arranged that there will be no wasted motion in efficient selling. Aisles will be wide and will invite customers into and around the store.

Low counters, island displays and display tables will provide for 100 per cent. display of merchandise, and will

largely replace show cases and other similar fixtures. Merchandise will be placed on display, where customers can see and handle it.

Store advertising and display space will be allotted on the basis of sale, turnover and profit margin.

More attention will be given turnover and profit margin. Store advertising and display space allotted to each department will be in direct proportion to the revenue it produces. Retailers will buy only what they know they can sell. They will sell fewer lines.

There will be failures, due in part to carrying too many brands, too many varieties—to having incomplete stocks of fast moving lines and surplus stocks of slow moving ones. Successful retailers will concentrate their advertising and sales effort on demand merchandise, they will cut out the deadwood and feature full and complete assortments of merchandise that people want to buy.

There will be a reduction in the number of items and brands carried in the average drug store.

Retailers of the future will study the needs of their communities, and anticipate them. They will study their own sales, locate the lines which move rapidly, and feature them. They will eliminate slow selling lines. Old and dead stock will be cleared out in special sales at whatever price it will bring.

Retailers will largely eliminate waste and loss arising from injudicious choice and slack, careless management of goods carried in stock. There will be less unadvertised, private brand merchandise on sale in retail stores. Retailers, at frequent intervals, will take careful inventories of the items they are handling. If those items prove to be slow-moving and unprofitable, they will be quickly eliminated from stock.

Retailers will accept smaller profit margins—but will insist upon accompanying rapid turnover. Through the gradual elimination of slow-moving merchandise there will be a gradual reduction in the number of items and brands carried in stock in the average drug store.

Progressive retailers will establish systems whereby they can determine accurately the consumer demand and merchandising value of new products.

Retailers will take care to buy only what they know they can sell but they will not close their shelves to new

products. Science and ingenuity would be seriously hampered if manufacturers were denied the opportunity to distribute and to test the value of improvements and discoveries. Retailers, therefore, will set aside special shelves or sections—or devise some other system—for the display and sale of new merchandise.

Stock control record will indicate within a short time whether a new product is a merchandising success. If it is, it will be removed to its proper place in regular stock. If it is not, no further merchandising, display or sales effort will be devoted to it.

Retail selling areas will be analyzed by competent authorities and new stores will be established only when there is reasonable assurance that such stores are required.


It seems extremely doubtful that the opening of new drug stores in the United States ever will be successfully regulated by law but it is not unlikely, in some sections at least, that wholesalers will analyze retail selling areas as to population, purchasing power, competition and other limiting factors, and discourage the opening of new stores when it is apparent that such stores cannot hope to equal or exceed certain minimum annual sales. Such analyses also will furnish information upon which retailers can open new stores in other trading areas with reasonable assurance of success.

Retailers will make occasional surveys of consumer demand for specified products. They will withdraw active support from selected products or groups of products long enough occasionally to determine whether those items are in actual demand—or whether their sale depends entirely upon the merchandising effort placed behind them in retail stores. It will be possible to profitably follow the line of least resistance in selling drug store merchandise. Less sales effort will be expended on slow moving products for which there is little or no consumer demand.

Retail store selling prices will be based, in an increasingly large number of cases, upon "cash-and-carry" service, with an additional charge for credit and delivery.

Retailers, in increasing numbers, will announce price policies which take into account the added cost of charge and delivery services. They will advertise "cash-and-carry" prices to meet competition and they will an-

PUTNAM'S



National Candy Co., Inc. **PUTNAM FACTORY** Grand Rapids, Mich.

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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

Nucoa
Oleomargarine

AMMONIA

Parsons, 64 oz.	2 95
Parsons, 32 oz.	3 85
Parsons, 18 oz.	4 20
Parsons, 10 oz.	2 70
Parsons, 6 oz.	1 80



Pep, No. 224	2 70
Pep, No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 60
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 3/4 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 75

BROOMS	
Peacock, 4 sewed	3 45
Our Success, 5 sewed	5 25
Hustlers, 4 sewed	6 00
Standard, 6 sewed	7 50
Quaker, 5 sewed	8 40
Warehouse	6 50
Toy	1 75
Whisk, No. 3	2 25

MICA AXLE GREASE

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

APPLE BUTTER

Quaker, 24-21 oz., doz.	2 10
Quaker, 12-38 oz., doz.	2 00

BAKING POWDERS

Royal, 2 oz., doz.	93
Royal, 4 oz., doz.	1 80
Royal, 6 oz., doz.	2 45
Royal, 12 oz., doz.	4 85
Royal, 2 1/2 lbs., doz.	13 75
Royal, 5 lbs., doz.	24 50



KC, 10c size, 8 oz.	3 60
KC, 15c size, 12 oz.	5 40
KC, 20c size, full lb.	6 80
KC, 25c size, 25 oz.	9 20
KC, 50c size, 50 oz.	8 50
KC, 5 lb. size	6 75
KC, 10 lb. size	6 50

BLEACHER CLEANSER

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

BLUING

Am. Ball, 36-1 oz., cart.	1 00
Boy Blue, 18s, per cs.	1 35

BEANS and PEAS

100 lb. bag	
Brown Swedish Beans	8 50
Dry Lima Beans 100 lb.	7 75
Pinto Beans	5 50
Red Kidney Beans	
White H'd P. Beans	3 00
Black Eye Beans	
Split Peas, Yellow	6 00
Split Peas, Green	5 50
Scotch Peas	5 20

BURNERS

Queen Ann, No. 1	1 15
Queen Ann, No. 2	1 25
White Flame, No. 1 and 2, doz.	2 25

BOTTLE CAPS

Obl. Lacquer, 1 gross	
pkg., per gross	15

BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85

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 10

Red Raspberries

No. 1	3 15
Marcellus, No. 2	3 60
Pride of Mich. No. 2	4 00

Strawberries

No. 2	4 25
8 oz. @	1 40
Marcellus, No. 2	3 25
Pride of Mich. No. 2	3 60

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	2 75
Clams, Mince, No. 1/2	2 40
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 35
Cove Oysters, 5 oz.	2 75
Lobster, No. 1/4, Star	2 00
Shrimp, 1, wet	2 00
Sard's, 1/4 Oil, Key	5 40
Sardines, 1/4 Oil, K'less	4 15
Salmon, Med. Alaska	3 00
Salmon, Pink, Alaska	2 15
Salmon, Red, Alaska	1 35
Sardines, 1/4, ea. 10 1/2	2 25
Sardines, 1/4, ea.	1 10
Sardines, Cal.	1 10
Tuna, 1/2 Van Camps, doz.	1 85
Tuna, 1/4s, Van Camps, doz.	1 35
Tuna, 1s, Van Camps, doz.	3 60

CANNED MEAT

Bacon, Med. Beechnut	2 60
Bacon, Lge. Beechnut	4 05
Beef, Lge. Beechnut	5 10
Beef, No. 1, Corned	2 40
Beef, No. 1, Roast	2 70
Beef, 2 1/2 oz., Qua., sli.	1 35
Beef, 4 oz. Qua., sli.	2 25
Beef, No. 1, B nut, sli.	4 00
Beefsteak & Onions, s.	2 70
Chili Con Car, 1s	1 20
Deviled Ham, 1/2s	1 50
Deviled Ham, 1/4s	2 85
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/2 Libby	90
Potted Meat, 1/4 Qua.	75
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/4	1 00
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans

Campbells	75
Quaker, 16 oz.	70
Freemont, No. 2	1 25
Van Camp, med.	1 25

CANNED VEGETABLES Hart Brand

Baked Beans	
Medium, Plain or Sau.	70
No. 10 Sauce	4 00

Lima Beans

Little Quaker, No. 10	13 00
Little Quaker, No. 1	1 75
Baby, No. 2	2 55
Baby, No. 1	1 75
Pride of Mich. No. 1	1 40
Marcellus, No. 10	8 20

Red Kidney Beans

No. 10	5 25
No. 2	1 10
8 oz.	75

String Beans

Little Dot, No. 2	2 90
Little Dot, No. 1	1 80
Little Quaker, No. 1	1 65
Little Quaker, No. 2	2 75
Choice Whole, No. 10	12 50
Choice Whole, No. 2	2 35
Choice Whole, No. 1	1 45
Cut, No. 10	10 00
Cut, No. 2	1 95
Cut, No. 1	1 25

Pride of Mich. No. 2	1 75
Marcellus, No. 2	1 45
Marcellus, No. 10	8 25

Wax Beans

Little Dot, No. 2	2 75
Little Dot, No. 1	1 80
Little Quaker, No. 2	2 65
Little Quaker, No. 1	1 65
Choice Whole, No. 10	12 50
Choice Whole, No. 2	2 35
Choice Whole, No. 1	1 45
Cut, No. 10	10 00
Cut, No. 2	1 95
Cut, No. 1	1 35
Pride of Michigan	1 75
Marcellus Cut, No. 10	8 25

Beets

Small, No. 2 1/2	3 00
Extra Small, No. 2	2 80
Fancy Small, No. 2	2 25
Pride of Michigan	2 00
Marcellus Cut, No. 10	5 50
Marcel. Whole, No. 2 1/2	1 75

Carrots

Diced, No. 2	1 05
Diced, No. 10	5 25

Corn

Golden Ban., No. 2	1 80
Golden Ban., No. 10	10 00
Little Quaker, No. 1	1 35
Country Gen., No. 1	1 25
Country Gen., No. 2	1 70
Pride of Mich., No. 1	95
Marcellus, No. 5	4 30
Marcellus, No. 2	1 35
Fancy Crosby, No. 2	1 70
Fancy Crosby, No. 1	1 25

Peas

Little Dot, No. 2	2 50
Little Quaker, No. 10	12 00
Little Quaker, No. 1	2 25
Little Quaker, No. 1	1 60
Sifted E. June, No. 10	10 00
Sifted E. June, No. 2	1 75
Sifted E. June, No. 1	1 25
Belle of Hart, No. 2	1 75
Pride of Mich., No. 2	1 50
Marcel., E. June, No. 2	1 35
Marcel., E. Ju., No. 10	7 50
Templar E. J., No. 2	1 30
Templar E. Ju., No. 10	7 00

Pumpkin

No. 10	4 35
No. 2 1/2	1 35
No. 2	1 05

Sauerkraut

No. 10	4 70
No. 2 1/2	1 25
No. 2	95

Spinach

No. 2 1/2	2 25
No. 2	1 80

Squash

Boston, No. 3	1 35
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Succotash

Golden Bantam, No. 2	2 40
Hart, No. 2	2 35
Pride of Michigan	2 05
Marcellus, No. 2	1 45

Tomatoes

No. 10	5 80
No. 2 1/2	2 25
No. 2	1 60
Pride of Mich., No. 2 1/2	2 00
Pride of Mich., No. 2	1 35

CATSUP

Sniders, 8 oz.	1 35
Sniders, 14 oz.	2 15
Sniders, No. 1010	.90
Sniders, Gallon Glass	1 25

CHILI SAUCE

Sniders, 8 oz.	2 10
Sniders, 14 oz.	3 00
Sniders, No. 1010	1 25
Sniders, Gallon Glass	1 45

OYSTER COCKTAIL

Sniders, 8 oz.	2 10
Sniders, 11 oz.	2 40
Sniders, 14 oz.	3 00
Sniders, Gallon Glass	1 45

CHEESE

Roquefort	60
Wisconsin Daisy	17
Wisconsin Flat	17
New York June	27
Sap Sago	40
Brick	19
Michigan Flats	17
Michigan Daisies	17
Wisconsin Longhorn	17
Imported Leyden	27
1 lb. Limberger	26
Imported Swiss	58
Kraft Pimento Loaf	26
Kraft American Loaf	24
Kraft Brick Loaf	24
Kraft Swiss Loaf	32
Kraft Old Eng. Loaf	45
Kraft, Pimento, 1/2 lb.	1 85

Kraft, American, 1/2 lb.	1 85
Kraft, Brick, 1/2 lb.	1 85
Kraft Limburger, 1/2 lb.	1 85

CHEWING GUM

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

COCOA



Droste's Dutch, 1 lb.	8 50
Droste's Dutch, 1/2 lb.	4 50
Droste's Dutch, 1/4 lb.	2 35
Droste's Dutch, 5 lb.	60
Chocolate Apples	4 50
Pastelles, No. 1	12 50
Pastelles, 1/2 lb.	6 60
Pains De Cafe	3 00
Droste's Bars, 1 doz.	2 00
Delft Pastelles	2 15
1 lb. Rose Tin Bon	18 00
Bons	9 00
7 oz. Rose Tin Bon	9 00
13 oz. Creme De Caraque	13 20
12 oz. Rosaces	10 80
1/2 lb. Rosaces	7 80
1/2 lb. Pastelles	3 40
Langues De Chats	4 80

CHOCOLATE

Baker, Caracas, 1/2s	37
Baker, Caracas, 1/4s	35

CLOTHES LINE

Hemp, 50 ft.	2 00@2 25
Twisted Cotton, 50 ft.	1 50@1 75
Braided, 50 ft.	1 50@1 75
Sash Cord	1 75@2 25

COFFEE ROASTED Lee & Cady

Breakfast Cup	20
Liberty	17
Quaker Vacuum	32
Nedrow	28
Morton House	35 1/2
Reno	27
Imperial	37 1/2
Majestic	29
Boston Break't Blend	24

McLaughlin's Kept-Fresh

Coffee Extracts	
M. Y., per 100	12
Frank's 50 pkgs.	4 25
Hummel's 50 1 lb.	10 1/2

CONDENSED MILK

Leader, 4 doz.	9 00
Eagle, 4 doz.	9 00

MILK COMPOUND

Hebe, Tall, 4 doz.	3 45
Hebe, Baby, 8 doz.	3 45
Carolene, Tall, 4 doz.	3 45
Carolene, Baby	3 45

EVAPORATED MILK

Page	
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Page, Tall	3 45
Page, Baby	3 45
Quaker, Tall, 10 1/2 oz.	3 10
Quaker, Baby, 4 doz.	1 55
Quaker, Gallon, 1/2 doz.	3 10
Carnation, Tall,	

Hominy	
Pearl, 100 lb. sacks	3 50
Bulk Goods	
Elbow, 20 lb.	05
Egg Noodle, 10 lbs.	15

Pearl Barley	
0000	7 00
Barley Grits	5 00
Chester	3 50

Sage	
East India	10

Taploca	
Pearl, 100 lb. sacks	7 1/2
Minute, 8 oz., 3 doz.	4 00
Dromedary Instant	3 50

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors.	

FLOUR	
V. C. Milling Co. Brands	
Lily White	5 10
Harvest Queen	5 20
Yes Ma'am Graham,	
50s	1 40

Lee & Cady Brands	
Home Baker	
Cream Wheat	

FRUIT CANS	
Mason	
F. O. B. Grand Rapids	
Half pint	
One pint	7 35
One quart	8 55
Half gallon	

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

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

JELLY AND PRESERVES	
Pure, 30 lb. pails	2 60
Imitatin, 30 lb. pails	1 60
Pure, 6 oz., Asst., doz.	90
Pure Pres., 16 oz., dz.	2 20

JELLY GLASSES	
8 oz., per doz.	34

Margarine	
I. VAN WESTENBRUGGE	
Food Distributor	



Cream-Nut, No. 1	12
Pecola, No. 1	10 1/2

BEST FOODS, INC.	
Laug Bros., Distributors	



Nucoa, 1 lb.	12
Holiday, 1 lb.	11

Wilson & Co.'s Brands	
Oleo	
Certified	
Nut	11
Special Roll	13

MATCHES	
Diamond, 144 box	4 75
Searchlight, 144 box	4 75
Ohio Red Label, 144 box	4 75
Ohio Blue Tip, 144 box	4 75
Ohio Blue Tip, 720-1c	3 80
*Reliable, 144	
*Federal, 144	

Safety Matches	
Red Top, 5 profit case	4 75

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

NUTS—Whole	
Almonds, Tarragonna	
Brazil, large	
Fancy Mixed	
Filberts, Sicily	
Peanuts, Vir. Roasted	
Peanuts, Jumbo, std.	
Pecans, 3, star	25
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	23@25
Hickory	07

Salted Peanuts	
Fancy, No. 1	8

Shelled	
Almonds Salted	95
Peanuts, Spanish	5 1/2
125 lb. bags	
Filberts	32
Pecans Salted	73
Walnut Burdo	61
Walnut, Manchurian	56

MINCE MEAT	
None Such, 4 doz.	6 20
Quaker, 3 doz. case	3 35
Libby, Kegs, wet, lb.	22

OLIVES	
4 oz. Jar, Plain, doz.	1 15
8 oz. Jar, Plain, doz.	1 40
14 oz. Jar, Plain, doz.	
Pint Jars, Plain, doz.	
Quart Jars, Plain, doz.	3 25
1 Gal. Glass Jugs, Pla.	
5 Gal. Kegs, each	7 25
3 oz. Jar, Stuff., doz.	1 15
8 oz. Jar, Stuff., doz.	2 25
16 oz. Jar, Stuff., doz.	4 40
1 Gal. Jugs, Stuff., dz.	2 40

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

PETROLEUM PRODUCTS	
Including State Tax	
From Tank Wagon	
Red Crown Gasoline	15.7
Red Crown Ethyl	18.7
Stanoline Blue	13.2

In Iron Barrels	
Perfection Kerosene	10.6
Gas Machine Gasoline	35.1
V. M. & P. Naphtha	15.8

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



Iron Barrels	
Light	62.1
Medium	62.1
Heavy	62.1
Special heavy	62.1
Extra heavy	62.1
Polarine "P"	62.1
Transmission Oil	62.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 30
Parowax, 100 lb.	7.3
Parowax, 40, 1 lb.	7.55
Parowax, 20, 1 lb.	7.8



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

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75

Sweet Small	
5 Gallon, 500	7 25

Dill Pickles	
Gal. 40 to Tin, doz.	8 15
32 oz. Glass Picked	2 25
32 oz. Glass Thrown	1 95

Dill Pickles Bulk	
5 Gal., 200	3 65
16 Gal., 650	11 25
45 Gal., 1300	30 00

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

PLAYING CARDS	
Battle Axe, per doz.	2 65
Bicycle, per doz.	4 70
Torpedo, per doz.	2 50

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif.	14
Good Str's & Hf.	11
Med. Steers & Heif.	10
Com. Steers & Heif.	09

Veal	
Top	09
Good	08
Medium	07

Lamb	
Spring Lamb	13
Good	11
Medium	10
Poor	08

Mutton	
Good	05
Medium	04
Poor	03

Pork	
Loin, med.	10
Butts	09
Shoulders	08
Spareribs	08
Neck bones	04
Trimnings	06

PROVISIONS	
Barreled Pork	
Clear Back	16 00@20 00
Short Cut Clear	16 00

Dry Salt Meats	
D S Bellies	18-20@18-10

Lard	
Pure in tierces	6 1/2
50 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	8 1/2
Compound, tubs	9

Sausages	
Bologna	13
Liver	15
Frankfort	15
Pork	20
Veal	19
Tongue, Jellied	25
Headcheese	15

Smoked Meats	
Hams, Cer. 14-16 lb. @15	
Hams, Cert., Skinned	
16-18 lb.	@15 1/2
Ham, dried beef	
Knuckles	@26
California Hams	@12 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@23
Minced Hams	@16
Bacon 4/6 Cert.	@17

Beef	
Boneless, rump	@22 00
Rump, new	29 00@35 00

Liver	
Beef	13
Calf	50
Pork	06 1/2

RICE	
Fancy Blue Rose	4 15
Fancy Head	06

RUSKS	
Postma Biscuit Co.	
18 rolls, per case	1 80
12 rolls, per case	1 20
18 cartons, per case	2 15
12 cartons, per case	1 45

SALERATUS	
Arm and Hammer	3 75

SAL SODA	
annulated, 60 lbs. cs.	1 35
Granulated, 18-2 1/2 lb.	
packages	1 10

COD FISH	
Middles	20
Tablets, 1/2 lb. Pure	19 1/2
doz.	1 40
Wood boxes, Pure	29
Whole Cod	11 1/2

HERRING	
Holland Herring	
Mixed, Kegs	76
Mixed, half bbls.	
Mixed, bbls.	
Milkers, Kegs	86
Milkers, half bbls.	
Milkers, bbls.	

Lake Herring	
1/2 Bbl., 100 lbs.	

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

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

SHOE BLACKENING	
2 in 1, Paste, doz.	1 130
E. Z. Combination, dz.	1 30
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 30
Shinola, doz.	90

STOVE POLISH	
Blackene, per doz.	1 30
Black Silk Liquid, dz.	1 30
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 30
Enameline Liquid, dz.	1 30
E. Z. Liquid, per doz.	1 30
Radium, per doz.	1 30
Rising Sun, per doz.	1 30
654 Stove Enamel, dz.	2 80
Vulcanol, No. 10, doz.	1 30
Stovoil, per doz.	3 00

SALT	
F. O. G. Grand Rapids	
Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 20
Colonial, Iodized, 24-2	1 35
Med. No. 1 Bbls.	2 90
Med. No. 1, 100 lb. bk.	1 00
Farmer Spec., 70 lb.	1 00
Packers Meat, 50 lb.	65
Crushed Rock for ice	
cream, 100 lb., each	85
Butter Salt, 280 lb. bbl.	4 00
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	3 80
6, 10 lb., per bale	93
20, 3 lb., per bale	1 00
28 lb. bags, Table	40
Old Hickory, Smoked,	
6-10 lb.	4 50



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

Twenty Mule Team	
24, 1 lb. packages	3 35
18, 10 oz. packages	4 40
96, 1/4 oz. packages	4 00

CLEANSERS	
80 can cases, \$4.80 per case	



WASHING POWDERS	
Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2
Brillo	85
Climoline, 4 doz.	3 80
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Snowboy, 12 Large	2 55

Gold Dust, 12 Large	2 50
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean., 4 dz.	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Budwiser	19 50
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandotte, 48s	4 75
Wyandot. Deterg's, 24s	2 75

SOAP	
Am. Family, 100 box	5 60
Crystal White, 100	3 50
Big Jack, 60s	4 30
Fels Naptha, 100 box	5 50
Flake White, 10 box	3 50
Grma White Na. 10s	3 50
Jap Rose, 100 box	7 40
Fairy, 100 box	4 00
Palm Olive, 114 box	11 00
Lava, 100 box	4 90
Octagon, 120	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	43

Rub No More, 20 Lg.	4 0
Spotless Cleanser, 48,	
20 oz.	3 8
Sani Flush, 1 doz.	2 2

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.

Shoes Give Encouragement To All Industry.

The shoe industry was the first of the major industries to hold its market fair in the opening days of the new year. Instead of a depressed gathering, it was the most virile, vigorous market fair in the history of the trade. It was a tonic to the shoe industry. If more liberal credits could have been extended it would have been a runaway market. If the shoe industry itself could have issued its own credit bonds, there would have been no limit to buying.

What is the answer? The public needs shoes. It needs new shoes. It has depleted its wardrobe of stylish, wearable shoes. That public, man, woman and child, will be in the market for different types of shoes this spring and summer than what are worn now. The shoe industry's house is in order.

A merchant in Chicago said: "This is a cafeteria year. Help yourself." The shoe industry is buying and selling close to the needs and wants of its consuming public. As an industry, it is exceedingly fortunate. It has a measurable market. The Boot and Shoe Recorder has kept a chart for some forty-one years showing that the approximate consumption of shoes is three pairs per person, per year. That figure has not been exceeded by as much as a single pair more per person in the peak years of 1920 and 1929. The fact remains that 123,000,000 people are day by day forced into the market for shoes, because the shoe destroys itself through wear and style.

Other industries have experienced terrific declines through the ability of the public to hold on to its possessions and say: "We'll let the old article do for the time."

There is nothing fundamentally wrong with the basic market for shoes. There may be errors as to price, so that there will be little or no profit in the service to industry, but that is a matter for individual correction in each and every store. It is up to shoe men to set their prices to include some measure of compensation for the semi-professional service rendered. This is a year, as we said at the convention, to proceed with caution but not without faith.

It was Andrew Carnegie who claimed he made his greatest progress in periods of depression and, in a similar way, shoe men to-day are finding that business depression is not without compensating factors. Many wasteful and extravagant methods have been discarded. Many efficiencies and economies pave the way for succeeding years of prosperity. Far-sighted tanners, manufacturers and persons have set their house in order in preparation for the future. Some have done this so well that successful operation under existing conditions has been possible.

External troubles bother the shoe industry. It could do a pretty thorough job in the service of shoes if it were not for the troubles caused by bursted banks, etc., etc. An honest inventory was taken this year and shoe men in the early weeks of January have had a chance to see for themselves the picture of their future opportunity.

In the depression of 1921 the abrupt drop in prices carried with it a perilous change of style. High boots and long vamps were made worthless almost overnight. Precipitous decline in style and price made it a merchandise panic indeed.

In contrast, the first warnings of 1929 permitted merchants to meet the problems of depression step by step. Every merchant sought to postpone and allay individual distress. If there had been a sudden sharp readjustment of wages and employment in 1930, there is no telling how bad the situation might have been. A condition of immediate bankruptcy would have been perilous indeed to the retail industries of this country.

The merchant was given time in 1930 and 1931 to step along with the economic trend and to get out from under the immense stock of sluggish merchandise. Two years of almost continuous clearance has purified the stream of trade.

The shoe business itself was singularly free from uneconomical practices during the boom period. It never rode high and handsome. It was held in check by that automatic limit of an average three pairs per person.

The stock market boom and the exports of capital contributed largely to over-expansion of productive capacity at home and abroad. In that field of financial speculation, the shoe man put his surplus money. Perhaps in many cases that surplus was taken out of the business, and there are debts against the stores still to be liquidated by proprietors.

But by and large, the shoe business consumes so much of an active man's time that he can serve no other master. The reward for service is measured more in friendship, a useful life well spent, than in money. But there have been earnings in shoes before. There are some now and there will be more in the future.

The shoe industry has not been guilty of the major ills that increased the depth of this depression. Shoe men have been keen to do business day by day on the market. They are not particularly guilty of holding up orders because of the possibility of a decline months ahead. Other industries that have had experience in the decline of prices have made the depths of depression still deeper by holding off.

The shoe business had a good volume in 1931 and is ready to better the volume in 1932—it now moves forward.—Boot and Shoe Recorder.

Weak Credits Hurt Shoe Sales.

While sales of shoes for Spring are holding up fairly well, manufacturers complained that the unstable credit situation among retailers is curtailing a considerable volume of business, particularly since the turn of the year, and that consequently they are unable to

take advantage of an upturn in consumer demand, which is appearing. Credit checking is more intensive than at any time in the last decade, and sizable orders are being turned down daily. The orders that are accepted are mostly for low priced goods, with the average sale for men's styles around the \$4 retail range.

Morale of Jobless Increased By Helpful Giving.

"Helpful giving" rather than "bare charity" will produce a higher morale among the dependent unemployed during the present crisis, Ray Lyman Wilbur, the Secretary of the Interior, stated orally Jan. 23.

Mr. Wilbur said the present unified organization of private contributions for the welfare of those in distress is a scientific advance in meeting local social problems. The "community chest" idea, he asserted, has introduced uniformity, standardization and greater equity in administering to the needy.

Behind the whole movement in local and State activity on behalf of the unemployed, who need immediate help, is the idea of constructive aid—an aid which will not make the recipient feel humiliated and dejected in accepting, but will encourage him and benefit him in returning anew to opportunities of independence. Continuing, Mr. Wilbur supplied the following additional information:

The present depression has taught us many lessons. What we want to do most of all is to prevent any scars on the youth of the country and on society during the readjustment. Present

dislocations in industry have brought about a lingering unemployment which requires private aid. There has been in the past a floating population of jobless as well as a transient group when not engaged in seasonal work.

However, the difficulty of the existing situation involves not the transients but those settled in homes whose rents continue. Families have held together in the face of impending hazards in the hope that one member would procure employment to assist in meeting the recurring domestic expenses.

As a result of this situation—the maintenance of the home—more care has been concentrated there than ever before. In spite of the importance of accepting aid, there still survives above all else the universal principle of helping oneself. With this philosophy behind them, rather than one of accepting charity, the workers, for an interval in hard straits, can anticipate and prepare for the day when they will come from under adversity.

The methods by which funds and general aid is distributed to-day is in its broadest sense preventative. Recipients of aid learn how best to utilize what is proffered them and are informed how to look after themselves through their own initiative.

My message to you is: Be courageous. I have lived a long time. I have seen history repeat itself again and again. I have seen many depressions in business. Always America has come out stronger and more prosperous. Be as brave as your fathers before you. Have faith. Go forward.—Thomas A. Edison.

\$475,000.00

HAVE YOU RECEIVED YOUR SHARE?

This amount has been paid to our policyholders in dividends since organization in 1912.

Share in these profits by insuring with us

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

LANSING, MICHIGAN

Mutual Building

Phone 20741

OUT AROUND.

(Continued from page 9)

chants would do the same they would be better off. Send me the bill and I will send you the money.

Significant of the increasing strength of American life insurance companies, notwithstanding present business conditions, is the statement that last year they added \$1,320,000,000 to their assets, bringing the total to the record figure of \$20,200,000,000. This 1931 increase exceeds the average annual increase for the previous eight-year period. The diversification of these companies' holdings is shown by their investment of \$7,000,000,000 in farm and city mortgages and \$2,986,000,000 in railroad securities. More than \$1,100,000,000 is invested in Federal, state and local government bonds. Public utility investments represent \$1,856,000,000. In 1906 the total assets of the life insurance companies in this country amounted to \$2,924,000,000. They are now almost seven times as large.

In a recent address before the Association of Life Insurance Presidents William A. Law, of Philadelphia, pointed out that the rate-making powers of the Interstate Commerce Commission should be "exercisable not only for the protection of shippers and passengers but also for the maintenance of railroad credit." It should be the combined objective of management and rate-maker, he said, to enable the railroad companies to accumulate in prosperous times "substantial liquid reserves for meeting the requirements of lean years."

This is a matter which Congress cannot longer ignore. What is needed is a direct admonition to the Interstate Commerce Commission, giving force to the provision in the law for rates which will enable the railroads to earn "a fair return" on their investment. And this is only one of several reforms, legislative and administrative, that should be instituted for the benefit of the railroads and those dependent upon them for livelihood and service.

E. A. Stowe.

THE BEAUTIFYING OF FARMS.

(Continued from page 1)

horticulture. The insects would possess the land to the exclusion of mammals, including mankind.

Farms differ in topography and in other respects, but each should be made beautiful by taking advantage of its local conditions. On every farm, however, the windows of the house should receive plenty of sunshine and command views of beautiful outdoor pictures. The boundaries, especially those along the highway, should be attractive. All the buildings, as seen from the usual points of observation, should be embellished with some foliage. Preserve open spaces. Put flowers in a flower garden or against shrubbery along the boundary of an open space—never in the middle of a lawn. A building often makes a good background for flowers. I am told that there are too many farms, that farmers raise more produce than they can sell, that they have neither money nor time for beautifying their farms.

It is true that machinery has multiplied the product of the farm per man, and so many farmers have had to go to the cities. It is true that farming has often meant drudgery, both for men and women, and farmers' sons and daughters have sought to escape this drudgery. But there is hardly a farmer so poor that he cannot have an automobile and some of the poorer ones have radios and telephones. If a farmer wished to beautify his home and knew how, he could do so with very little expense. Perhaps a few seeds easily collected would start one of the forests I have recommended, or seedlings that can be bought for two to five dollars a thousand would be still better. A farmer's wife and children could help in beautifying the farm and the thoughts connected with the work and actually doing the work itself would help the wife and children. The things we enjoy doing tire us little. To me a home on a farm with charming surroundings seems the finest place in the world to live. But why should farmers monopolize the best places? They should not. Because a man owns a farm and lives on it as his home it does, not necessarily follow that he must be a farmer. Why should not lawyers, doctors, merchants, preachers, manufacturers, writers, artists, scientists, students—people in all lines, in fact—live on farms? Is there a better place for one to write? Is there a better place for an artist to paint, provided other artists will visit him and criticize his work? Is there a better place for a lawyer to eat, sleep and spend his leisure hours? Is there a better place for a biologist to study life and write about his discoveries? The same question might be asked regarding each calling.

There was a time when traveling was so slow that men had to live near their offices or work, but now they can go many miles in a few minutes. To live in the country they must change their customs and their habits of thought, but the change ought to come, and, when it does, the farms that are beautiful, that are interesting on account of their forest growth, their fruit trees, their gardens, their alfalfa fields and other interesting features will be most sought after and bring the highest price. This is what I had in mind when I said the beautifying of the farm would pay in money value as well as in real value. The greatest thing in the world is the joy we get from it, and when a farm gives joy, either with its crops or its beauty, it has value. The latter sometimes outweighs the former.

The most difficult thing about beautifying a farm is not the plan, although this is very important, not the cost of the planting, although this is another important item, but the opening of the eyes of the owner to the beauty his possessions might have. When this can be done his pleasure in life will be greatly enhanced and his thirst for charming effect will grow as his years increase in number. Master Farmers can do much in promoting education along this line and by so doing benefit the human race.

Let your smiles be seen; your tears unseen.

Some Modern Trends in Retail Pharmacy.

(Continued from page 19)

and wants of their customers in a personal way that cannot be duplicated. They will specialize in personal service and will hold their trade regardless of what their competitors may do to take it away from them.

The independent retailer will survive and prosper. He will modify his business methods to meet the requirements of a new day in retail selling; he will face the facts; he will welcome change and improvement—he will keep up with the procession.

Clyde L. Eddy.

Are Frozen Foods Dying Out?

What has become of the frozen food meats which made such a splash about a year ago? Have they passed out of the picture entirely. Many retailers are asking themselves this question. Not more than eighteen months ago the advent of the packaged meat merchandising was looked upon with considerable apprehension by independent meat merchants all over the country. Associations passed resolutions against it. Some states tried to ban it. Packaged and frozen foods were put in a number of shops, department stores and other mediums of distribution. What happened? Almost every distributor of packaged or frozen meats has since given it up as a bad investment. Women didn't seem to "take to it," so the reports go. They didn't like the idea of buying meat in packaged form. They wanted it "cut before their eyes."

What will the future bring in the way of packaged meat? Will lowered costs, increased advertising and better merchandising make them acceptable to the public? If this is the case, it will be decidedly to the detriment of the independent merchant who will then see meat, which has been up to now, his exclusive product, handled in drug stores, department stores, and any shop that can put a refrigerator show case.

But up to the present moment the progress of the frozen foods movement has been decidedly negligible, and retailers have nothing to worry about for the time. Still, however, we do believe that alert independents would do well to keep a watchful eye on the advances of this movement.

Monagle Optimistic For the Grocery Trade.

The grocery trade is making times better by increasing its own efficiency instead of waiting for a better turn stated A. C. Monagle, vice-president of Standard Brands, Inc., in a statement to this journal. Mr. Monagle is also executive vice-president of the Associated Grocery Manufacturers of America and will be in Chicago for the special meeting of that organization next week.

"In spite of the problems of last year, the food industry steered its course so as to come through with a high comparative rating. It is now in a position to take advantage of any improvement, because its management has adjusted itself to present economic conditions," Mr. Monagle stated.

"It is a sound position because of economies in production and distribu-

tion. The doctrine of a small investment in a small stock of fresh supplies, replenished frequently and kept fresh, with the resulting quick turnover and more profit on the money invested because of rapid turnover, helped many grocers during 1931 and is proving of sound assistance to increasing numbers.

"The spirit of the trade is not to wait for better times but to make times better by improving their efficiency in serving customers. The economies in production and distribution are sure to lead to the expansion of the leading standard brands."

GREENE SALES CO.
SPECIAL SALES CONDUCTORS
Reduction — Money-raising or
Quitting Business Sales.
142 N. Mechanic St. Phone 9519
JACKSON, MICHIGAN

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.

Phone 61366

JOHN L. LYNCH
SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

209-210-211 Murray Bldg.
Grand Rapids, Michigan

Business Wants Department

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

FOR SALE—Kalamazoo refrigerator, brand new. Suitable for grocery, florist, restaurant, small hotel, etc. Well built of solid oak, stands seventy-five inches high, fifty-two wide, and thirty deep, and has five compartments. This box has never been used. The regular price was two hundred and fifty dollars. Because of unusual circumstances it can be bought for one hundred dollars. Address No. 493, c/o Michigan Tradesman. 493

FOR RENT—Excellent location for dry goods or gent's furnishings store in town of 1,000. Center of town. Nearest competition twenty miles. Address No. 489, c/o Michigan Tradesman. 489

I'll pay cash for any stock of merchandise, none too large or too small. Write, phone, or wire.
L. LEVINSON, Saginaw, Mich.

SOME TRENDS IN TRADE.

Sidelights on the General Business Situation.

Banking interests are forcing state and local governments to pare down operating and capital budgets. Politicians who favor extravagance in expenditures have been pulled up with a jolt. This difference of viewpoint is not founded on conservatism versus progressivism. It is founded on the inability of bankers to resell state and city bonds when budgets are not soundly balanced and with due regard to the enormous deflation of realty values which has not yet been reflected in reduced real estate taxes.

The year 1931 closed with a disappointing balance between exports and imports. Total foreign trade was off two and one-third billion dollars from 1930, and the balance of trade, \$334,076,000, was the lowest excess of exports since 1910.

Retail food prices dropped 16-2/3 per cent. last year, according to investigations made by the Bureau of Labor Statistics, but the index figure of 114.3 is still above pre-war levels, as the Bureau uses 1913 prices as a base.

Appointment of General Charles G. Dawes as president of the Reconstruction Finance Corporation augurs well for early decisive benefits from this important source of credit expansion.

Individuals who have lost heavily through the deflation of security prices may get some small satisfaction in the official statement by the security affiliate of the First National Bank of New York (in which there are supposedly the most astute financial brains in the country), that its indebtedness currently exceeds the market value of its holdings by \$6,000,000. This is an illustration of the unreasonable lengths to which deflation has gone.

The value of a stable or advancing rate structure can be seen in two of the annual statements released during the week. The United Corporation, the largest holding corporation of diversified shares in the public utility field, made a net profit of \$18,445,327 last year, as against only a fraction over sixteen million the year before, while the R. J. Reynolds Co. was able to boost its net profits more than two million dollars and to an all-time high.

Automobile advertising in New York papers during Show Week gained 5.6 per cent. in lineage over last year, and the largest single day showed a gain of 11.3 per cent. Encouraging reports come from a number of other cities that newspaper advertising as a whole during January is showing some gains. These, if continued, will have general significance, because newspaper advertising always has been a barometer of business conditions.

According to a compilation made by Merrill, Lynch and Company, the thirty-eight leading chain store companies, exclusive of the three mail-order chains, did 94.30 per cent. as much dollar business in 1931 as in 1930, despite widespread reductions in selling prices, especially in food products. The figures indicate that the big

chains went ahead at the expense of the independents, and secured a large share of the consumer's dollar.

Among the annual earnings statements issued this week those of the Auburn Automobile Co. and International Business Machines Co. stood out. Mr. Cord's unusual ability to find what the motoring public wants, coupled with sound and aggressive merchandising, raised the company's share earnings from \$5.43 to \$17.64. International, also noted for sound and consistent management, showed earnings the largest in its history, and maintained a ten-year record of unbroken increases.

You can now make a trip abroad on the weekly payment plan with a full year to complete payment.

France has established new quota restrictions on the importation of radio sets, thereby cutting off about three-fourths of radio exports from the United States to France. Possibly by such discrimination France hopes to convince us that she has no intention of paying any part of her war debts.

The 25 per cent. reduction in freight rates, approved by the Interstate Commerce Commission for certain products shipped over Southeastern lines, is expected to bring increased volume of business to railroads and to increase materially the consumption of Florida citrus products.

Excise tax lobbies are active, and they represent numerous industries. Groups and individuals representing tobacco, radio, automobile and other manufacturers are strenuously attempting to convince congressional committees that disaster to the industry and the country will quickly follow the placing of a sales tax on their commodities. The lobbies are now working for no tax at all; but since the sales tax on many lines seems inevitable, they are expected soon to devote their effort to keeping the taxes as low as possible.

Fashion losses may be eliminated from the manufacture of many of the things women wear and use, if the plans of the Federation of Women's Clubs are carried through. Last Friday, at a meeting of about 200 delegates, in co-operation with the Bureau of Foreign and Domestic Commerce, the women expressed surprising interest in the proposition that they inform the manufacturers of the country as to their preferences. This may mean that in the future the nearly 3,000,000 members of the Federation will decide on the styles they want far enough in advance to enable the manufacturers to produce the proper colors, fashions, fabrics and other factors and thereby eliminate much of the present heavy loss due to style experiments. Among other economic subjects, the matter of returned goods is also before the Federation for solution. And the movement may be carried further to a point that will offer manufacturers a method of determining the popularity of new goods in advance of production. If the delegates accurately represent the membership, they have demonstrated that nearly 3,000,000 women of the country are determined to contribute

to the elimination of waste in industry by spending their share of the consumers' dollars more wisely.

Economic sales management for the first time is having the attention of the Department of Commerce. Several months ago, by way of experiment, the Industrial Marketing Section issued a limited number of a series of seven reports on "A Basis for Establishing Industrial Sales Territories," by G. Reed Salsbury, chief of the section. This issue, announced only through a few business papers, was quickly exhausted, and more than 1300 requests could not be supplied. Soon the section will publish a revised and printed edition, including the entire seven reports with a number of valuable additions. In the new edition the percentages of the separate factors are listed, as well as the separate amounts. The number of manufacturing establishments by counties is given, with the number of wage earners, wages paid, value of products, value added by manufacturers, costs of materials and rated capacity of installed power. Also, all counties are listed geographically in an appendix, which considerably facilitates the use of the data.

Striking at Government bureaucracy. The American Institute of Architects has fathered a bill, recently introduced in Congress, to check what is called the rapid growth of Government in business. Recently Louis La Beaume, chairman of the committee on public works, said that the Government is no more qualified to design our buildings than to paint our pictures or write our books. The bill provides for the employment of architects outside the Treasury Department and limits the activity of the Supervising Architect of the Treasury to supervision. The bill also provides that men be employed who are resident in the sections of the country where Federal buildings are to be erected. The practical results of the bill, if passed, according to Mr. La Beaume, will be "to insure not only vitality of design truly reflecting our National genius, but a more diverse use of our National resources and a distinct saving in our budget."

Small manufacturing enterprises are increasing rapidly because mechanics who have been out of work are going into business for themselves, according to the National Lumber Manufacturers Association. Woodworkers, for instance, are not only turning out a long list of articles, but in some cases they are competing for job work with their former employers. Carpenters, unable to get wage employment, are setting up shops and soliciting piece work. These men claim that mass production does not have as great a cost advantage over unit production as has been supposed. They maintain that they can supply some sorts of articles at a lower price to merchants and at a better profit to themselves than the mass manufacturer can. And the association considers it possible, if not probable, that the country will come out of the depression with a great many more small manufacturers in its industry.

Gabby Gleanings From Grand Rapids.

O. J. Reilly has opened a new grocery store at 2046 South Division avenue.

R. E. Chapman has removed his grocery stock from 1557 Kalamazoo avenue to the corner of East Fulton street and Holland avenue.

S. Veenstra, meat dealer at 1559 Kalamazoo avenue, has added a line of groceries. The Rademaker & Dooge Grocer Co. furnished the stock.

Caro—John Hess has removed his grocery stock from the Graham building, where he has been located for several years, to the Putman building owing to the necessity of having more floor and storage space.

Niles—Niles Farmers, Inc., 312 Front street, has been organized for the co-operation of fruit, grain and dairy producers, with a capital stock of \$50,000, \$1,000 of which has been subscribed and paid in.

Detroit—The H. M. Robins Co., 120 Madison avenue, has been organized to deal in household utilities, hardware, etc., with a capital stock of 1,000 shares at \$10 a share, \$10,000 being subscribed and paid in.

Lumber Co., 315 North avenue, has merged its business into a stock company under the same style with a capital stock of \$45,000 preferred and 2,000 shares at \$1 a share, \$23,310 being subscribed and paid in.

Detroit—The Vi-Cris Sales Corporation, 7481 Grand River avenue, has been organized to sell Vi-Cris products with a capital stock of 15,000 shares at \$1 a share, \$15,000 being subscribed and \$1,000 paid in.

Detroit—The Equitable & Central Trust Co. has changed its name to the Equitable Trust Co.

BIDS WANTED

\$25,000 TAX

ANTICIPATION 1932

City of St. Joseph

Sealed bids will be received at the office of the City Clerk, City Hall, St. Joseph, Michigan, until eight o'clock P.M., February 8, 1932, for the sale of \$25,000 1932-33 fiscal year tax anticipation notes to be dated February 1, 1932, payable September 30, 1932, at office of City Treasurer.

Bidder requested to state rate of interest and whether purchaser or City shall pay cost of legal opinion and cost of printing bonds, bidder to deposit certified check of 5% of amount bid, same to be forfeited as liquidated damages, if bid accepted and bidder refuses to perform; City reserves the right to reject any or all bids and agrees to furnish certified transcript.

Dated: January 26, A. D. 1932.

IRA D. WAGNER,
Director of Finance,
City of St. Joseph, Mich.

FOREVER

Building a future with stones of to-day,
From plans we have drafted with care;
Erecting a structure that's founded to stay,
Undaunted by any despair.

Selecting materials with quality real,
Using labor that's famed for its skill,
Placing floor after floor upon girders of steel,
Pitching into the job with a will!

At work on a building of beauty and state,
A land-mark that rears to the sky,
With a name graven deep that will some day be great
When others in ruins will lie.

An edifice founded on service and trust,
Impressive, silent and tall;
A structure that stands for the things that are JUST;
A LIFE that won't crumble or fall.

Frank K. Glew.

With the Price Established

through the manufacturers' advertising

your selling cost is less and profits more.

Your customers recognize that the price is right when it is plainly shown on the label and in the advertising as it is in

K C Baking Powder

*Same Price
for over 40 years*

25 ounces for 25c

You save time and selling expense in featuring such brands as K C.

Besides your profits are protected.

**Millions of Pounds Used by Our
Government**



Here's a Sure Repeater!

Chase & Sanborn's Tea is a high quality product that is a natural leader in its field.

Display it prominently on your counter. Suggest it at every opportunity. It means greater profits to you.

Chase & Sanborn's Tea has the same reputation for quality enjoyed by all Standard Brands Products.

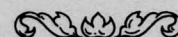
Get behind this quality product! It will more than pay you in repeat orders.

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