

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 10, 1932

Number 2525



I am not ashamed to confess that twenty-five years ago I was a hired laborer hauling rails, at work on a flat boat—just what might happen to any poor man's son. I want every man to have the chance in which he can better his condition—to be a hired laborer this year and the next, and work for himself afterward, and, finally, hire men to work for him.

Abraham Lincoln.

Include Judgment in your Bequests

**a nation wide survey of
over 30,000 estates**

shows that practically \$1 out of every \$5 fails to reach the heirs, and therefore never produces income for them. This shrinkage can be materially reduced by using the same business judgment in planning your estate that you used in its creation.

●

When a man accumulates an estate, he has not altogether discharged his full duty to his dependents. As he provided for them during his lifetime, so he should make every effort through a properly drawn Will to provide for their protection after he is gone.

●

The Grand Rapids Trust Company has had many years' experience in planning and administering estates, and is able,

through simple trust provisions, to add materially to the income in many instances.

●

We shall gladly prepare an ESTATE ECONOMY PLAN to fit your particular needs, upon request. This plan will be submitted to you in written form with the suggestion that you have it approved by your attorney before it is definitely filed with us.

●

It may furnish you with a better opportunity to project your judgment into the future in a way that will increase the net value of your estate, and thus add to its earning power.

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E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

SOME TRENDS IN TRADE.

Sidelights on the General Business Situation.

Reconstruction Finance Corporation, under direction of Charles G. Dawes, seems determined to do a real job in arresting deflation. Best advices regarding the intentions of the corporation indicate that intrinsic values rather than current market prices will be considered in making loans.

Frozen assets, in other words, will be treated as undervalued assets wherever ascertainable facts warrant such action—not according to any set formula generally applicable, nothing of the sort being possible, but in accordance with the judgment of hard-headed business men in particular cases. This will release credit and should restore confidence.

Retail trade has been adversely affected in the last few days by unseasonal weather, but special sales at bargain prices for winter goods have cleared off a good many shelves. Low-priced goods have been a feature, a fact which has been much commented upon as an unfavorable factor.

The danger of overemphasizing low-price merchandise was the theme of several speakers at the meeting this week of the National Retail Dry Goods Association. Louis Wiley, of the New York Times, deprecated talk of reducing advertising rates on the ground that, unlike most commodities, they had not been inflated in the period of high prices.

One good effect of the clearing out sales has been to put new life into the wholesale business which has been quite active recently.

A rise in steel production in the last ten or twelve days is one of the pleasantest of recent signs. The gain is not yet important, less, indeed, than was rather confidently expected, but sufficient to inspire a modicum of confidence where it was greatly needed.

Acceptance by the railroad unions of a 10 per cent. wage reduction removes an important obstacle to reconstruction. The transportation companies will save more than \$200,000,000 in the twelve months, the men's standard of living will not be lower than it was last year, and the movement toward sensible readjustment will receive a strong impetus.

Westinghouse Electric & Manufacturing, says Andrew W. Robertson, chairman, has trimmed its operating expenses to such an extent that the company will make a substantial profit this year, even if the 1932 volume is no more than last year's.

Sears, Roebuck's mail order business fell below their retail store business last year for the first time, but still contributed to net profit every month owing to reduced costs. The company's total dollar volume was \$316,294,562, 9.7 per cent. less than the year before. Store sales were down only \$5,000,000 while catalogue orders dropped \$48,000,000. Net earnings were \$12,169,672, a falling off of just under 15 per cent.

The showing made by E. I. du Pont de Nemours for 1931 is a remarkable illustration of the advantages of diversification of products and careful expansion in times of stress—net earnings from the company's own operations being \$21,109,352, only 2.9 per cent. less than in the preceding year.

Cigarette production in 1931 fell off 6,000,000—5 per cent.—reaching a total of 113,449,048,000. Cigars declined 571,000,000, to 5,318,892,000, and manufactured tobacco 80,000,000 pounds, to 327,995,000 pounds.

Henry Ford has decided to go into the midget car business in England with an eight-horsepower model that will compete with the Morris and Austin bantams. No price is mentioned in the announcement. The rival cars sell at from \$500 to \$700.

Chase & Sanborn, coffee subsidiary of Standard Brands, has been cited by the Federal Trade Commission for unfair competition. The charge is that certain advertising of the company tends to create belief that testimonials used are voluntary and without consideration.

"The first month of the year has brought a seasonal upturn in some of the chief industries," says the current monthly circular of the National City Bank, New York, "but nothing in the way of vigorous general trade and industrial recovery is yet evident."

Unfair practices in advertising and merchandising which are especially condemned by the Committee of the Better Business Bureau of New York are those which have (a) "The capacity or tendency to undermine confidence in advertising announcements or other

selling representations generally," and (b) "The effect of injuring unfairly the sales or the goods of a competitive product or service."

How will the trouble in Manchuria affect business conditions in the United States? This question is being asked of Government officials by all classes of business men in all parts of the country. The answer is that the present fighting, unless it develops into an official war, will have little or no general effect. As long as there is a prospect of war between Japan and China, "war" stocks will continue to advance, and they will promptly decline when the prospect fades. As to the prospect, well-informed officials say that one man's guess is as good as another's. They are convinced that China cannot promote a successful war campaign, and that Japan is not in a financial position to undertake large operations. If China declares war it will probably mean a continuation of the fighting without very much of an increase in the size of the armies. The consensus is that the next ten days will tell the story, and that after a few days more of aggression Japan will be willing to listen to reason.

Explaining the uses of the census recently, Dr. Frank M. Surface said that in laying out sales territories, in routing salesmen, in the determination of areas for special effort, and in planning advertising campaigns, the data are proving very helpful. "For example," he continued, "one well-known textile manufacturer has been able to use the figures to very good advantage. From other data he knows pretty closely what proportion his type of commodity should form of department store sales. From the relation of his capacity to that of the total industry, he knows that would be a fair proportion of that business for his firm. By making such computations from department store sales in individual cities within his territory, he has found many places where it was evident that he was not getting a fair share of the business. By sending specialty salesmen into these cities he has been able to open new accounts and has very materially increased his profitable business in these cities."

Average drug store investment in this country is \$7,500, according to Victor Sadd, in charge of the study of causes of bankruptcy among St. Louis druggists. This gives a total of approximately \$450,000,000 invested in the field. Rents paid by stores that had failed averaged 10.6 per cent. of sales over a period of five years. The average for thirty going concerns was 4.7 per cent. of sales.

Loss leaders and cut-price sales will be greatly reduced when retail distributors and the manufacturers who

encourage them realize their unprofitable aspect. From several recent investigations the fact is indicated that, in the food and drug fields, the increase in sales due to the "special" offerings approximately equals the volume of the special goods sold. The non-profit volumes of mass distributors are increasing, and the public is evidently learning that the only way to beat the bargain game is to buy the loss leaders and nothing else.

Opportunities for real merchandising are disclosed by recent findings of the Drug Survey. In independent stores in St. Louis it was found that only one out of eight customers buys more than one article at a time. In chain drug stores the ratio is one in ten. Already, it is reported, several manufacturers are studying the proposition of encouraging the consumer to buy more articles, and it is thought that the facts will have a marked influence on advertising and merchandising in the future.

A turn from volume to profits has been noted by a Washington organization that receives a great many communications from manufacturers. This is considered a good sign, one that indicates the depression is teaching some valuable lessons. Regardless of curtailment of sales, a growing number of manufacturers are expressing the determination to show a profit.

Government publications to the number of 88,524,736 copies were printed during 1931, the Public Printer, George H. Carter, has announced in his annual report. This is an increase of nearly half a million over the total for the previous year. Since 1929 Mr. Carter has been promoting a plan for legislation to stimulate the sale of Government documents. "The suggested legislation authorizes the Public Printer to encourage the sale of Government publications by allowing dealers a trade discount so as to remunerate them for their expenses in this added service to the public, and yet requires them to adhere to the sale prices fixed upon by the Superintendent of Documents. This is a method by which several foreign governments permit extensive sales of their publications by book dealers."

Life Savers, Inc., appealed some time ago from a decision of the examiner of interferences dismissing its opposition to the registration by the Oxford Confectionery Co. of "Diskomint" because of its similarity to "Pep-O-Mint," a Life Saver mark. But the Patent Office has just upheld the examiner and ruled that "Pep-O-Mint" is the same as "peppermint," and is not a trade-mark, but a grade-mark, which is not subject to protection.

IN THE REALM OF RASCALITY.

Judge Verdier's Charge To John Cox Jury.

Madam, and gentlemen of the jury: We have a law in this State, which, insofar as it applies to the claimed facts in this case, reads substantially as follows:

"If any person as the trustee, bailee or custodian of the property of another shall fraudulently dispose of or convert to his own use, any money or other personal property of his principal, which shall have come into his possession or shall be under his charge or control by virtue of his being such trustee, bailee or custodian shall be guilty of the crime of embezzlement."

The information in this case charges that John R. Cox, the respondent, violated that law, and the specific charge in the information is that on or about the 1st day of June—the exact date is in doubt, I rather think it is about the 5th or 6th day of June—John R. Cox, being trustee, bailee and custodian of the property of another, namely Florence E. Stowe, did then and there as such trustee, bailee and custodian, and by virtue of his authority as such, come into possession of one hundred shares of American Light & Traction common stock, of the value of \$7,500, belonging to her, the said Florence E. Stowe, and which stock came into the possession of said John R. Cox, and under his control by virtue of his being such trustee, bailee and custodian, and that said John R. Cox did then and there fraudulently dispose of and convert to his own use the said one hundred shares of American Light & Traction common stock without the consent of said Florence E. Stowe, and that he did then and there embezzle said one hundred shares of stock.

I may say that a bailee is a person to whom certain personal property has been delivered for some particular purpose or object, to be returned or delivered over to the person owning it when that purpose has been accomplished. This crime is ordinarily called embezzlement.

There is another count in this information, but there is no use of considering that count in this case.

Embezzlement is broadly defined as the fraudulent appropriation of another's property by a person to whom it has been entrusted or into whose hands it has lawfully come.

To the charge against him this respondent has pleaded not guilty, and because the people accuse him of this offense, and he denies it by his plea, you, the jury, are here to decide the issue thus raised.

Inasmuch as this is a criminal case, the law presumes the respondent Cox to be innocent of the offence charged, and that presumption of innocence surrounds him not only as he is brought into court at the outset of the trial, but throughout its course, until and unless the time comes when from the testimony that you hear you are satisfied beyond a reasonable doubt of his guilt. In other words, the burden of proof is upon the People, upon the prosecution, to establish the re-

spondent's guilt beyond a reasonable doubt, not upon him to prove his innocence. By "a reasonable doubt" is not meant the absence of every possible doubt; nor is a doubt that is guessed or imagined into a case a reasonable doubt. A reasonable doubt is an honest doubt, growing out of the testimony in the case, and based on reason and common sense. It is such a doubt as would cause a reasonable and prudent person when called upon to decide in the graver and more important affairs of life to hesitate to act upon the truth of the matter charged.

It is the claim of the People in this case that Mrs. Stowe was the owner of a hundred shares of American Light & Traction Company common stock, represented by either one or two certificates of that company—and whether it was one or two does not make any difference—and that she was also a stockholder in the General Petroleum Corporation, a corporation of which the respondent Cox was the President, General Manager and principal owner. And the People claim that on or about June 5, I think it was, the respondent Cox came to the office of the Michigan Tradesman, published by Mr. Stowe, and in which work Mrs. Stowe assists, and that his first proposition was to borrow some money from Mr. Stowe, in which he had no success; that during the conversation it was suggested that Mrs. Stowe, who had loaned securities to the respondent before this time, had this American Light & Traction Company stock, and it is the claim that the respondent Cox was given this one hundred shares of American Light & Traction Company stock with the specific understanding that he should not sell it, that he should return to her the identical stock certificate or certificates, within ninety or ninety-one days, and that he might use it as a bailee only for the purpose of a loan not to exceed five thousand dollars; that Mrs. Stowe did not endorse the stock for the specific reason that she did not want it sold. The People claim that she did not at that time or at any other time give her consent to the respondent's selling this stock and that she never knew that he had sold it until she failed to get the dividend on the stock which was due the following August; that she then, or soon after that dividend date, first learned that it had been sold.

Now, the People claim that contrary to the purpose for which this stock was entrusted to the respondent Cox, on the following day he sold it for the sum of \$7,281.50. In other words, it is the claim of the People that this one hundred shares of stock—not the proceeds from the sale of it, but the stock itself, was entrusted to the respondent Cox for the specific purpose of using it only as collateral to a loan of not to exceed \$5,000, and with the specific understanding that this stock was to be returned to her, the owner, at the end of ninety or ninety-one days, and that contrary to the purposes for which this stock was entrusted to the respondent Cox, he converted it to his own use by selling it.

It is the claim of the respondent, on the other hand, that while he admits that when he first got the stock it was entrusted to him only for the purpose of making a loan, as Mrs. Stowe claims, and that it was to be returned to her and not to be sold, but it is his claim that after getting the stock he tried to borrow money on it from one of the banks in Grand Rapids and sent a man who worked for him by name of Hutchins to borrow money from a broker and from another bank, that he could not borrow money on this stock, and that he was advised by the bankers who were approached to sell the stock; and he admits that at that time he told one of these bankers he could not sell it because it was not his to sell. But it is his claim that on the following day he went to Mr. and Mrs. Stowe and told them that he could not make a loan, and that he was advised to sell the stock, and that he brought with him what is called a power of attorney which Mrs. Stowe signed in blank, authorizing him to transfer this stock; and it is his claim that at that time Mrs. Stowe told him that if he could not borrow money on the stock to do anything he pleased with it; in other words, that the original arrangement, to use it only for the purpose of a loan, was changed by a new arrangement that he might do anything he pleased with it, and it is his claim that he did then sell it, and that five thousand dollars of the money resulting from the sale was turned over to this General Petroleum Corporation for its uses; that two thousand dollars of the money was first converted into two \$1,000 certificates, one payable to himself and the other to Paul Hutchins, which they turned in to the General Petroleum Corporation as their subscription to a syndicate that was being formed to develop some oil well for this General Petroleum Corporation.

The People claim, in rebuttal, that when Mr. Cox returned to Mrs. Stowe with this power of attorney Mr. Stowe read it over and then said to Cox: "But this will permit you to dispose of this stock, which is contrary to our understanding;" and the People claim that Cox then said: "This power of attorney is merely to satisfy the requirements of the bank, and you can rely on my word of honor that I will not sell it."

Now, while there is a lot of other testimony in this case, those substantially are what the parties respectively claim, and I state them merely as what they claim and not as the facts, because, obviously, the claims of the parties are so diametrically opposed to each other that both of them cannot stand as facts. It will become your duty to sift what from the evidence you believe to be the facts and what you do not believe. That will involve, necessarily, your passing on the credibility of the witnesses, and by that is meant the believableness of their testimony. Do you believe the respondent John Cox, or do you believe Mr. and Mrs. Stowe?

It makes no difference what became of this money; it makes no difference that it may have been turned into the

General Petroleum Corporation. To appropriate to one's own use does not necessarily mean to one's personal advantage. Every attempt by one person to dispose of the goods of another, without right, as if they were his own, is a conversion to his own use. It makes no difference whether Mrs. Stowe was interested in having an oil well developed near Ithaca or wherever it may have been. The only question in this case is whether the original arrangement was changed. The original arrangement was that Cox should have this stock as bailee only and solely for the purpose of borrowing not to exceed \$5,000 on it, the stock to be returned to her within ninety or ninety-one days. Was that arrangement changed by a subsequent arrangement between Mrs. Stowe, the owner, and Cox, the respondent, so that he might use it however he would? That is the only question in this case.

If a person to whom property has been bailed, a bailee, only uses it for the purpose for which he has been authorized to use it, he is not guilty of embezzlement; but if he has used it for a purpose otherwise than what he has been authorized to use it, he is guilty of embezzlement.

Now, madam and gentlemen of the jury, there is no use of my wasting any time and exhausting your patience any further discussing the case. If you are satisfied beyond a reasonable doubt, from the testimony that you have heard, that the arrangement between Mrs. Stowe, the owner of this stock, and John R. Cox was that he was to use it solely for the purpose of using it as collateral to a loan of not to exceed \$5,000, the stock to be returned within ninety days, and that arrangement was not changed, and the stock instead of being returned was sold contrary to the arrangement, then your verdict should be "Guilty as charged" in this information. If you are not satisfied of those beyond a reasonable doubt, your verdict should be "Not guilty."

Better Dress Volume Hit.

The better grade dress market continues to suffer under the combined handicaps of a marked swing to the cheaper lines and the credit difficulties affecting purchasing by specialty shops. One well-known credit executive, however, remarked that "at least, the credit situation is now not growing any worse." In other quarters it was commented that women wearing expensive mink coats and accustomed to \$6 "facials" were taking pride in their "economy" by displaying their cheap dresses to friends. It was suggested that an awakening of consumer interest in better merchandise is badly needed.

Opening Up the Big Game.

"What's your husband working on now?" the chemist's wife was asked. "Anti-freeze solution that can be put into bank assets," replied his wife.

A civilized country is one in which those who have achieved the universal ambition and learned to live without labor are called bums.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Jan. 28.—We have received the schedules in the matter of Harry T. Richter, doing business as City Drug & Book Store, Bankrupt No. 4773. The bankrupt is a resident of Niles, and his occupation is that of a merchant. The schedules show assets of \$10,301.87, with liabilities of \$12,921.36. The list of creditors of said bankrupt is as follows:

County Treasurer, St. Joseph	\$162.26
Peter J. Krajci, Niles	126.00
State Bank of Niles	30.75
Edwinn Allen Co., Chicago	55.64
American Optical Co., South Bend	25.06
Amer. Safety Razor Corp., Brooklyn	20.58
American Silver Truss Corp.,	
Coudersport	24.29
Armand Co., Des Moines	27.28
Bauer & Black, Niles	24.36
Beach Leather Co., Coshocton	18.05
Betty's Candy Kitchen, Battle Ck	11.70
Brownie Blockprints, Inc., N. Y.	3.97
Burleson Sanitarium, Grand Rapids	4.50
Mr. and Mrs. Thos. Cain, Niles	990.00
Century Wall Paper Mills, Decatur	568.29
Chilton Pen Co., Boston	80.90
City Dairy, Niles	3,573.75
Colgate-Palmolive-Peet Co., Chi.	36.20
Commercial Wall Paper Mill,	
Hammond	83.49
Consolidated Cigar Corp., So. Bend	11.25
Crammers Mottos, Chicago	3.13
Derma-Viva Co., Chicago	18.00
DeVilbiss Co., Toledo	12.00
Emma Dental Specialty Co., St. Paul	5.56
Enoz Chemical Co., Chicago	6.72
Faxon, Philadelphia	9.74
Flexible File Co., Fremont	4.40
Frederick Stearns & Co., Detroit	29.69
Hillsdale School & Supply Co.,	
Hillsdale	5.57
Hinckley & Schmitt, Inc., Chicago	5.69
Hollinger Cutlery Co., Fremont	31.92
Henry Holt Co., New York City	7.09
Jergens-Woodbury Sales Corp.,	
Cincinnati	17.60
A. Joncaire, Inc., Boston	20.18
Keapit Bottle Co., Cincinnati	33.12
Kuhn Laboratories, Inc., New York	3.60
Lennon Wall Paper Co., Joliet	618.96
J. G. McDonald Chocolate Co.,	
Salt Lake City	47.54
Magnesia Products Co., Milwaukee	12.02
Marathon, New York City	16.74
Marlean et Cie Inc., Cleveland	7.18
McInerney & Warner, South Bend	7.70
Michigan School Service, Inc.,	
Lansing	24.19
Niagara Wall Paper Co., Niagara	
Falls	6.44
Ohio Truss Co., Cincinnati	5.38
F. J. O'Beill Medicine Co., St. Louis	4.00
O'Toole Coal Co., Niles	32.50
Newton Products Co., Cincinnati	31.60
Pabst Chemical Co., Chicago	6.00
J. B. Rhodes, Kalamazoo	6.40
Schroeder & Tremayne, Inc.,	
St. Louis, Mo.	25.77
Peltz-Kaufer Co., South Bend	64.74
Peterman, Inc., New York City	24.20
Raquel, New York City	26.80
Scott, Foresman & Co., Chicago	16.38
South Bend Wholesale Drug Co.,	
South Bend	312.46
Standard Oil Co., Grand Rapids	9.45
Dr. Stewarts Dental Products Co.,	
Findlay	10.00
W. A. Thayer, Niles	9.51
Vadco Sales Corp., New York City	78.74
Van Schaack Mutual, Inc., Chicago	46.48
Veldown Co., Inc., New York City	36.00
Wm. R. Warner & Co., Inc., St.	
Louis	134.47
Western News Co., Chicago	132.00
John C. Winston Co., Philadelphia	21.15
J. B. Winter & Co., Chicago	26.23
Webster Publishing Co., St. Louis	6.55
Zerbst Pharmacal Co., Inc., St.	
Joseph	20.45
Dr. Fred N. Bonine, Niles	3,500.00
J. P. Pearce Co., Cleveland	500.00
State Bank of Niles	1,500.00

In the matter of Hale Hat Stores, Inc., Bankrupt No. 4772, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Dec. 30. The trustee was present in person and represented by attorney Fred G. Stanley. One creditor was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and a first and final dividend to creditors of 4.42 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case has been listed to close and return in due course.

Jan. 29. We have received the schedules, order of reference, and adjudication in the matter of Coe Wilholt, Bankrupt No. 4778. The bankrupt is a resident of East Grand Rapids, and his occupation is that of a painter. The schedules show assets of \$300, with liabilities of \$761.41. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

Fisher Drummond Wall Paper Co.,	
Grand Rapids	\$111.65
G. R. Pait & Enamel Co., Grand R.	9.19
John Seven Co., Grand Rapids	383.63
G. R. Wood Finishing Co., G. R.	19.69
Stiles Materials Co., Grand Rapids	56.88
Reed Lake Oil Co., Grand Rapids	30.37
Dr. F. Hollingsworth, Grand Rap.	150.00

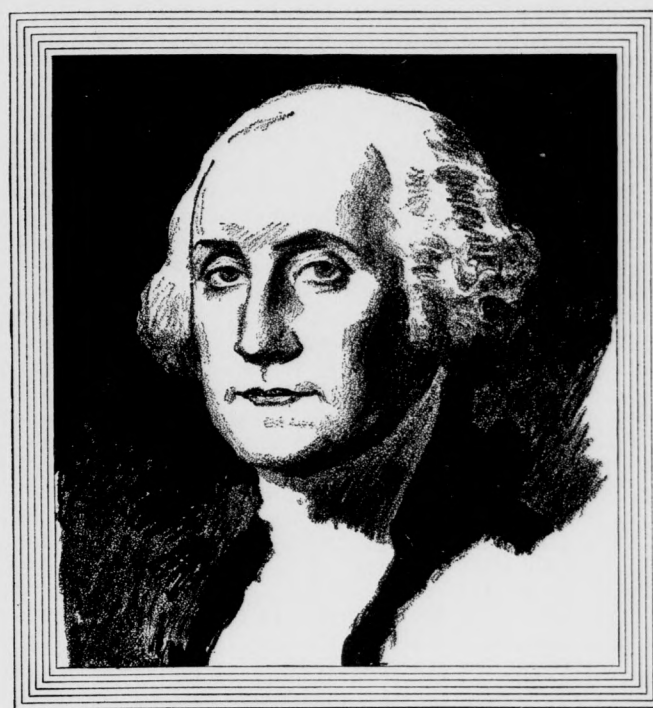
Jan. 29. We have received the schedules, order of reference, and adjudication in the matter of the Michigan Austin Co., a Michigan corporation, sometimes doing business as Kuennen Motor Co., Bankrupt No. 4779. The bankrupt is a resident of Grand Rapids. The schedules show assets of \$6,845.46, with liabilities of \$29,242.56. The list of creditors of said bankrupt is as follows:

Tax to State of Michigan	\$ 49.05
Tax to City of Grand Rapids	1,276.00
C. G. Kuennen, Grand Rapids	1,276.00
Midwest Commercial Credit Co.,	
Grand Rapids	1,467.00
Saginaw Financing Corp., Saginaw	397.67
Associates Investment Co., G. R.	170.00
G. R. National Bank, Grand Rapids	170.00
G. R. National Bank, Grand Rap.	604.00
Fidelity Corp. of Michigan, G. R.	635.00
Alconite Co., Grand Rapids	18.42
American Auto Appraisal, Detroit	6.00
Acme Welding, Grand Rapids	13.00
Automotive Parts, Grand Rapids	104.93
Auto Fixit, Grand Rapids	445.72
Allen Motor Sales, Grand Rapids	29.33
Auto Trim & Tire, Grand Rapids	29.50
Alden & Judson, Grand Rapids	.69
American Laundry, Grand Rapids	2.85
Aupperlee & Veltman, Grand Rap.	3.80
Bixby Office Supply, Grand Rapids	24.81
Ball Park Floral Co., Grand Rapids	3.00
Barclay, Avers & Bertsch, G. R.	12.85
Baker Auto Parts, Grand Rapids	2.50
Adam Brown Co., Grand Rapids	84.95
A. B. Burkholder, Inc., Grand Rap.	2.47
Buick Motor Co., Grand Rapids	1.23
Consumers Ice Co., Grand Rapids	17.83
Cities Service Oil Co., Grand Rap.	318.13
Max P. Cobb, Grand Rapids	6.00
Douma & Son, Grand Rapids	40.38
Bickinson Bros., Grand Rapids	6.50
Electric Service Station, Grand R.	25.73
Forbes Stamp Co., Grand Rapids	9.50
Frankel Mfg. Co., Detroit	5.00
Press, Grand Rapids	239.42
Herald, Grand Rapids	555.96
P. B. Gast & Sons, Grand Rapids	59.87
G. R. Forging & Iron, Grand Rap.	20.15
G. R. Paper Co., Grand Rapids	2.25
G. R. Spring Service, Grand Rap.	5.85
Golden Boter Co., Grand Rapids	6.00
G. R. Coat & Apron, Grand Rapids	9.52
G. R. Chronicle, Grand Rapids	11.00
G. R. Art Glass, Grand Rapids	3.00
Goodrich Silvertown, Grand Rapids	62.44
G. R. Sanitary Towel Co., G. R.	4.40
G. R. Auto Parts, Grand Rapids	34.00
G. D. Goodkind Sales & Service,	
Grand Rapids	4.00
G. R. Plating Co., Grand Rapids	7.00
G. R. Steel Supply Co., G. R.	1.91
Hayes Body Corp., Grand Rapids	33.65
Hermitegar Garage, Grand Rapids	14.50
Hart Mirror Plate, Grand Rapids	21.40
W. P. Johnson, Grand Rapids	3.75
W. H. Kessler Co., Grand Rapids	8.00
Kutsche's, Grand Rapids	38.39
Kee-Lox Mfg. Co., Detroit	3.00
A. B. Knowlson Co., Grand Rapids	32.39
Lewis Electric Co., Grand Rapids	22.23
Motor Rebuilding & Parts, G. R.	62.90
Miller-Sernick, Grand Rapids	6.95
Marks Stores, Inc., Grand Rapids	12.00
National Refining Co., Grand Rap.	74.91
E. E. Parker, Grand Rapids	5.88
Pennzoil Co., Grand Rapids	159.58
Payne & Galer, Grand Rapids	12.00
Philbrick Hardware Co., Grand R.	11.93
Quality Flower Shop, Grand Rap.	4.00
Radiator Hospital, Grand Rapids	20.30
Reliable Tire & Accessories, G. R.	234.39
Rim & Wheel Service Co., Grand R.	7.75
Rathbun Electric Co., Grand Rap.	5.82
Ruffe Battery Service, Grand Rap.	157.01
Security Storage & Trans., G. R.	1.97
Spears Lumber Co., Grand Rapids	10.40
Sherwood Hall Co., Grand Rapids	8.59
Spade Tire Co., Grand Rapids	34.36
Standard Oil Co., Grand Rapids	120.45
Tisch-Hine Co., Grand Rapids	106.66
Universal Car & Service, G. R.	1.03
Vanderstel's, Grand Rapids	6.20
Ver Wys Co., Grand Rapids	75.91
Vanden Bosch & McVoy, G. R.	266.07
Wetliker & Co., Grand Rapids	87.00
Weatherly Co., Grand Rapids	.30
Weiland Mfg. Co., Grand Rapids	7.70
Wyoming Lumber & Fuel, G. R.	104.50
DeVaux-Hall Corp., Grand Rapids	5,151.86
G. R. Nat. Bank, Grand Rapids	11,288.50
Vanden Bosch & McVoy, G. R.	1,600.00
G. R. National Bank, Grand R.	623.25
Sag. Financing Corp., Saginaw	1,840.93
General Motors Acceptance Corp.,	
Grand Rapids	150.00

In the matter of Milton L. Jesselson, Bankrupt No. 4418, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 28. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, preferred claims in full and a first and final dividend to creditors of 1.5 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Jan. 28. On this day was held the final meeting of creditors in the matter of Isidor Fogelin, doing business as Fogelin's Cloak Shop, Bankrupt No. 4423. The bankrupt was not present or represented. The trustee was present in person. One creditor was present. The trustee's final

(Continued on page 7)



George Washington Refused!

When his own brother asked him to act as executor of his estate George Washington refused, saying, "The work of closing the estate would deprive me of every kind of enjoyment."

There were, of course, no Trust Institutions in Washington's time. In this modern age you do not have to impose on a friend or relative. With our broad experience in estate matters, you can name us executor and trustee under your will — and be certain that we will handle your affairs exactly as you wish.

THE MICHIGAN TRUST CO.
GRAND RAPIDS

THE FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Holland—The Spaulding Shoe Store has removed to its new location, 21 West Eighth street.

Grand Rapids—The Knee Heating Co., 706 Wealthy street, has changed its name to the Knee Co.

Rochester—Henry McNalley has opened a tailoring, cleaning and pressing shop in the Comins building.

Howell — The Spencer-Smith Machine Co., Roosevelt street, has changed its name to the Howell Piston Co.

Constantine—The Constantine Co-operative Creamery Co. has increased its capital stock from \$30,000 to \$60,000.

Grand Rapids—The Hub Clothing Co., 341 Monroe avenue, has decreased its capital stock from \$100,000 to \$50,000.

Grand Rapids—M. E. Chapman has removed his grocery stock from 1557 Kalamazoo avenue to 953 East Fulton street.

Detroit—The Uni-Flo Grille Products So., 4646 Lawton avenue, has changed its name to the Uni-Flo Grille Corporation.

Pontiac—The Bee Hardware Store, 2 North Saginaw street, has sold its stock to E. H. Fay, who will close it out at special sale.

Kalamazoo—The Field Electric & Furniture Shop has removed its stock from 238 West Michigan avenue to 321-325 North Burdick street.

Detroit—The Eagle Dairy Products Co., 5071 Tillman avenue, has been organized with a capital stock of \$15,000, all subscribed and paid in.

Kalamazoo—Mrs. W. F. Youngs has removed her restaurant and lunch room from Portage street to one door east of the Capitol theatre, on South street.

Kalamazoo — Joseph E. Loughhead and Neil Burmania have engaged in business at 1227 Summit avenue under the style of the Loughhead & Burmania Brush Co.

Saginaw — Julius R. Liebermann, prominent local merchant, has been named president of the National Luggage Dealers' Association at its annual convention at Chicago.

Mancelona—Dan O'Brien has sold his interest in the O'Brien & Brower hardware stock to his partner, W. J. Brower, who will continue the business under his own name.

Detroit — The Independent Waste Paper Co., 650 East Elizabeth street, has been incorporated with a capital stock of \$5,000, of which \$4,000 has been subscribed and paid in.

Manistique—The Crystal Market has removed to its new location, 218 Oak street, giving it much more space and thus enabling it to carry additional lines of groceries and meats.

Detroit — Capitol Shoes, Inc., 111 State street, has been organized to deal in shoes at retail with a capital stock of 100 shares at \$50 a share, \$5,000 being subscribed and paid in.

Detroit—The Star Coffee Co., 5128 Chene street, has been organized to deal in tea, coffee and groceries with a capital stock of \$3,000, of which \$1,500 has been subscribed and paid in.

Detroit—M. Rosenberg Furs, Inc., 1643 Union Guardian building, has been incorporated with a capital stock of 50,000 shares at \$1 a share, \$50,000 being subscribed and \$10,000 paid in.

Detroit—The Modell Iron & Metal Co., 6378 Marcus avenue, has merged its business into a stock company under the same style with a capital stock of \$70,000, all subscribed and paid in.

Detroit—The Peoples Produce Exchange, Inc., 8825 Van Dyke avenue, has been organized to deal in fruits and vegetables, with a capital stock of \$10,000, \$5,000 being subscribed and paid in.

Saginaw—Glen A. Leece, proprietor of the Sample Furniture Co., has been elected president of the Retail Merchants' Division of the Board of Commerce at the annual meeting of the organization.

Flint—Lawler-VanZooeren, Inc., 108 East First street, has been incorporated to deal in men's clothing, hats and furnishings with a capital stock of \$10,000, \$3,000 of which has been subscribed and paid in.

Mason—H. H. Snyder, proprietor of the Mason Bazaar & Dry Goods Store, has leased the Jewett building and will occupy it with his stock about March 1, when the remodeling of the store has been completed.

White Pigeon—W. H. Calhoun has sold his stock of groceries to F. A. Fickel & Co. and will remove his meat market to Jonesville where he will conduct a meat market, eliminating groceries from the business.

Detroit—The Glasier Plumbing & Heating Co., 34832 Fenbell avenue, has merged its business into a stock company under the style of E. Glasier & Sons, Inc., with a capital stock of \$1,000, all subscribed and paid in.

Grand Rapids—In the bankruptcy case of Louis S. Markowski, doing business as the Standard Clothing Co., the sale of assets in this case has been called for Feb. 11 at the premises. Stock and fixtures, appraised at \$872, will be offered for sale.

Grand Ledge—The Hoerner Furniture Co., Orchard street, has been organized to deal in furniture and house furnishings at retail with a capital stock of \$25,000 preferred and 25,000 shares at \$1 a share, \$2,000 being subscribed and \$1,500 paid in.

Ann Arbor—William H. Gregory, member of the John C. Fisher Co., dealer in hardware, also buyer for the store, died at his home, 719 West Jefferson street, following a brief illness. He was 56 years of age and has resided in Ann Arbor for twenty-four years.

Bay City—The Bay City Knitting Co. has engaged in business at the corner of Midland and Catharine streets, under the management of Reinhart Kriewall, formerly connected with the Evenknit Hosiery Mills. Seamless hosiery will be manufactured.

Battle Creek—Three Queens, Inc., has been organized to manufacture and deal in apparel for women with a capital stock of \$10,000, \$3,000 being subscribed and paid in. The business offices of the company are located at 202 South Washington avenue, Lansing.

Custer—Fire destroyed the grocery

and general stock of A. W. Roche, Feb. 6. The loss is partially covered by insurance. It is believed thieves had robbed the store of merchandise, shelving on the east side being empty, setting the store on fire to cover up the robbery.

Battle Creek—The Battle Creek Casket Co., prevailing styles notwithstanding, reported at its annual meeting an abundance of orders, full time operation of its plant and a dividend date set for March 25 when a 6 per cent. payment will be declared. The concern paid its usual dividends in 1929 and 1930.

Midland—Such a storm of protest was raised when Herbert W. Beckwith announced a closing out sale and retirement from trade that he has reconsidered and decided to remain in business. R. Arnold Newman, junior partner, taking over the active management of the store, thus enabling Mr. Beckwith a little more leisure.

Battle Creek—Owing to the need for more space, especially window display space, the Charles E. Roat Music Co. will remove its stock from 60 West Michigan avenue, where it has been located for the last thirty years, to 53-55 East Michigan avenue, about April 1, when it is believed the necessary alterations and improvements in the stores will be completed.

Bay City—Godfrey J. Neal, West Side grocer, died Feb. 8 at his home, 314 S. Wenona avenue, after a four months' illness. He was born in Canada, March 2, 1863, coming to Bay City fifty-eight years ago. He had been in the grocery business here thirty years. Surviving, besides the widow, Martha, are one brother, Joseph, Crosswell, and one sister, Mrs. Vinnie Coons, Grand Rapids.

Grand Rapids—Frank Smitton, buyer for the Arbaugh grocery firm in Lansing, died at his home, 745 Lockwood street, Sunday mornng. Death was attributed to a heart attack. Mr. Smitton came to Grand Rapids as a youth from Canada, where he was born, and was associated with the Judson Grocer Co. about twenty-five years, later taking a position as buyer for the Thomas stores. Prior to entering the employ of the Arbaugh firm in Lansing, he was vice president of the Ottawa Manufacturing Co., at Spring Lake.

Bay City—Federal Judge Arthur J. Tuttle has appointed Paul Thompson receiver for the American Textiles, Inc., operating knitting mills at Bay City and Mt. Vernon, Ill., and the Bay City Hosiery and Underwear Co., holding company for the property owned by the American Textiles, Inc., here. Appointment of the receiver followed the filing of voluntary bankruptcy petitions in Federal Court by both corporations. The filing of the voluntary petitions in bankruptcy were over the objections of attorneys claiming to represent a majority of directors and stockholders of the corporations. No date was set for a formal hearing on the objection.

Saginaw—Edward Schust was re-elected President of the Schust Co. in its annual stockholders' meeting at the

company's offices. Reports showed that the company had a successful year during 1931. Other officers elected were: Vice-president, B. L. Hupp; second vice-president, Ralph H. Schust; treasurer, Gustave A. Schust; secretary, Fred Kunderling. Directors named were: Edward Schust, Gustave A. Schust, Ralph H. Schust, Elmer J. Cornwell, Fred Kunderling, B. L. Hupp and John H. Wiles. Mr. Hupp and Mr. Wiles, president and vice-president, respectively, of Loose-Wiles Biscuit Co., have been directors of the Schust Co. since the latter concern's affiliation with the Loose-Wiles Co. in 1930.

Manufacturing Matters.

Flint—The Headlight Development Co., 505 Dryden building, manufacturer and dealer in headlights, has been incorporated with a capital stock of \$2,000, all subscribed and paid in.

Detroit—The C. & W. Wire Container Co., 906 Detroit Savings Bank building, has been organized to manufacture and deal in wire containers with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Adrian—The Adrian plant of the Keweenaw Manufacturing Co. will start production about March 1 of a complete line of metal furniture for use in science and in home economics laboratories. The company has discontinued the manufacture of wooden laboratory equipment and has been installing machinery and equipment for manufacture in metal. Production was discontinued in the Adrian plant early in January and started in another plant in Keweenaw, Wis., where wooden equipment has always been manufactured. It is expected that production will start with a force of seventy men and work will continue the year around instead of only during the summer months. It is probable that a one-story factory building will be erected on the South Center street property to give the company more working space.

The Stock Has No Value.

St. Joseph, Feb. 9—I am anxious to know something about the American Commonwealth Power Corporation and especially about Frank Hulswit's activities with the company. I ask this because a large amount of preferred stock was sold to the citizens of our community. I would venture the opinion that \$200,000 of this stock was sold out of the offices of the two gas companies in Benton Harbor and St. Joseph and with their man on the road.

I have a great many people call on me in regard to the matter. Poor widows were induced to buy this stock. They first bought stock in the Michigan Fuel and Light Co., a 7 per cent. preferred stock. They then got these people to exchange their stock for "First Preferred Stock, 6 per cent. dividend, series of 1929" of the American Commonwealth Power Corporation. The feeling down here is very bitter.

Is Frank Hulswit in Grand Rapids? Many of our citizens are at a loss to understand why the Sureties Commission allowed Frank Hulswit to operate. What, in your judgment, is this stock worth? Is it worth anything?

Einstein's theory isn't the first thing to be glorified by people who know nothing about it. There's liberty.

Essential Features of the Grocery Staples.

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

Tea—It is an ill wind that blows nobody good and this is the reason why China teas, especially greens, have advanced 1 to 2 cents per pound in this country during the last few days. Stocks here are comparatively light and it is uncertain what effect the war in China is going to have on future importations. The demand for China teas has improved somewhat since the last report. Very little else has happened in the tea situation during the week, except that Ceylons are slightly lower in primary markets. Indias, on the contrary, have been steady to firm.

Coffee—The week has brought the usual small fluctuations, both up and down, in Rio and Santos coffee, green and in a large way. Possibly the net result is a very small fractional decline in spot Rio and Santos, but generally speaking the market is about where it was a week ago. The first hands business, outside of an occasional good order, is dull. As to milds, they have also declined a very slight fraction since the last report. At the moment there is nothing in sight in the coffee market to justify the prediction either of a sharp upturn or downward turn. Jobbing market on roasted coffee remains about unchanged.

Canned Fruits—California fruits are holding, with peaches steady under the control of the Cling Peach Agency, which appears now to be almost absolute. Reports from the Coast say that buying has already been done on the opening price basis. There appear to be some stocks to be picked up at around the old low prices, but they cannot be large. The stabilization of prices in the Southern California district adds to the strength of the entire peach situation. The next important development will come on March 1 when the present prices on Hawaiian pineapple in No. 2½ tins expires.

Canned Vegetables—Standard crushed corn appears to be still easier. String beans are priced about the same level. California tomatoes show a stronger tendency. The withdrawal of Libby, McNeil & Libby on No. 2s, 2½s and 10s was the signal for other packers to mark up their asking prices, but whether the higher quotations will stand a buying test remains to be seen. Maine corn is being quoted at 80c, factory, generally. The trade appears to be pretty well covered, however, and there has not been much buying at the higher level. Fancy Bantam corn is understood to be in short supply, which may mean that future sales will be made on the higher basis.

Canned Fish—Salmon is unchanged for the week and fairly strong, although there is still some shading in Alaska pink. The trade, however, expects this to disappear shortly. Other canned fish show no change for the week.

Dried Fruits—Dried Fruits are moving in a routine way, and there is little to say about any items except raisins, and nothing to say about raisins that

has not been said before. The prices on raisins continue steady and reports from California indicate that the packers are taking up the latest allotment made by the raisin pool in very satisfactory volume. The operators appear to be taking the Thompsons more readily at the present time than the others. Opinion is growing in the West that muscats offer the best speculative opportunity just now, if anyone cares to gamble. They are priced very cheaply and should be more in demand as time goes on. Thompsons are in very strong statistical position, and the pool may be expected to advance its prices on the next one or two offerings, anyway. Outside growers are said to be holding no more than 500 tons of Thompsons and about 2,500 tons of all other varieties. Prunes are easy and expensive to handle since the margin of profit on them is so narrow. The demand seems to be for the small sizes, with prices so low and handling charges, due to small lot buying, so large that interest in them is small. Apricots, peaches and other dried fruits show no quotable change. Efforts to form co-operatives and pools continue in California. The prune growers, fig growers and others are all being urged to organize after the pattern of the California raisin pool.

Beans and Peas—The market for dried beans is in very sad shape. Business is very poor and prices are sagging lower and lower. There seems to be no business anywhere. The same can be said of dried peas.

Cheese—Cheese has been steady and quiet during the past week. There has not been any real active demand for cheese for a long time.

Nuts—The nut market is generally quiet, but almonds appear to be in fair demand. The almond exchange has put into effect three price advances in the past several weeks and contemplated another on Feb. 12. Imported almonds are in light supply here and apparently cleaning up well in Spain, for many districts are reporting shortage and offerings from that country are few and far between. Walnuts are steady, but business is routine. The same holds true of filberts.

Salt Fish—There is perhaps some little improvement in the demand for mackerel and other salt fish, but it is very slight. The fact Lent is so near that the trade appear to be somewhat disappointed that a better movement should not have already appeared. The weather, of course, has something to do with it. The undertone is firm and there has been no particular change for the week.

Sauerkraut—Prices continue easy on bulk kraut, but canned kraut continues steady.

Syrup and Molasses—Sugar syrup is in fair demand, but only from hand to mouth. Prices are unchanged. Compound syrup is steady with fair hand to mouth buying. Molasses quiet without change in price.

How intelligent are you? Well, how far have you come since sophomore days when you were an atheist and had no faith in women?

Review of the Produce Market.

Apples—Current prices are as follows:

Baldwins, 2½ in., A grade	-----	\$.85
Bananas, 2½ in., A grade	-----	.90
Delicious, 2½ in., A grade	-----	1.50
Delicious, 2¼ in., C grade	-----	.75
Greenings, R. I. 2½ in., A grade	-----	1.00
Greenings, Bakers, 3 in., A grade	-----	1.25
Grimes Golden, 2½ in., A grade	-----	.75
Hubbardstons, 2½ in., A grade	-----	.85
Jonathans, 2¼ in., A grade	-----	1.25
Kings, 2½ in., A grade	-----	1.00
Kings, 3 in., Bakers, A grade	-----	1.50
McIntosh, 2½ in., A grade	-----	2.00
Spies, 3 in., Baking	-----	1.50
Spies, 2½ in., A grade	-----	1.50
Spies, 2¼ in., C grade	-----	.85
Talman Sweets, 2¼ in., A grade	-----	.85
Wagners, 2½ 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@5½c per lb.

Butter—The past week has brought practically no changes in the butter market. The situation is fairly steady with a moderate demand. Jobbers hold 1 lb. plain wrapped prints at 22c and 65 lb. tubs at 21c for extras.

Cabbage—\$2.25 per 100 lbs. for home grown; \$2.75 per crate for new from Texas.

Carrots—90c per bu.

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

Celery—30@50c according to size.

Celery Cabbage—80c 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 per doz. for extra fancy.

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

C. H. Pea from elevator	-----	\$1.90
Pea from farmer	-----	1.60
Light Red Kidney from farmer	-----	1.75
Dark Red Kidney from farmer	-----	2.75

Eggs—Demand is still absorbing most of the comparatively small receipts of fine fresh eggs, but is a little nervous. Early in the week there was an advance of ½c and a little later a decline of the same fraction, so that the market at this writing is about where it was a week ago. Jobbers are paying 14c for strictly fresh hen's eggs. They are selling their supplies:

Fresh henry white eggs	-----	19c
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	-----	\$4.25
Imperial Valley, 5s, per crate	-----	4.25
Home grown, leaf, 10 lbs.	-----	1.20

Lemons—Present quotations are as follows:

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

Mushrooms—35c per one lb. Brussels carton.

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

126	-----	\$4.00
150	-----	4.00
176	-----	4.25
200	-----	4.50
216	-----	4.50
252	-----	4.50
288	-----	4.00
324	-----	4.00

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

Onions—Michigan, \$4.50 per 100 lbs. for yellow; Genuine Spanish, \$3.25 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 per bu. for Texas.

Squash—\$3.25 per 100 lbs. for Hubbard.

Sweet Potatoes—Kiln dried Indiana Jerseys, \$1.40; Tenn., \$1.25.

Tangerines—\$2.25 per bu.

Tomatoes—Hot house, \$1.85 per 7 lb. basket; Southern and California, \$1.25 per 7 lb. basket.

Veal Calves—Wilson & Company pay as follows:

Fancy	-----	8@12c
Good	-----	8c
Medium	-----	7c
Poor	-----	5c

Wallpaper Orders Increasing.

Advance buying in the wallpaper industry has continued at an active pace this month. Retailers have placed generous orders for February and March delivery on medium and low-end rollage. The call for medium goods is considerably ahead of that existing at the corresponding period last year. Imported papers are showing a steady decline in demand, producers say, citing November import figures, the latest available, which show a total of 34,896 pounds imported, as compared with 126,519 pounds brought in during November, 1930.

The merchant who holds to the high standards of quality and service is coming out of the depression with the good will of the consuming public, which will place him in a place of leadership when the next business expansion returns. This is the task before the retail merchants of the United States in 1932.

Americanism: A spirit of equality that makes every man feel equal to those above him and superior to those who aren't above him.

MUTUAL FIRE INSURANCE

The Need For Record Protection.

The January, 1932, issue of the quarterly of the National Fire Protection Association reveals the astounding fact that the fire losses in the United States during the past fifteen years have reached the stupendous sum of \$7,228,000,000. The estimated loss in 1931 is placed at approximately \$453,000,000.

During the past two years, we have all experienced problems brought about by the so-called economic depression. In many instances these problems have been of such nature as to seem almost insurmountable. In many instances the business of canvassing for prospects to whom we might sell our merchandise has been suspended on account of the belief that business was so bad that prospects could not be found and yet, fire losses have been going on just the same and business firms, whose records have not been protected by fireproof safes, have been going out of business, as usual. Fire losses have not been affected downwardly by the business depression and the failures of business concerns and the losses sustained by others have not been reduced because of the business depression. The hazard of loss by fire still exists and the losses go on just the same, regardless of our business depression and there are always possibilities of increased losses during times like those through which we have been passing.

There is but one fact to which all of this points—the need for record protection is not lessened by the economic depression but, rather, there is even greater need for record protection during the depression because, with financial positions impaired by low business volume, more concerns are less able to withstand the losses of vital records by fire than in normal times.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 9—The icy condition of the roads as well as the streets in the city for the past two weeks have made life anything but pleasant for the drivers, causing many narrow escapes and serious accidents, and causing the death of Dr. L. M. Howard, a well-known chiropractor here, who was fatally injured when his car skidded near Trout Lake last Wednesday, turning over into the ditch. His wife, who was accompanying him, escaped uninjured. The heavy snow which fell for the past two days has made the roads more secure.

The many Soo friends of Norman H. Hill, former manager of the Sault News, are pleased to hear that he has been appointed to the post of secretary of the department of public works in Detroit.

Phil Fineberg, the well-known fur man, who has been doing business here for the past six years, died of heart failure last Tuesday at the home of Mr. Van Egmond, where he has been staying for the past few weeks. He had been in ill health for some time. He was a member of the K. of P. and Masonic orders and was well known and highly respected by all who knew him. He is survived by his widow, now in California, one daughter in California and another daughter in Detroit.

Chase S. Osborn's latest honor is being elected as a fellow of the American Association for the Advancement of Science. This was done Dec. 29,

1931. They never make any mistake when they pick our esteemed Chase for any important office, as he is qualified to fill most any office within the gift of the people.

The only interest some people have in their country is 7 per cent.

The Blue Spruce Tavern, on Lake Shore drive, near Manistique, is now open for business. Jack Johnson is the proprietor. He will sell gas and oil and serve lunches.

John Girvin, manager of the Coffey Fishing Co., at Manistique, is in Chicago attending a meeting of commercial fishermen.

The board of education at Manistique met last week about the proposed reduction in salaries of their school teachers. As there is no financial necessity for a cut at the present time the same salaries will stand. That sounds good for our neighboring city.

Manistique's new municipal skating rink opened to the public last week. The city has provided a suitable shed and plenty of wood to keep the crowd comfortable. A space approximately 200 feet long and more than 75 feet wide affords the community an opportunity to enjoy the sport.

Mrs. Jane Whitmarsh and Miss Sadie Hutcheson have purchased the stock of the Johnson millinery store, on Ashmun street, and took possession last Saturday. The store will be formally opened after the new owners have readjusted the stock and secured new merchandise. Mrs. Whitmarsh and Miss Hutcheson are well-known business women in this city. Mrs. Whitmarsh was in charge of the Leader millinery department for eight years. Miss Hutcheson was also employed at the Leader for a number of years.

Ham Hamilton, of Pickford, brought in a large truck load of country products last week. Ham says that he is having some work to keep up the price on eggs. He is the best salesman in the country, having acquired the art of grading the eggs so he can get about three cents above the market for his product, which accounts largely for the success of the Pickford Grocery Co., also the enterprising village.

Jobs are so scarce these days that even the filling station boys will sell you a gallon of gas without throwing in a dirty look.

Frank Barrett, secretary and member of the board of directors of the Carpenter Cook Co., passed from life last Friday in Menominee and was buried Monday morning in that city. Mr. Barrett was for many years manager of the Michigan Candy Co. and Michigan Candy & Spice Co. Warren S. Carpenter, 78, was another Menominee man, well known in the Upper Peninsula to succumb. He died Monday morning at his home in that city, following an extended illness. His father, who died in Menominee in 1906, was one of the pioneer residents of Menominee county and for many years identified with the lumber business. Warren Carpenter went to Menominee from Chicago in 1885 and also entered the lumber business. In 1908 he purchased the Menominee Hotel, which was erected by the late Congressman Sam Stephenson. His widow and two sons survive. William G. Tapert.

Recently a customer entered a shoe-shine stand, climbed into a chair and lighted a cigarette, tossing the burning match aside. Unfortunately the match used poor judgment when it chose a can of benzine as a landing place. The next moment most of the establishment and its occupants were in the street and the remains were in flames.

When a cop rides on a liquor truck in some towns, that means the driver is under arrest. In Chicago it means he doesn't know the address.

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

GRAND RAPIDS,

MICHIGAN

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

INSURE and feel sure

that when you have a fire you will have money to pay at least the most of the cost of re-building; but place your insurance with the company that will furnish this protection at the lowest cost, as there IS a difference, and it will pay you to investigate. The company that gives the most SAFE insurance for the least money is

The Finnish Mutual Fire Insurance Company
of Calumet, Michigan

WHEN YOU BUY INSURANCE

DO YOU LOOK FOR A GOOD COMPANY OR FOR A GOOD FRIEND?

If the good friend has a good company—fine. But how often do you even know the name of the company your friend has insured you with.

A Federal representative will be glad to give you facts—facts that speak of financial stability. He will also explain the difference between a mutual and stock insurance company and tell you why you can save from 25 to 40% with the Federal Mutuals. Write for him to call today!

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

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 3)

report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and preferred labor claims, as far as funds will permit. There were no funds for dividends to general creditors. 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.

Jan. 30. We have received the schedules, order of reference and adjudication in the matter of Harold F. Foote, Bankrupt No. 4180. The bankrupt is a resident of Muskegon, and his occupation is that of a wholesaler of produce. The schedules show assets of \$408.16, with liabilities of \$6,999.25. The court has written for fund and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

City of Muskegon	\$ 18.24
D. Vandye, Muskegon	40.00
Kraft Cheese Co., Chicago	568.61
Michigan Soap Products Co., Muskegon Heights	8.09
Piper Motor Sales Co., Muskegon	59.62
Libby, McNeil & Libby, Chicago	15.00
Mickelberry Food Products Co., Chicago	11.25
Seel Locking Carton Co., Chicago	32.38
Witt & Van Andel, Muskegon	61.61
Steindler Paper Co., Muskegon	18.56
F. L. Klein Noodle Co., Chicago	28.80
Reerman Pencil Co., Lansing	33.00
E. K. Pond Co., Chicago	25.00
Daniels Co., Muskegon	2.10
J. H. Ernewein, Muskegon	4.30
Jacob K. Hocker, Muskegon	32.82
G. H. Hammond Co., Chicago	18.50
Ivanhoe Foods, Inc., Detroit	18.93
Michigan Associated Telephone Co., Muskegon	28.15
B. S. Pearsall Butter Co., Elgin, Ill.	176.53
Renable System Co., Sturgis	29.44
Universal Credit Co., Detroit	433.00
Reeman Creamery Co., Reeman	320.00
Universal Credit Co., Detroit	866.00
C. I. T. Corporation, Grand Rap.	433.00
Shefford Cheese Corp., Green Bay	25.50
Kosto Co., Chicago	38.88
Langland Mfg. Co., Muskegon	145.98
Grant Creamery Co., Grant	120.25
I. Wolbring, Holton	18.00
H. Wise & Co., New York	85.00
H. DeVries, Spring Lake	43.50
Waiter C. Foote, Muskegon	225.00
Peoples State Bank for Savings, Muskegon	1,325.00
Ravenna Inc. Butter Co., Ravenna	1,300.00
Consumers Power Co., Muskegon	17.71
Swift & Co., Chicago	509.30
Peoples State Bank for Savings, Muskegon	225.00

In the matter of Michigan Austin Co., Bankrupt No. 4779. The first meeting of creditors has been called for Feb. 16.

In the matter of Fred A. Cislser, Bankrupt No. 4763. The first meeting of creditors has been called for Feb. 15.

In the matter of George M. Corrigan, Bankrupt No. 4777. The first meeting of creditors has been called for Feb. 15.

In the matter of Harry T. Richter, Bankrupt No. 4773. The first meeting of creditors has been called for Feb. 15.

Feb. 1. We have received the schedules, order of reference and adjudication in the matter of Orma J. Schelter, Bankrupt No. 4781. The bankrupt is a resident of Lake Odessa, and his occupation is that of a laborer. The schedules show assets of \$187.05, with liabilities of \$863.56. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Bouwens-Chase Electric Co., Bankrupt No. 4411, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 28. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as funds would permit. 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, as a closed case.

In the matter of Emery C. Knudsen, Bankrupt No. 4457, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 28. The bankrupt was not present in person, but represented by attorney C. F. Olmstead. The trustee was present in person. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as funds on hand permit. There were no dividends. Claims were proved and allowed. 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.

Feb. 2. We have received the schedules, order of reference, and adjudication in the matter of Burt Carr, Bankrupt No. 4782. The bankrupt is a resident of

Grand Rapids. The schedules show assets of \$250, with liabilities listed at \$7,438.79. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

Taxes, Grand Rapids	\$156.16
Water tax, Grand Rapids	22.63
Helen Fortune, Belmont	30.00
Fred Glover, Comstock Park	24.00
Mary Swartz, Grand Rapids	74.00
Irene Williams, Grand Rapids	24.00
Mary	20.00
National Triangle Securities Co., Chicago	650.00
Leon Agon, Grand Rapids	1,150.00
Arctic Dairy Products Co., G. R.	33.57
Blatz Brewing Co., Grand Rapids	168.27
Paul Burns, Grand Rapids	37.75
Coffee Ranch, Grand Rapids	35.05
Consumers Ice Co., Grand Rapids	44.78
Continental Coffee Co., Chicago	8.85
Folger's, Grand Rapids	36.22
Furniture City Fuel Co., Grand R.	78.00
E. B. Gallager & Co., Grand Rap.	25.75
G. R. Coat & Apron Service, G. R.	59.72
G. R. Savings Bank, Grand Rapids	150.00
G. R. Trust Co., Grand Rapids	200.00
Heights Chem. Co., Muskegon H.	31.56
Heyboer Co., Grand Rapids	95.31
D. Emil Kline Co., Inc., N. Y.	90.25
Knickerbocker Press, Grand Rapids	32.50
Stewart Lutz, Grand Rapids	25.00
H. Leonard & Sons, Grand Rapids	41.78
Lewis Electric Co., Grand Rapids	1.75
Masonic Temple, Grand Rapids	500.00
F. C. Matthews & Co., Grand R.	14.50
P. D. Mohrhardt Co., Grand Rapids	619.37
National Grocer Co., Grand Rapids	97.00
W. S. Quimby Bell Conrad Co., Chicago	144.00

Quimby-Kain Paper Co., Grand R. 71.60
Rademaker Dooge, Grand Rapids 412.49
George B. Reader, Grand Rapids 118.67
Ryskamp Bros. Market, Grand R. 1,833.00
Standard Brands, Inc., Grand Rap. 14.00
Ter Molen & Hart, Grand Rapids 9.63
L. Van Westenbrugge, Grand Rap. 26.29
Wash Broadcasting Corp., G. R. 28.00
Wilson & Co., Grand Rapids 55.45
Woodhouse Co., Grand Rapids 147.89

Jan. 26. On this day was held the first meeting of creditors in the matter of Neal Ver Wys, doing business as Verwys Auto Supply Co., Bankrupt No. 4743. The bankrupt was present in person and represented by attorney Louis H. Grettenberger. Claims were proved and allowed. Certain creditors were present in person. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date. Fred G. Timmer, of Grand Rapids, was appointed trustee, and his bond placed at \$500.

Jan. 27. On this day was held the first meeting of creditors in the matter of George T. Hunter, Bankrupt No. 4740. The bankrupt was present in person and represented by attorneys Campbell & Campbell. Creditors were represented by attorneys Belcher & Hamlin. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date. Philip P. Schnorbach, of Manistee, was named trustee, and his bond placed at \$500.

On this day also was held the first meeting of creditors in the matter of Jacob Van Weelde, Bankrupt No. 4742. The bankrupt was present in person and represented by attorney Frank Post. Creditors were present in person and represented by attorneys Dean S. Face and Leo C. Lillie. Claims were filed only. The bankrupt was sworn and examined with a reporter present. Fred C. Timmer, of Grand Rapids, was named trustee, and his bond placed at \$500. The first meeting then adjourned without date.

Feb. 1. On this day was held the first meeting of creditors in the matter of Ely B. Rencoff, Bankrupt No. 4759. The bankrupt was present in person and represented by attorneys Warner, Norcross & Judd. Creditors were represented by attorneys Cleland & Snyder and Hilding & Baker, and Grand Rapids Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of William D. Gudotti, Bankrupt No. 4756. The bankrupt was present in person and represented by attorneys Hilding & Baker and Cleland & Snyder. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Carl Thrums, Bankrupt No. 4752. The bankrupt was present in person and represented by attorney Rosslyn Sowers. Creditors were present in person. No trustee was appointed for the present. Claims were filed only. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned to Feb. 15.

In the matter of Bert P. DeBolt and Bertha M. Cavanagh, copartners as The Garden, Bankrupt No. 447. The first meeting of creditors has been called for Feb. 15.

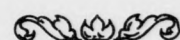
Coffee

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

Better coffee increases this effect.

Quality - Price - Satisfied Consumers are all embodied in our popular brands.

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



LEE & CADY

PULLING TOGETHER.

Nothing has been so heartening and helpful throughout this period of depression, especially in these later stages, as a new spirit which seems to be abroad in the land. Difficult to define in words, it is felt by all. Partly described by such terms as "co-operation," "kindliness" and "understanding," it includes something more: a unity of thought and action for the common welfare which has never been so marked in previous visitations of hard times.

This spirit has found expression in Congress—of all places. It has been manifested in discussions between capital and labor of such highly controversial questions as wages and working conditions, in community efforts for relief of the distressed and in countless activities arising directly from the depression. And wherever it has appeared its magic touch has transformed hostility into friendship, replaced bickering and pulling at cross-purposes with teamwork and inspired a new feeling of responsibility for the general good.

For illustrations of the working of this new spirit one has not far to look. Who could have predicted that the Democrats in Congress would have joined so wholeheartedly with their Republican brethren in opening the "roads of recovery" to business and industry? For years President Hoover had been preaching the gospel of governmental economy. With the Democrats' return to power most observers feared an orgy of Congressional extravagance. Democrats have been vying with Republicans in trimming the budget to the bone. Even Mr. Pat Harrison, that old firebrand of the Senate, has diverted his stream of burning invective from the White House to that waste of public money which is confined to no one political party.

The meeting of the railroad managements and their men to consider reduction of wages made history at Chicago. There had never been a meeting like this, with the spokesman for the railroads warmly applauded by representatives of the unions for his fair presentation of his case and in turn praising the leaders of labor for exhibiting "the highest industrial statesmanship."

There are those who will remind us that this new "era of good feeling" is too good to last. With the passing of the emergency, they remark, intense partisanship and natural rivalries, conflicts and animosities will resume their sway. Those wise in the ways of humankind will not dispute their contention. As soldiers enlist "for the duration of the war," so these good qualities which have helped to make difficult conditions more endurable will have served their purpose during the Nation's period of excessive stress and strain.

SHORTER DEPRESSION.

No doubt the low estate into which Washington expressions and plans have fallen by reason of the many inaccurate and misleading statements which were issued after the collapse in 1929 is responsible in a measure for the failure of public opinion to react more favorably to recent steps taken

to deal with the situation. There is apparent a very decided tendency on the part of business interests and the public to wait and see what these developments will actually produce.

Of course, there is still the major problem of reparations and war debts to be settled, along with other financial difficulties which are rising to a head in Europe. Adoption of a British tariff, which becomes effective March 1, also gives pause to important undertakings. The conflict in China adds to unsettlement.

Nevertheless, as far as our own affairs are concerned, we probably possess a very accurate barometer of business prospects in the money-in-circulation figures. Since our major trouble arises from banking and credit conditions, a decline in hoarding will point to renewed confidence. This should be followed by firmer commodity prices, after which will come mounting industrial activity.

The pattern of the business cycles since the war is very close, indeed, to that which followed the civil war. The secondary depression in the '70s lasted five and a half years. Its low was reached within two years, but it hovered around that bottom for some time, making several false recoveries. Hope for a quicker recovery in this instance, however, rests upon fairly good grounds. The size and tempo of modern industry yield an excellent reason for believing that the present depression will be shorter.

RECOVERY INFLUENCES.

Various developments serve to improve business sentiment somewhat, without, however, adding much to actual activities. The railroad wage agreement, rapid organization of the Reconstruction Finance Corporation and the drive contemplated against the hoarding of money were among the favorable influences.

The tendency was still one of marking time, and the weekly business index fell to a new low for the depression. Steel prospects gained, however, from the possibility of a purchasing movement on the part of the railroads and approach of the period when automobile buying cannot be much longer postponed.

For appreciable progress, the basic lines of industry will probably have to depend very largely upon expansion of these two sources of demand for materials of one kind or another. Building operations may increase if the wage reduction proposed here is adopted, but contract awards are running at a very low rate. For three weeks of last month the total was 30 per cent. below the December average and almost 60 per cent. under the January, 1931, level.

Commodity prices are still easing and show little influence yet of the steps taken to deal with the credit and banking situation. From the credit angle, the Federal Reserve has yet to increase its purchases of securities. Money in circulation, however, has shown a flattening tendency for the first time since the middle of December. Should this mark the start of a decline in hoarding, it is felt that a major handicap would be removed in the path toward rehabilitation.

MAJOR RETAIL POLICIES.

Two policies received the major share of attention at the sessions of the National Retail Dry Goods Association which were held in New York last week. One was the general insistence against emphasis upon cheap goods and the second was the belief that dollar volume will be lower this year and that adjustments must be made so that this lower volume will yield a profit.

The necessary distinction was drawn between selling good merchandise at lower prices and selling cheap goods cheap. That has been a distinction which was not so clearly understood, it may be suggested, before the retail discussions took place. Trading-up is necessary, but not the kind that ignores leaner pocketbooks.

With respect to lower volume and profits, a host of ideas were offered for effecting economies, and doubtless some of the fixed charges which proved so burdensome in this period of readjustment will have to be pared. But it is indeed questionable whether higher mark-ups are advisable.

The quality question is, of course, directly connected with the problem of lower volume and profit. A definite reaction by consumers against sales merchandise is noted in not a few quarters and it is evident that volume stands much less chance of being rolled up through such methods. Improved quality will almost always sell when the price is right, and the stores seem headed in the right direction if they adhere to the policies which their leaders advised.

DRY GOODS CONDITIONS.

Retail sales continue to improve but run substantially under the level of a year ago. Some gain was remarked in the ready-to-wear departments. On the other hand, seasonal promotions of home wares did not meet with the expected response. It is rather evident that price events are not as effective as they were.

January results by the large mail-order-chain systems ranged from 17 to 25 per cent. below the same month last year. Chain store sales also showed rather marked recessions except in a few instances. These early reports indicate that trade in general for the month probably suffered the worst reverse since the depression started.

A definite swing to new goods, in contrast to the previous demand for jobs and sale merchandise, has become the feature of the wholesale markets. This reflects the indifferent results which are attending retail promotions. Sweetening of retail stocks is essential under the circumstances.

WISE SPENDING.

Wise saving is only one side of thrift. The other side is wise spending. In a time like this, however, people are likely to think much more of saving, whether wisely or unwisely, than of spending, except for extreme necessities. Realizing this tendency, the National Thrift Committee suggests various ways of wise spending. It strikes at the folly of hoarding which has been manifested by men who ought to be ashamed of themselves for yielding to it. Have a bank account, the committee advises, and also shares in a

building and loan association. Another suggestion is, Give more thought to the life insurance you now own—it is the quickest way to create an estate. Because "the home-buyer's dollar receives greater value to-day than at any time in recent years" the committee urges people to own their own homes. Present home owners are advised to safeguard their investment by painting, repairing and modernizing their property. Employers are urged to give employment to as many persons as possible. Pay your bills promptly, is another admonition; by so doing you will maintain your credit and also help others to meet their obligations—don't be a part of anybody's frozen assets. Not all of these suggestions can be acted upon by everybody, but many persons can accept one or more of them. They emphasize something of which we need to be reminded. Just as three years ago people ought to have been urged to save wisely, so now they should be urged to spend wisely.

TO DROP MEN'S WEAR SALES.

In an attempt to discover whether too many sales promotions and over-emphasis on price have been responsible for the poor showing of men's wear retailers since the start of the year, several stores, including two in a local chain, will drop their price drives for the remainder of the month and concentrate on regular popular priced merchandise, stressing the style element, it was learned yesterday. This decision is the outgrowth of a discussion among retailers meeting in New York last week, in which exaggerated claims of stores in advertising and the barrage of price appeals were scored.

So far, however, the question of discarding price appeal has found only a few adherents in the trade. These contend that men have become keener shoppers in the last two years and no longer believe claims that clothing prices have been cut to one-half and one-third of their previous value. Defenders of the sales idea argue that the weather has been the main setback to turnover and that when it has been favorable volume has jumped. While the experiment of abandoning sales will be watched with interest, no widespread movement to do so is expected. On the contrary, as soon as February closes, stores will start Easter promotions, with continued emphasis on price, it was indicated.

It is commonly supposed that the days of blue-law legislation are over. But the progressive city of Allentown, Pa., has just adopted a code of conduct which reenacts in spirit and specifications some of the statutes of the blue-law period. Sponsored by the Mayor and approved by Council, an ordinance has been passed making it a punishable misdemeanor to swear on the streets of the city or to indulge in scandal, insult or indecency. There are many laws of this type which have never been repealed, although they are rarely enforced. It is, for example, against the law to smoke in Independence Square, Philadelphia.

Don't hate the man who disagrees with you. The people you agree with never teach you anything.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Last Saturday proved to be one of the most beautiful winter days I have ever experienced. Nasty under foot, the sky was as blue as a day in June, the sun was bright when it emerged from the clouds and the air was nipping and invigorating. We covered the ground we planned to cover the previous Saturday. We had as our guest Mrs. Elizabeth Kiely, who sold silk garments for women about thirty years in Michigan and Wisconsin, retiring from road service two years ago to enjoy the home she has maintained in Saginaw for several years.

I found the good people of Rockford very happy over the action of Lansing executives in deciding to establish a headquarters of the State constabulary at that town.

L. L. Johnson is gradually recovering from an operation for appendicitis at St. Marys Hospital, Grand Rapids.

At Cedar Springs I found Fred H. Hart ill at home with an attack of intestinal flu. He expects to be behind the counter in the course of a week or two.

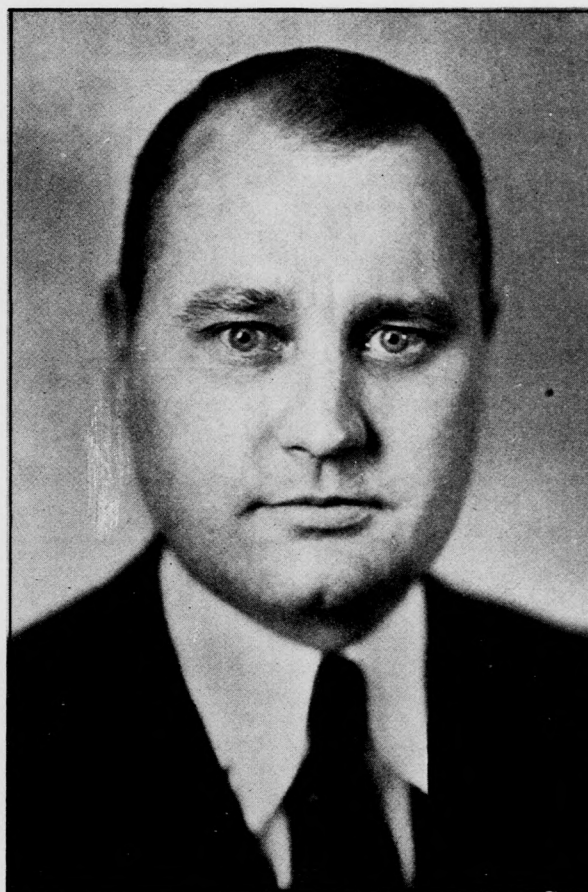
The real objective of our trip was a call on A. F. Petrie, of Pierson, who was obliged to throw up his hands Jan. 12 and place himself in the hands of his creditors. He was not at home when I called, but I learned later that he had arranged to avail himself of voluntary bankruptcy proceedings on Monday of this week. I do not think a man ever resorted to this expedient in the face of so much widespread sympathy by the creditors and customers as Mr. Petrie, who has served his community well and faithfully for the past thirty years. He has the reputation of having always paid the farmers the full market price for anything they had to offer. In selling him their grain the growers noted that his weights generally exceeded the records of the threshers, which is very unusual. For several years Mr. Petrie has faced a continuous succession of falling markets, so that he seldom received as much for the products he purchased as he paid for them. The trend of the markets has gradually undermined his fortune, dissipated his surplus and forced him to avail himself of the provisions of the bankruptcy court. I hope to see him go through this ordeal and emerge therefrom with sufficient funds to enable him to re-establish himself in the warehouse and mercantile business in the community for which he has done so much by his generous system of dealing for so many years. Certainly no one wishes him ill in his present predicament.

Recent trips to Howard City have been saddened by the knowledge that Bert Meier, manager of the Michigan Mercantile Co., was critically ill. Last Saturday I was informed by his wife that Bert was himself again. I did not see him on that occasion, because he was conducting a funeral, but one glance at the smiling countenance of

Mrs. Meier was all the assurance I needed that all was well.

For some reason I enjoy the reputation of being a fighter. Perhaps it is deserved, but as I look back over the fifty-five years I have lived in this community I cannot place my finger on a controversy I have ever had with any one on a purely personal basis. The good of the public and the well being of trade have always been dominant factors in every situation I have had to face. When I started the Tradesman this market was greatly damaged by cheap crooks—mostly from New York—who came this way in droves every year and engaged in the purchase of butter and eggs. They usually brought \$200 or \$300 in cash with them, deposited it in a local bank and

I found that this practice, frequently repeated, was giving the Grand Rapids market a bad name and I pondered long and earnestly on how the swindle could be stopped. These chaps worked so quickly that they could come and go inside of a week, so any exposure in the Tradesman usually came too late. I finally decided to take up the matter with the late Judge Severens, of the Federal Court. He agreed with me that the practice should be stopped and finally gave me these instructions: "When you find one of these chaps in town again sending out quotations above the market, you go to the District Attorney and swear out a warrant for his arrest. We will keep him in jail until the grand jury meets, when I will instruct the jury that overquoting the market, without having ample



John Cox, Felon, Forger, Perjurer and Embezzler.

got out letter heads in glowing colors—usually in red and green ink—giving the name of the bank in which the deposit had been made, the name of one of the mercantile agencies and frequently the name of the Michigan Tradesman as references—all without any authority. They rented a hole in the wall somewhere, rented a typewriter, borrowed a state gazetteer and sent out letters overquoting the market on butter and eggs. There was little creamery butter produced in Michigan in those days. They paid promptly for the first shipments sent in, which encouraged the country merchants who received the first appeal to send in larger shipments. When enough goods were assembled to make a carload they were shipped to New York and that night the scamps left for another part of the country, usually two or three states distant.

funds to justify such action and using references without authority are prima facie evidences of fraud and get him indicted on a charge of misuse of the mails. He will then be returned to jail. In the meantime he will come to the conclusion that we have him foul and he will probably plead guilty." I acted on Judge Severens' instructions and at one time I had seven crooks serving one year sentences in Columbus barracks. The news soon reached the headquarters of Crookville and from that time on we have been practically immune from this class of swindlers. The practice is still common in other states, where there is no trade paper editor to go to the trouble I took to secure relief.

In the meantime I have been called upon to defend fifteen libel suits brought by men whom I exposed as

cheats and frauds in the Tradesman. In all cases I have won, because I never make a statement in the Tradesman which I am not prepared to prove. These cases have cost me upwards of \$50,000 to defend. The last suit which was tried in the Superior Court, about two years ago, cost me \$6,000. As the suit was brought for \$100,000 damages, I am still \$94,000 ahead. None of these controversies were of a personal character. The good of the trade and the welfare of the community were alone involved.

One of the hardest cases I was called upon to prosecute was that of Carl Mather, who swindled the people of Michigan out of \$250,000 by his fraudulent knitting mill proposition. I had him arrested on a capias. Two trials were held in the Circuit Court and three appeals were taken to the Supreme Court. I won both cases in the Circuit Court and the last case in the Superior Court. The dirty scamp escaped the heavy hand of the law by getting out of the State while his case was in the hands of the jury a second time. He is now living in Los Angeles as a fugitive from justice with the proceeds of his perfidy. Got pity the poor devils who happen to have any dealings with such a crooked proposition.

The fighting blood of the head of the house appears to have spread to other members of the Stowe family. Twenty months ago Mrs. Stowe was so anxious to see a certain oil well in the Ithaca district completed that she loaned John R. Cox, manager of the General Oil Co., a stock certificate worth \$7,300 on his solemn agreement that it could be used only as collateral to a \$5,000 loan at the Home State Bank and that it would not be sold under any circumstances. He showed himself to be a crook by disposing of the certificate within three days and applying the proceeds to his own use. Mrs. Stowe did not learn of the sale until two months later, when she placed the matter in the hands of her attorney for immediate action. Some time was devoted to an investigation of the matter in the office of the prosecuting attorney, who finally authorized a warrant for the arrest of the criminal. In the meantime Cox suddenly left the State, finally locating in Chicago, where he had printed blank travelers checks presumably uttered by the Railway Express Co. He was caught red handed at this work by the detectives of the Express Co. in his room at the Majestic Hotel. Because the offense against Mrs. Stowe carried a larger sentence, in case of conviction, the Express Co. kindly offered to turn the criminal over to her, which proposition she accepted. Cox was therefore brought to Grand Rapids and placed in the county jail, in default of \$20,000 bail. He demanded an examination, which was given him in Police Court. At the conclusion of the examination he was bound over for trial in the Superior Court. It started last Thursday morning and ended Friday evening in conviction for embezzlement. The next morning he was sentenced to 7½ to 15 years at Jackson prison. Cox took the stand in his own

(Continued on page 23)

FINANCIAL

Always Emerge With Greater Strength and Splendor.

The answer to my subject is just as simple as "How many beans in a bag?" It has been so exhaustively featured by the press, on the rostrum and in the pulpit by wise men and all other "authorities" that a new thought on this subject is difficult to imagine.

We reason logically regarding the business outlook only so far as we understand the cause and effect. Without going into details, I assume that the present slump in business was caused by inflation of values, unsound practices or other departures from economic laws. Whether inspired by ignorance or greed is not as important as it is that business is off the track.

It is axiomatic that fire ceases to burn when it has consumed that upon which it feeds. Business is based upon human desire and feeds upon opportunity. So long as people possess desires for wealth and progress and the opportunities are present for their realization, so long will business continue, and so long as business continues there will be ups and downs. This Nation will never be free from financial panics until it has ceased to grow industrially.

For generations to come we will have greater opportunities for business than any other people, and as our desires for wealth and progress are still rising, it is inconceivable that business should not continue to expand.

This will not come about in defiance of economic laws, but in their observance. Our present situation is but a proof of the commercial greatness of our people and our country. Without our unmatched resources and commercial opportunities and without our tremendous business energy, the extraordinary rise in business and increase in our aggregate wealth would have been impossible, and without these there could have been no slump—high waves do not occur in shallow water. The time for anxiety exists while we are riding the crest of the wave, not after we have landed. Then the danger is past. We know the worst and recovery begins.

Seventy years ago, when our population was less than half, and our aggregate wealth less than one-fourth what they now are, we disagreed among ourselves over the ethical matter of slavery. So seriously did we disagree that we forgot about all other business. One-half of us made it our exclusive affair to convince the other half that slavery had no place on the American continent. We neglected other business for four years while the Nation was engaged in destruction and war, but we survived it.

We more than survived it. We rapidly became the foremost industrial nation of the world. We have since had other ups and downs and will continue to have them, sometimes of one kind and sometimes of another, but we shall survive them in the future, as we have in the past.

Every period of depression has been closely followed by a wave of prosperity greater than the preceding one. It seems to me that depressions should be of decreased severity and of shorter

duration in the future, because we are always learning something as time passes. Whatever the cause of our present trouble, we will overcome it as we have overcome all our troubles. We will readjust our views and our affairs to the logical demands of the situation and "go marching on."

If we had no business booms we could have no business panics. The average between these extremes is the measure of our business progress collectively. They are evidence of our great business opportunities and a guaranty of our capacity to deal successfully with such situations.

I will not venture to predict just how early we shall again reach the high levels established by our past business activity, but we shall surely reach and surpass them. This will be so because the opportunities are present and you may rest assured they will not be long neglected.

We have had bad money in times past, but our business importance kept right on increasing in spite of it. We have better money now and may have still better money in the future, but whether better or best, our wealth and population will continue to increase. Money alone does not create business. It is only a convenience in facilitating exchange. Neither is the Government always responsible for business conditions. We have seen business good when our administrations were bad and we have seen business bad when our Government was in efficient hands.

As the Nation grows older lessons of value are learned. One of them is that economic and moral transgressions do not go long unpunished. This is our guarantee that we shall not go far astray.

As a people we are extravagant. We could not be so did we not possess the means and opportunities, but whenever our extravagance becomes excessive we are inevitably made to suffer consequences in proportion. The soundness at heart of our business morals is strongly emphasized by the irresistible wave now sweeping the land demanding higher ideals and better ethics in business life, which in the end will be satisfied with nothing less than the highest and the best.

Let this good work go on. Help it along. You could not stop it if you would. Let everyone set his own house in order. It can be done quickly and, when all have done so, there will be much to make us glow with pride and nothing to make us blush for shame.

You may depend upon it that business methods which are not beneficial to society will not survive. A free people will not long endure monopolistic oppression, whether in the name of capital or in the name of labor. The former is not so bad as it is pictured by its foes, nor is the latter quite so good as its partisans would have us believe. Constant agitation of those questions is the safety valve which insures us against destructive explosions from either source. It is also the barometer and compass by which prudent men learn to understand the dangers which beset business navigation and how to avoid them.

The patriotism of the American people is deep and strong. It has been put to the utmost test many times, always emerging with greater strength and splendor. The worst that can be said of us as a Nation is that we neglect our civic duties at times. This is due to our great industrial opportunities, which claim our time and attention. It proves that we have a good system—so good that it needs no constant supervision by all the people, and so good that when it has been neglected it is never beyond correction.—E. A. Stowe in Ludington News.

Michigan business continues at a slow pace, pending clarification of the competitive situation in the automotive industry. Automobile output in the

last two weeks has shown a declining tendency, the first in evidence since late in November when weekly assemblies totaled little more than 7,000 units.

The present tendency is unusual in two respects, first, because output usually shows buoyant tendencies during the early part of the year up to April or May, and second, because sales as evidenced by the New York and Detroit automobile show totals and by Wayne county deliveries during January have been satisfactorily larger for a number of the new models.

National barometers of business also leave something to be desired in the way of improvement. Steel mill activity has recovered at a more than seasonal rate but since output in the final weeks of December was at an abnormally low level, the recovery of recent weeks is more in the nature of a rebound than a normal seasonal movement. At 28 per cent. of capacity, steel mill activity is still well below the 45 per cent. levels of a year ago. In general, steel prices have remained firm. At Chicago, however, heavy melting steel declined from \$7.75 per ton to \$7.25 on Jan. 19.

Electric power production usually reaches its peak during the third week of January and shows a steady decline thereafter until the middle of the summer. This year, the peak was reached during the week ended January 9 when output for the United States totalled 1,619,000,000 kilowatt hours. In the week following, it dropped off to about 1,600,000,000 kilowatts and has since shown a further recession to about 1,588,000,000 kilowatt hours.

Something To Be Desired in Way of Improvement.

Michigan business continues at a slow pace, pending clarification of the competitive situation in the automotive industry. Automobile output in the

GRAND RAPIDS NATIONAL BANK



Established 1860


Incorporated 1865

Nine Community Offices

GRAND RAPIDS
NATIONAL
COMPANY

Investment
Securities

Affiliated with Grand Rapids
National Bank

 West Michigan's
oldest and largest bank
solicits your account on
the basis of sound poli-
cies and many helpful
services . . .

**OLD KENT
BANK**

2 Downtown Offices
12 Community Offices

Freight carloadings began the year at extremely low levels. Loadings for the week ended January 23 totalled 562,938 cars, a decrease of 10,338 cars from the preceding week, and of 152,536 cars from the same week in 1931.

The sales totals of one of the large mail order houses may be considered as an indication of volume of retail trade. During the four week period ended January 29, 1932, this company's volume of dollar sales was 17.5 per cent. under sales in the same period of 1931, a difference which compares with the 15.1 per cent. discrepancy of the previous accounting period.

The general indexes of wholesale commodity prices have continued to show declines. The United States Bureau of Labor index which is based on wholesale prices of 784 price series has declined since Jan. 2 from 68.3 to 67.6 as of Jan. 23. Both wheat and cotton have shown strength in recent trading sessions. Wheat is now selling about five cents per bushel above year-end levels and cotton has advanced about half a cent per pound in price.

Money rates have been somewhat easier in recent weeks and this has found reflection in firmer bond prices.

Stock prices have moved in a listless manner and volume of sales has been exceptionally low.

The part which the newly organized \$2,000,000,000 Reconstruction Corporation will play in subsequent economic developments is a matter of deep interest to all groups: agricultural, industrial and financial. Probably no Governmental measure of the past decade has been of such importance to business. Set up "to provide emergency financing facilities for financial institutions, to aid in financing agriculture, commerce and industry, and for other purposes," the law gives the Corporation many powers. An aggressive directorship has been provided, and the policy of the Corporation is expected to be vigorous and courageous.

Analysis of the returns of the Trust Company's monthly questionnaire on business conditions in various sections of Michigan still indicates unsatisfactory business conditions in general throughout the State.

For the Southeastern section, centered in Detroit, the reports show that in only three cities, Flint, Mt. Clemens and Jackson, was manufacturing activity greater than it was a year ago. Employment was also greater in these three cities and retail trade was equal to or better than that of last year at this time.

With reference to the outlook for manufacturing, employment and retail trade during the next month in this section, a substantial proportion of the replies indicates a probable improvement in conditions. Reports from Jackson are particularly optimistic in this regard.

After a substantial gain in Detroit industrial output during December, evidenced by a gain in this company's index from 39 per cent. of normal in November to 62 per cent. of normal in December, further easing tendencies were apparent in January. Retail trade in Detroit, as indicated by department store sales, was 62 per cent.

greater in December than in November, an increase which compares with the 53 per cent. increase in the same period of 1930, and with a 38 per cent. increase in 1929.

Conditions in Southwestern Michigan seem to have been less satisfactory on January 25, the date of our questionnaire, than they were in Southeastern Michigan. Winter dullness still exists in Northern Michigan business areas where farming is the main enterprise. In the Upper Peninsula, low lumber prices and unsatisfactory levels of copper and iron ore prices have had a very depressing effect on business. Copper mines are operating only ten days a month.

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

Successful Trading.

It is a leading financial writer's advice to never average a loss. Also, never to get out of the market because you have lost patience or because you are too anxious to trade. Avoid taking small profits and large losses. After a stop loss order has been placed, never cancel it. Do not trade too often. Play with the trend and be just as ready to sell short as to buy. Never buy a stock because it is very low or never sell one short because it is too high.

Never pyramid until a stock has crossed its resistance level or it has broken out of the original distribution center before going short. In pyramiding, select a stock with a small volume to buy and the one with a large volume to sell short.

Do not hedge your trades. If you are long the market and reaction starts, do not sell the market short on another stock. Get out of the original stock, take your loss and wait.

Do not switch from the bull to the bear side of the market without good reason. If you have taken a position, have a definite plan in mind and do not get out until a definite change in trend has been indicated. If your trades have been successful for a few weeks, do not increase them.

In the last few articles, by outlining a number of rules used by successful forecasters, their experience and investigation should convince you of the value of these rules.

Many writers advise to trade alone. Never have a joint account or trade in partnership. It is usually found that two partners may agree to buy at the right time but when it comes to closing the trade, they seldom agree on price or time. One party will hold on because the other one does not want to get out. Finally the trade goes against them. It is difficult for one trader to work and be right in the stock market, let alone two. The only possible way a successful joint account could be operated would be to agree on stop loss orders in advance.

The average trader does not want to hear bad news. He is looking for something in accordance with what he hopes. When he buys, he believes all the rumors and news but if the report comes out bad, he refuses to believe it. Usually, when a trader makes a profit, he gives himself credit and when he takes a loss, he blames someone else.

The average investor must work out his own problems and take his own responsibilities. To make a success, he must investigate the individual stock and study its action.

Jay H. Petter.

Has Come To Be an Institution.

Albert Murray, pioneer Charlotte business man, reached his 75th milestone on Monday. Mr. Murray has been on Main street, as a merchant, longer than any other present day business man. He has come to be an institution, and an honorable one, in this community. To many people in this section, and particularly among the older established households, his word as to the quality of a piece of merchandise is considered as trustworthy as a Government note. It is a splendid achievement to hold such a high and secure place in the business life of a community. Down through all these successful and useful years Mr. Murray has not only served in his every day dealings with the public, as an example of the value of Christian qualities but he has given of his talents, time, money and personality to promote the local agencies striving to sustain and strengthen the spiritual and moral fabric of this city. We have known few men who better deserve this supreme hope and confidence to be found in Isaiah:

"Thou wilt keep him in perfect peace, whose mind is stayed on Thee, because he trusted in Thee * * for in the Lord Jehovah is everlasting strength." — Charlotte Republican-Tribune.

Five Cents Worth \$250,000.

Houlton, Me., Feb. 1—When is a nickel worth a quarter million? People familiar with Aroostook county will know the answer, which is: when it is added to the price of a barrel of potatoes. It has been figured that every 5c raised in this county this season will mean \$250,000 more to Aroostook's growers.

If Aroostook farmers stick to the price raise they will be richer half a million dollars at the close of the season and, if they abide by the provisions of the United Potato Growers of Maine for the entire selling period they will be richer by from five to ten million dollars, depending on just how much the directors increase the price.

Pineapple and Chocolate Frost.

In mixing cup pour two ladles of crushed pineapple, add a scoop of chocolate ice cream and carbonated water. Mix well and serve with whipped cream.

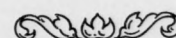


Why You Should Choose This Bank

This bank is big enough to accommodate you regardless of the size of your banking requirements.

And, what is equally important, it is big enough to appreciate you regardless of the size of your account.

When and how can we serve you?



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel at Home"

17 Convenient Offices

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.

Good Time To Acquire Permanent Business Home.

Many a merchant, "sitting pretty" on a present-day low rental, is allowing a golden opportunity to slip by him. For to-day is the best time to buy business—or other real estate—that has come in a generation, or is apt to come again in another thirty years.

To buy your business premises now may result in your paying more rent in increased interest, taxes, insurance and depreciation charges than what you are now paying as straight rent, but you are probably renting now on a distress basis and that condition will not last. All over the country business realty is being leased for barely enough to cover taxes and insurance. To the short-sighted, that looks like a fine chance to "save expenses." It is, but that is temporary.

The far sighted merchant is the one who looks about him now for a choice location for sale at a bargain—and grabs it. You may pay a slight advance in current expenses on the basis of early 1932 valuations, but that basis is certain to look like plain thievery in a few years, while you will then be under a lower expense ratio than you are now, plus permanence of location.

Young men are apt to say they "can't wait" for slow accumulations or long-term enhancement. The answer here is that you do no waiting. For you are using your premises and making regular business progress. The increment is automatic, works while you sleep, is more truly "unearned," more absolutely "found" than any other there is.

Really wise men are not letting this opportunity slip.

When a grocer is faced with a fact like 4 per cent. for delivery expense, plus another 2½ per cent. for cost of extending credit, he is apt to feel like making a right-about-face onto a cash-carry basis. He also sees in that course the saving of 6½ per cent., which is more than the net earned by 95 per cent. of all grocers.

But let him not be hasty, because things do not work out that way. Nothing is gotten for nothing and experience shows, when all the facts and modifying factors come into play, that as between an efficient service grocer and an efficient cash-carry grocer, the extra cost of service operation is one-half per cent.

To get at a reason for this, let us glance at a few recently determined causes of retail failure. First, we have failure to keep books. That seems quite obvious and conclusive. But the second cause is every bit as important. That is failure to apply book-keeping facts. That is to say, the man goes through all the routine of book-keeping but does not grasp the significance

of his work, therefore fails to sense important revelations about the inside working of his business, which should be the very purpose of keeping records.

Again we come to giving too much credit. That likewise seems obvious and is accepted without argument. But following that we have another: The acceptance of too much credit—one of the greatest and most insidious dangers there is.

Now the crucial fact is that the cost of service is nothing at all in contrast with the extra profits which can be derived from a well conducted service business. Also, it requires perhaps a higher degree of a certain kind of ability to operate non-service profitably. Such facts, which seem like paradoxes to the unthinking, are illustrations that though figures cannot lie, liars can figure.

A dangerous kind of self-fooling persists in the grocery press. I find everywhere statistical reports of how grocery chain sales are shrinking, but no intelligent analysis thereof. Some items from a tabulation from the New York Times may be taken to reflect truth. This shows shrinkage in many lines in 1931 compared with 1930, thus:

	Per Cent.
Carloadings off	18.5
Electricity output off	3.6
Employment off	15.3
Commodity prices off	15.6
Farm prices off	31.1
Retail prices off	17.6
Chain store sales off	5.3
Department store sales off	9.8
Building contracts off	30.6
Automobile output off	29.8
Steel ingot output off	37.0
Soft coal output off	17.4
Cotton consumption increase	1.1
Failures increase	7.2
Savings deposits increase	11.9

Now, regardless of our sentiments and wishes, certain facts stand out in that tabulation. We find commodity prices off 15.6 per cent.; farm prices off 31.1 per cent.; retail prices off 17.6 per cent. Thus, with chain sales off only 5.3 per cent., it should seem that chain volume has had an actual gain, while one of our usually most substantial retail businesses—that of department stores—suffered decrease nearly twice as great as that of chains—and at that probably indicate a gain in volume considering the much greater decline in values of the goods such stores must buy.

Increase in failures is ominous; but increase in cotton consumption is all to the good, while the fine increase in savings deposits unquestionably promises nothing but good for the future. As the savings deposit reservoir is filled up, future investment of the good things of life is certain to occur. But let us get our facts on straight.

Two plus two makes four. Rubber cost \$3 a pound ten years ago. To-day it sells for 5c per pound. Admittedly the present price is below cost of production, but because of that price, one can now buy for ten cents an all rubber electric plug formerly price at 35 to 50 cents—if obtainable at all. Regardless of sentiment and customer loyalty to any man, therefore, the merchant who holds an electric switch at

(Continued on page 23)

Fast Selling Lines

mean rapid turnover of stock — less money invested and more profit for you. It is to your advantage to push

K C Baking Powder

Same Price
for over 40 years

25 ounces for 25c

The price is on the package and in all K C Baking Powder advertising.

Your profits are always protected.

The turnover is fast.

Millions of Pounds Used by Our Government

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Eggs Called Ideal Food.

Eggs are an ideal family food. They should be included in the diet the whole year through because they are highly nutritious, cheap and available at all times. They are not a breakfast food, but may be used for the main dish for either lunch, supper or dinner, as well as being desirable food for the child and convalescent.

Thus Miss Millie Pearson, Home Economics School, Oklahoma A. and M. College, points out the many uses of eggs. "Eggs have six important places in cooking," she adds, listing them as:

1. Thickening as in custards, batters, and sauces.
2. To add lightness as in omelet, soufflé, sponge cakes.
3. To add richness and color as in ice cream, sauces and rolls.
4. As an emulsifying aid in salad dressings.
5. To improve appearance as in meringues.
6. For coating to prevent absorption of grease as in croquettes and other articles fried in fats.

One egg will thicken one cup of milk to a jellied consistency, as in custards.

Because of the tendency to foam, eggs are a good leavening agent. One beaten egg will leaven as well as one-half teaspoon of baking powder, while if the white alone is used, the leavening power may be twice as great, explains Miss Pearson.

The blending of the ingredients into either beaten yolk or whole eggs without loss of the incorporated air offers little difficulty, as in both cases the air is held in a very fine state of division and surrounded with quantities of blending material. With whites, however, the blending is best done under cover of the other ingredients.

In making a soufflé, care should be taken to cover the beaten whites with the sauce before cutting through them, otherwise much of the incorporated air will escape. On the other hand, unless the whites are completely blended, much of the leavening action will be lost, as the proteins of the egg whites are in themselves not sufficiently strong or elastic to hold in the air as it expands in the oven.

"The emulsifying property of eggs," continues Miss Pearson, "is well illustrated in mayonnaise and cakes. A cake made without eggs is never of as fine texture, and although we can make mayonnaise without eggs the oil is much more easily emulsified with their use."

Meringues are beaten egg whites containing varying amounts of sugar. The temperature of the oven and the quantity of the sugar determine how readily the meringue will brown. Beaten egg whites containing no sugar cannot be baked without considerable shrinkage and loss of incorporated air.

"Care must be taken in the baking of egg leavened products," cautions Miss Pearson. "A hot oven will set the protein along the sides, top and bottom before the center is heated. As the incorporated air expands in this soft center, the top surface will crack to allow escape of the gas held under pressure. An oven which is too slow, will cause great expansion of gas, and the resulting product will be large in volume but generally dry, through loss of considerable moisture. Any egg leavened product should be baked as soon after mixing as possible."

Business Failures Do Not Use Trade Papers.

Grand Rapids, Feb. 1—Your comment that "We must all keep posted better than ever," is particularly true for all controllers of business, especially so in respect to managers of smaller concerns, which cannot afford to finance the great expense of a private agency for the gathering and rightly using of essential data affecting the proprietors' business profit, competitive position and life.

For readers in the field in which you specialize, you provide values that should enable them to obtain from the small \$3 subscription investment a return of 100 per cent.—more or less each day.

Some folks who do not require accounting systems, cash registers, refrigerated display cases, scales that compute and the other essentials of modern merchandising will not be able to appreciate the great value of a sound, alert publication like the Michigan Tradesman.

Thirty-three years spent in serving great corporations such as Kellogg's, of Battle Creek, and devoted to the analysis of hundreds of concerns and projects, warrant my doubt, suspicion, also the wisdom of doing business with those who refuse to use the right sort of commercial information such as you habitually publish.

Like those who fail to advertise, the managers and proprietors who fail to avail themselves of good trade informants, like the Michigan Tradesman, will find themselves in jeopardy, for bankruptcy and other economic research show the folly of "passing up" good advertising and opportune trade information.

I have known you and the Tradesman since 1905 and cheerfully attest to the character of the two which are one.

I will wager that a survey will show most of the successes use trade information publications and that most of the failures and those on the edge of business grief do not use the trade papers.

J. R. Casselman.

Dinner Ware Sales Disappoint.

Consumer response to seasonal chinaware promotions opened last week by retailers, in many cases fell short of expectations by a considerable margin. Word of the "spotty" character of the business done was received with surprise in wholesale circles, where it was believed that exceptional values offered in the \$7.95 and \$8.95 ranges this year would attract a heavy volume of business. Some of the larger stores have been able to shade prices to a greater extent than their smaller competitors and enjoyed good business. Buyers from the larger establishments report that fifty-three piece sets are outselling the thirty-two piece assortments.

Electrical Appliance Volume Off.

Manufacturers of electrical household appliances are resigned to two more months of indifferent business after checking the results of their sell-

ing efforts last month. Sales among leading manufacturers were 20 to 25 per cent. below those of last January. Buyers visiting the market have less money to spend, according to a check-up made by one producer last month. In several instances first-quarter appropriations are off as much as 50 per cent., while in the majority of cases they were reduced 25 per cent. In view of this situation the substantial price cuts made on 1932 Spring lines were of little service in bringing up dollar sales volume.

Wealth, notoriety, place, and power are no measure of success whatever.

The only true measure of success is the ratio between what we might have done and what we might have been on the one hand, and the thing we have made and the thing we have made of ourselves on the other.

Jennings Vanilla Bean Extract

Messina Lemon "Terpeneless" Extract, Anise, Cassia, Clove, Rose, Almond, Orange, Raspberry, Wintergreen, Peppermint.

Jennings Flavoring Extract Co.
Grand Rapids, Mich.

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(Chesapeake Bay)
Blue Points in the Shell.
Counts, Selects, and Standards.
SEA FOODS LAKE FISH

Wholesale
GEO. B. READER
Grand Rapids, Mich.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

VINKEMULDER COMPANY

Grand Rapids, Michigan
BRANCH AT PETOSKEY, MICH.

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

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ELECTRIC REFRIGERATING SYSTEMS
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MR. GROCER for repeat sales get your supply

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POSTMA'S
DELICIOUS RUSK



Fresh Daily

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BISCUIT
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Grand Rapids,
Mich.

50th
Anniversary

1882-1932

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

HARDWARE

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

Success of the Tinshop Depends on Methods Used.

There has always been, and probably there always will be, difference of opinion as to the advisability of operating a tinshop in connection with a retail hardware business. Some successful hardware dealers declare they have done better since they dropped this feature; others aver just as emphatically that it not merely is profitable itself, but helps bring business in other lines. But while both sides of the controversy are probably right, as far as their individual cases are concerned, it is impossible for that very reason to lay down a hard and fast rule governing all hardware stores.

Whether or not a hardware store should have a tinshop department is a matter to be decided by the individual hardware dealer. There is no question, however, that where the hardware dealer does operate a tinshop, its successful operation calls for intelligent and careful management.

Even intelligent and careful management may not make every tinshop successful. Efficient competition may be a factor. But no tinshop can be a success unless it is intelligently and carefully managed.

Some dealers who cling to the tinshop in spite of seeming bad luck with it, find the department a source of many worries. They find it difficult to keep an accurate account of time and material. In slack seasons the department is apt to become a serious drag on the business. Tools, ladders and other equipment have a habit of disappearing, never to return. And with these things, the potential profits also disappear, and losses take their place.

For the "leaks" which make the department unprofitable, there is only one sure remedy. That is, a rigid system of checking up time, material and equipment. To this should be added an alert and aggressive canvass for business to keep the department going at slack seasons. Forethought will help to provide work to keep the department busy.

One firm in a city of about 25,000 people has evolved a complete and satisfactory system of management. This firm has an extensive business and employs a sizeable staff all the year round in the tinshop. The town is a good industrial center, and the firm has nursed the factory trade along to a point where it is a dependable source of business.

But getting and holding this business involved more than waiting for orders or going after orders. A member of the tinshop staff made a special study of factory work, with a view particularly to the requirements of the local factories. He knew the sort of work and material they required; he could lay out practically anything they wanted; often he was able to suggest improvements on the ideas of the factory managers. At all times the firm kept in close touch with local manufacturers. Not merely were immediate

and definite requirements given prompt and efficient attention, but the tinshop expert got word of potential requirements. By the time the potential developed into the actual, the head of that particular tinshop knew just what would be required. Now and then schemes under consideration failed to materialize. What of it? The accumulated information might prove valuable again.

An important feature in so extensive a tinshop business was, naturally, a system to keep track of the stock. In this tinshop everything is in charge of the stock-keeper. To get access to the supplies, application must be made to him. He keeps everything under lock and key. On starting out in the morning, each employee takes to the stock-keeper a list of his requirements. He signs for whatever he gets. If he brings anything back to the shop, he turns it over to the stock-keeper and receives credit for it. The stock used is at the same time made up and charged on the job on which the employee was engaged. If fresh supplies are needed, they are taken out in precisely the same way.

This stock-keeper also looks after tools and ladders. When a ladder is taken out for use at a certain house, for instance, the fact is entered in a "call book." When the men report the job finished, a truck is sent to get ladder, tools and whatever material may be left over. By consulting the call book, it is possible to find almost at a glance where all tools and ladders are; and it is practically impossible to lose track of anything of this nature.

A thorough time checking system is also essential. With this firm each man on starting out in the morning is supplied with a card. On this card, each hour is shown, divided into quarters; this the man fills in; and it is possible to tell almost to a minute how much time he spent on each job during the day. The men sign their cards at night and turn them in to the head of the department. From these records, time and material are charged against each job.

According to the firm, this system has been found satisfactory in every way. "There are practically no losses," a member of the firm states. "We are able to keep track of every foot of pipe and every minute of time." And, while the system may look complicated, it is exceedingly simple in actual operation.

The smaller firm in the large city, or the firm in the small community may take the view: "A system of this sort isn't necessary for a small business." Yet for even the smallest business, some sort of system is necessary.

One small town merchant has devised his own methods of meeting the problems of the tinshop. "The tinshop," he says, "has helped the retail hardware, and at the same time has a good deal more than paid its way. Of course there have been difficulties, leaks, pitfalls; but why is a man given brains if not to solve these problems?"

Most of the difficulties, this merchant considers, relate to the workmen. While men are plentiful, the really efficient kind are hard to secure. Under normal conditions, to hold an efficient man you must keep him paid.

And to make this profitable, you must also have work to keep the man busy right along; and continuous work is hard to secure for the tinshop in a small place.

Filling in the "between-job time" is a great problem. What is to be done to hold a staff capable of handling the work at the busy season and yet keep that staff from eating up the profits in the quiet periods?

One thing, according to this merchant, is to calculate on the quiet periods when employing men and when figuring on jobs. The profit from the outside job must be such as to help carry the burden of slack time.

The slack time burden, however, should be cut to the minimum. This can be done by providing "quiet time work" in the shop that can be done when outside jobs are not available. This merchant keeps them fairly busy at times on pails and stovepipe. In a small community linked up with the lumbering trade, there is never much trouble disposing of pails; and the lumbermen particularly want hand-made, serviceable pails.

Cleaning eave troughs in the fall and spring is not strictly tinsmithing; yet it is work that the tinshop men, with their long ladders, can readily handle. Most householders never do the work or have it done unless they are canvassed for the job. Quote a fair price, point out the desirability of clearing the eave troughs of leaves and dirt and the potential damage if they are not cleaned, and you can usually get the job. Sometimes the job will disclose a bit of repair work; sometimes it will uncover the need for a complete new job of eave troughing. An annual inspection of this sort will give the tinshop a dependable list of potential prospects for eave troughing jobs a year or two hence.

The same small town merchant states that the tinshop helps the sale of stoves. "Stoves, with us, are never altogether quiet," he states. "We sell them in summer and winter, and our tinshop helps us to make sales. Our men, working on various buildings, learn where stoves are needed. When we oversee the work, we find this out, and we mention our stoves, and get the prospects interested. Then we get in touch with a lot of people through putting up stove pipes and doing similar work. As a result, when they want stoves, they naturally think of

us. The tinshop helps the stove trade and the stove trade helps the tinshop.

"We always install our stoves. I believe that is the right policy. If a customer puts up a stove himself, particularly a new one, he is apt to make a mistake somewhere, with the result that the stove doesn't work properly. Then the stove is to blame for the trouble, and we are to blame for the stove. So when we sell a stove, we set it up and, if necessary, kindle the first fire and try it out to see that everything is satisfactory."

In this merchant's experience, the tinshop is also a help in the roofing business. Galvanized roofs, of course, could not be handled without it; but through the firm's facilities for efficient handling of this type of roofing, it secures a reputation that brings business in other types as well."

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Aggressive canvassing for outside jobs is of course essential. Some business will come to the tinshop; but a great deal more business will be secured if you go out after it.

Victor Lauriston.

Hollow Ware Market Improves.

Demand for metal hollow ware showed a substantial increase this week as stores placed orders on regular goods for later delivery. Attention of the trade is turning from sales merchandise at this time, and Spring lines will be ordered freely over the next few weeks. Pewter and sterling silver continue the two metals most in demand. Plated silver and pieces made from copper or brass are being neglected. Items priced to retail from \$2.95 to \$10 are popular in Spring lines, with \$1.95 to \$5 retailers wanted for immediate sale.

Albion—Robert J. Newell has been made manager of the Miller-Jones Co. shoe store here, coming from its Owosso store where he acted as manager since 1928.

John H. Gearhart, 1120 West St. Joseph street, Lansing, renews his subscription to the Tradesman and writes: "It is the best paper ever."

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.

Sporting Items Had Good Month.

Following a very successful January from the standpoint of unit sales, the sporting goods trade has experienced a lull in buying since the first of the month, but an upturn is expected within another few weeks. Golf clubs have been exceptionally active, due to the very low prices offered on steel shafted numbers, and golf balls have also been purchased liberally. The absence of snow here during the Winter has aided sales of roller skates, ice skates have suffered, and, as these are bought on consignment, manufacturers' stocks are heavy. A reduction of about 15 per cent. in prices on these styles for next Fall is predicted. Sales of outboard motors are below last year's despite reduced prices.

High Grade Cosmetics Hold Up.

Business in both the higher grade and low-end price divisions in cosmetics has held up proportionately better than in the medium and popular price ranges, according to reports in the trade. The latter ranges have been affected by a curtailment of the income of the middle-class group. In the low-end goods, the chains and syndicates are credited with doing a business last year ahead of 1930. Face creams account for a large percentage of the daily orders now arriving, followed by powders, lipstick, rouge and soap. Sale of the higher price perfumes continues to be featured by re-bottling for sale in dram sizes at \$1 or below.

Women's Suit Orders Show Gain.

Increased orders for women's suits featured apparel purchases during the week, with interest centered largely in two-piece untrimmed versions in the \$16.50 range. More retailers, it was indicated yesterday, are inclined to experiment with suit possibilities for the coming season. Some of them, it was learned, will open special "suit shops," in which these garments will be shown with appropriate blouses, sweaters, scarfs and accessories. Others will revive departments which have been eliminated for a number of seasons. The suits being bought are of monotone woollens in crepe or diagonal weaves, with navy outstanding.

Artificial Flower Orders Ahead.

The volume of orders booked by manufacturers of artificial flowers, who opened Spring lines last month is well above sales totals for January, 1930. The call for blossoms and sprays of all regular Spring flower varieties opened earlier this year than in previous seasons. White blossoms are in exceptional demand and manufacturers are specializing on dogwood, white violet and other types of that shade. Flowers retailing at 39, 59 and 65 cents appear to be most favored.

Profit in Adding To Hardware Lines.

With the possible exception of foods and drugs, there is no merchandise

which will not fit into the selling scheme of a modern hardware retailer, John W. Spalding, hardware merchant of Lockport, N. Y., told the thirteenth annual convention of the New York State Retail Hardware Association last week. He mentioned unpainted furniture and dolls as two items from which he derived an extensive trade. George G. Hoy, field representative of the Association, another speaker, described three instances in which retailers had earned substantial profits last year through advanced planning of operations.

Cottage Sets Lead Curtain Sales.

A curtain style show, which for the first time included related items such as pillows, slip-covers and ready-made over-drapes, drew an attendance of more than 125 buyers to the Hotel New Yorker, New York City, last week. Outstanding feature of the first day's business was the heavy demand for cottage set curtains to retail at \$1.50 to \$2.50 in pastel shades of marquisette and net. Ready-made slip-covers to retail from \$8.50 to \$12.50 a set in linens, crashes and cretonnes, a comparatively new item, were in heavy demand. The over-drapes moved best in the \$2.50 retail range.

Valentine Orders Help Box Trade.

A last-minute rush for candy boxes for St. Valentine's day trade brought an active tone to the wholesale market. Candy manufacturers are calling for containers of the conventional heart-shaped pattern, in one-pound sizes chiefly. There is small demand for elaborate decoration on the boxes this year. The fact that St. Valentine's day comes two days after the opening of the Lenten season has caused some hesitancy in buying among confectioners, but the majority are placing their orders now, believing that normal business can be obtained if proper promotional efforts are used.

Wool Mills Turn To Women's Wear.

As a result of the delay by manufacturers in placing Spring orders and of the highly competitive price situation, several woolen mills producing men's wear fabrics are switching over to women's goods, and for the time being this trend is expected to grow. Men's wear producers are now clearing out stock goods at sharp reductions, while orders for regular Spring merchandise are slow in appearing. The better situation in women's wear, in which sales of some coatings and dress goods are steadily improving, has attracted the men's cloth producers to try that field.

New Hat Materials Alter an Industry.

The straw-braid industry of Switzerland, established in 1783 and one of the oldest in the country, is feeling the effects of modern invention. The use of natural straw for hat braids has been replaced to a large extent by hemp, rayon, visca, ramie, cellophane and similar products. Visca, which is artificial straw, is manufactured by five plants, and three of these and one other produce artificial horsehair, extensively used in hatbraid making. There are thirty firms engaged in this industry, with about 3,000 workers.

Button Trade Reports Sales Gain.

Demand for ocean and fresh water pearl buttons advanced considerably last week in response to calls from manufacturers of wash dresses. Fresh water pearl button producers are enjoying a larger share of the business this year than last, due to an increased production of low-end garments. Style changes this season revived the demand for pearl buckles and similar dress ornaments and ocean pearl products of that character are selling freely. Orders for buttons for men's shirts and other furnishings show little change from the previous Spring season, manufacturers report.

Curtain Orders Increase Sharply.

A surprising volume of buying in novelty and low-end staple curtains developed at the trade show held at the Hotel New Yorker, New York City, last week. Heavy advance commitments were made on low-price print curtains in voiles, batistes and marquisettes. Clip-spot grenadines were popular also. As far as style is con-

cerned, pleated edge curtains appear to be supplanting the tailored-edge types in public favor. Cottage sets continued a big seller and are regarded as outstanding in Spring lines. Although cheaper goods attracted the largest percentage of orders, medium and better price curtains were sampled generously by buyers.

Adjustment of the anti-trust acts is necessary before we can organize business efficiently. But the change of those acts to permit unification of various industries also means that those industries will become affected with the public good, and a measure of government supervision follow. Such unification is not synonymous with sacrifice of the individual, nor is it complete Socialism. It simply means the control of business in a society that has become so complex that the old methods will not work.—Stuart Chase.

Distance lends enchantment. So that's one thing Uncle Sam doesn't have to lend Europe.

MICHIGAN BELL TELEPHONE CO.



Turn to Your Telephone

—For shopping... for keeping in touch with out-of-town relatives and friends... for making social engagements and to assemble dinner guests or your bridge group, quickly.

Few things give so much useful service and protection at such low cost as your telephone.



HOTEL DEPARTMENT

Late News of Interest To Michigan Landlords.

Los Angeles, Feb. 6.—One of the big motor stage companies has started into the hotel business as a side line, but is said to be making a wonderful hit with its program. They enlist capital to build these establishments along the route, at their principal stopping places. They are not of the Jim-crow type by any means, but are real serviceable hotels with every known modern improvement, and they are proving as big a hit as the transportation facilities which they are offering. When you plan your stage trip, you can have incorporated in your itinerary the hotel at which you desire to stop and the transportation company attends to making all the reservations so that when you reach your day's destination you will find a room, according to your desires, awaiting your occupancy. There is additional provision for stage reservations the next day, or at the time you desire to re-embark. The prices are reasonable and the combination is certainly great.

Some of the tourist camps in California are models of comfort and convenience, many of them being operated by hotel men of experience and quite often in conjunction with a hotel. The Roosevelt Highway is lined with them. At many of them one will find circulating hot water, ice water, electric ranges and all those space-saving built in devices that have recently become the real estate stronghold in booming apartment property. There are shower baths and garages, and even in cases where they are operated in conjunction with higher priced hotels, the charges are reasonable. The old-time free touring camp is almost forgotten and the hotel man, whose exclusive business is commercializing hospitality, has accepted the inevitable and is trying to develop a profit from this class of patronage. Also a very different class of tourists is in evidence nowadays. The original itinerant flivver traveler who had to be helped from one town to another by a donation of gasoline, has either become more prosperous or given up the ghost.

When I first visited California it seemed as if the railroads were trying to slander all the towns and cities along the line. Not that it was altogether the railroads' fault, though perhaps it was, originally, when coal-burning engines belched grime on the neighborhoods through which they passed. Anyhow, people got to building the tackiest houses, if you could call them such, near the railroad tracks, and even they turned their backs on the essential highways of commerce. The result is that when you enter many a lovely city by railroad all you see of it is garbage cans, trash heaps, ramshackle sheds and out-houses. Just now I notice there is a concerted plan on foot to clean up for 150 feet on either side of the right of way which brings visitors to Los Angeles. The various commercial organizations have taken up the work, and the police and health departments are co-operating with them. The idea is not only to clean up the rights of way and the adjoining property, too, but to plant ice plants and scatter castor beans copiously in all these areas, which is an assurance that glossy, drouth resisting shrubs will both cool and beautify the foreground by June and there will be no suggestion of barrenness to meet the eye. Owners of property along the highways will also be asked to plant vines and rapidly growing flowers alongside their fences. Also another movement, sponsored by the women's clubs and the Boy Scouts, is to scatter poppy seeds, without regard to location,

everywhere. Years ago I used to get no small degree of satisfaction, in Michigan, by always carrying with me in my coat pocket, a supply of poppy seed, which I used to scatter regardless, and there was a certain degree of satisfaction in hearing strangers express wonder at these colorful flowers being discovered in out of the way places. The poppy grows wild out here, with very little encouragement and I am glad the natives are awakening to the idea of supplying the encouragement.

President Hoover is absolutely helpless against the ghastly waste of money in the departments at Washington. Nobody seems to be able to bust up the pork barrel. Rather would the senators and representatives allow themselves to be tortured by the agonies of the Inquisition than to surrender and allow these Government departments to be cleaned out. In the old days of the sailing ships, the captain used to make his crews sit on the deck and pound on the cables with marlin spikes or belaying pins to keep them doing something. If this were done in Washington, it would not be so bad. To keep this racket going, our bureaucrats do rather more offensive things. They send out idiotic questionnaires through the mail; then employ armies of clerks to tabulate the silly returns. They publish a lot of treatises on how to eradicate corns, or to make salt-rising bread by borrowing "empt'ins" from the neighbors. Some day the statesman who gets back home just before election, to fix up his fences, will be handed a questionnaire of a different character, and the chances are he will not have his lamp filled and trimmed.

Some Eastern theaters are talking about cutting out the scenery and thus obviating another possibility, or excuse, rather, for working up a strike because the scene shifter is subjected to draughts, or sompin'. An European inventor has devised a plan whereby the back drops, wings and other stage settings are all painted white, while the scenery required is all painted on glass slides and projected on the stage with a magic lantern. Next time a lot of American "supers" go on strike, the managers may decide to install something like this and then see what will happen. Some of the film producers out here tell me that their whole reason for being wheedled into the closed shop deal was because in certain portions of the East picture houses are patronized largely by union adherents and they might inaugurate a system of boycotting which would reduce the profits of the exhibitors, reminding one of the antics of certain politicians who are constantly playing up to the labor element for the purpose of getting votes. Maybe they get them, but my belief is that they, the unionists, are not so consistent about these things. The union adherents are just as selfish as any other class. If they want to see a picture they will do so, or if they think the other candidate is more to their liking, they vote for him, regardless of what his record has been on matters which should be material to them.

Edward T. Lawless, managing director of the Book-Cadillac, Detroit, has gone to Florida, to convalesce from a severe attack of pneumonia, contracted some time ago. When the change in management at this hostelry occurred in December, Mr. Lawless contracted a severe cold immediately after his arrival in Detroit, and the entire responsibility of operation of the institution devolved upon W. J. Chittenden, Jr., resident manager. Also since that time a lot of changes have been made in the hotel, including regrouping of the dining rooms, the re-opening of the Blue Room, which will henceforth feature afternoon dancing and a special dollar luncheon.

Some of the restaurants out here, in addition to advertising "all you can eat for forty-five cents," are making special reductions on menu charges during certain hours in the day, which seems to have stimulated business somewhat.

I used to know a Michigan hotel man who claimed that a chicken, no matter what its averdupoise, should yield sixteen portions when properly dissected. Now I have just read of an experiment made by a reputable chef who gives out the astounding information that ten pounds of fowl will only net 1½ pounds of edible meat when the bones and other wastage have been accounted for. The query is, would anyone be subject to gout on one of the portions I have spoken of?

Russell Barden has taken a lease on Hotel Wolverine, Boyne City, and assumed management of the property, which, until recently was operated by Albert Stevens, now proprietor of Hotel Wigton, at Hart. The Wolverine was for many years one of the show places of Northern Michigan, and was operated for a long time by Miss Marie Mortensen, a very estimable being, to her credit and that of the organization who owned the property. Mr. Barden is fortunate in being backed up by a heap of local pride and enthusiasm, and his venture ought to prove a winner.

I have finally got the "low down" on the recent change made in the operation of Kimbark Inn, at Fremont. Bronson B. Font, who was at the desk of the Valley Inn, at Newaygo, and also at Hotel Western, Big Rapids, has taken over the lease of the Fremont institution, and has purchased the furnishings of same. When my good friend A. W. Heldenbrand was operating the Kimbark I used to enjoy many pleasurable visits with him and his delightful better half, and I know the

Fremonters from away back to be the very incarnation of loyalty. I hope to get acquainted also with Mr. Font, on my return engagement next summer, for I hear a lot of good things about him and feel sure he will fit in nicely with the local setting.



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.

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.

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

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

MORTON HOTEL

Grand Rapids' Newest
Hotel

400 Rooms -;- 400 Baths

RATES

\$2.50 and up per day.

"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

J. F. Viele, who for many years has operated Hotel Rex, Buchanan, has leased the property to L. McFarlin, Coloma, a former New Mexican hotelier, who will with the assistance of Mrs. McFarlin, and a daughter, Mrs. V. B. Quinn, continue same. Mr. Viele, was a veteran member of the Michigan Hotel Association, and enjoyed the acquaintance of many commercial men.

The Western Hotel, at Brighton, has been leased from Mrs. Gay Price Quinn, its owner, by M. F. Hayes, of Detroit, who will, after making numerous changes to modernize same, open it to the public shortly.

Officers and directors of the Ojibway-Park Hotel Co., owners of Hotel Ojibway and Ojibway Annex (formerly the Park Hotel) at Sault Ste. Marie, were re-elected at the annual meeting the other day. The two hotels are operated by the Arthur L. Roberts-Degelman Hotel Company, of which Leon A. Degelman is general manager.

James Bruce Hill, of Saginaw, proprietor of Sunset Beach resort, at Bayport, and president of the local resort association, died recently at the age of 68. He was a member of several associations for promotion of Michigan interests.

"Someone writes that the 'loneliest place in the world is a hotel room,' intimating that it is incomparable with 'home.' It is a very laudable idea to glorify the home, and it ought, in reality, to justify the sentimental claim made for it, but it is a fact just the same that the chief traffic in hotel lines and the whole business in apartment hotel operation is made up from the ranks of such as found home surroundings 'lonesome.' If one desires seclusion he can probably find it in either hotel or home, but it is mostly a selective proposition in either case.

Will Rogers "remarks" that Calvin Coolidge is a "close chower and a tight spitter," which I conclude is intended for a compliment, for Will always indicated he was and is an admirer of the late President. All of which reminds me that a recent dinner of supposed Hoover adherents here, a short time ago, Mr. Coolidge by a vote of 58 to 17 was indicated as the prime favorite for the next presidential term. There's something about that fellow which certainly left a favorable impression on the voters.

Under a new bad-check law passed in Massachusetts, the culprit can no longer claim a ten day moratorium for the purpose of making good at his bank, or skipping the country altogether. The issuance of a bad check is prima facie evidence of intended fraud, no matter if the ink is still moist on the paper.

The Knott Hotels Corporation, operating Hotel Detroit, in Detroit, have just taken over the Breevoort Hotel, New York, one of the oldest institutions in New York City.

Manager Seth Frymire, of Hotel Detroit, was one of the speakers at a meeting of the Detroit Chapter of the National Executive Housekeepers' Association, at its recent meeting.

Recently a lot of hotel organizations all over the Nation have declared by resolution, and otherwise, their opposition to the eighteenth amendment, but I cannot see where anything can be accomplished in that direction. It might be possible to amend the Volstead regulations somewhat, but the amendment—never. After all the amendment referred to is only an enabling act, and carries no regulations whatsoever, nor is it provided with any

penalties. Better leave the thing alone, boys, or someday someone will suggest quitting the drinking habit altogether.

J. K. Blatchford, secretary of the Hotel Men's Mutual Benefit Association years ago turned from the study of law to enter the hotel business, thereby starting a career which has been noteworthy. Room clerk, assistant editor, organizer of associations, an untiring worker, he is known to the entire hotel industry. His spare moments, however, are devoted to his seven grandchildren and his farm in Michigan.

I think it was Mr. Statler who made the statement that "the food end of the hotel may not make the money, but if you will stop to think you will realize after all it is the most important part for humanity. A man can live longer without a bed than he can without food. In competition, the hotel that serves the best food at the lowest prices fills its rooms."

They poke fun at California for her offerings of climate and its vagaries. And it does cut up "unusual" capers at times, and refuses to be guided altogether by the weather man. The past twelve months seem to have been in the unusual class. The spring was unusually cool and adjacent to it the summer was remarkably prolonged and exceedingly hot. Some said it was this and some that, but the thermometer was what most of us looked at. It said "hot," but at that the maximum record of last year was 99 here, and a lot of Eastern cities went us several degrees better. But for all that nobody ever knew of a case of sunstroke out here, and nobody thought of sleeping at night without the usual amount of bed covering. And the winter here was another of those unusual propositions. The normal yearly rainfall for this section of California is approximately six inches. This year we have had in excess of twelve and the rainy season is not over with. Then a couple of weeks ago we had a couple of inches of snow, the very first in fifty-four years, according to the weather bureau. And yet not once in the past five years has Los Angeles "enjoyed" a frost. Roses, chrysanthemums, sweet peas, and other blossoms are very much in evidence, while the flowering shrubs are giving evidence of a fruitful season. In gambler's parlance California is still playing "velvet," and this information must be leaking out, for tourist trade has never been so large as during the present season. But there are no jobs running to waste out here, and if one is not financially able to come out here and just "resort," the best way is to leave the old fliver in Michigan, and then stand guard over it.

Frank S. Verbeck.

Model Community Owned Hotel.

Fremont, Feb. 9—We are proud of Fremont's hotel, Kimbark Inn, and feel justified in calling to your attention some facts concerning it.

On Jan. 1, 1932, a change was made in operators and Brunson B. Font acquired the furnishings and an eighteen year lease from the Fremont Hotel Co. Mr. Font is equipped for and is rendering a hotel service which we believe is exceptional in a town of this size.

Kimbark Inn is unique in that it was built as a community enterprise a few years ago and with few exceptions the stock in the company which owns and leases the real estate to the operator is held by the business men of Fremont. It is strictly modern in its appointments, with inviting lobby, comfortable rooms, each with hot and cold running water, a number of them with baths, and completely and excellently furnished.

The present operator, Mr. Font, is making a special point of his restaurant service and splendid meals may be had at moderate prices.

We have no hesitation in recommending our hotel to the most fastidious and would consider it a personal favor if you would stop there on your next trip to Fremont. We would also be pleased if you would report your impressions of the hotel and the service you have received there.

S. S. Nisbet,
Sec'y Chamber of Commerce.

Kaleidoscopic Notes From Kalamazoo.

Kalamazoo, Feb. 9—At a meeting of the general committees on all arrangements for the State convention of the Grand Council, U. C. T., reports were received by General Chairman Dorrance Goodrich and plans are developing toward a grand program here on June 2, 3 and 4.

Chairman Goodrich expressed his appreciation for the loyal support of his various committees for the work done to date by the Council members and to the ladies of the auxiliary.

A general outline of the convention program was submitted by L. A. Kline, who has been awarded the work of this publication and this Committee has sanctioned Mr. Kline as its representative in carrying out this work. Any courtesy shown him in support of our program will be greatly appreciated by the U. C. T. Council of Kalamazoo and the Grand Council of Michigan.

Merle Diver, formerly with the Luther Drug Co., on West North street, and his mother, Mrs. M. A. Diver, have purchased the Rose Pharmacy, at 2724 Portage street, and will conduct a complete up-to-date pharmacy at that address.

"The Canary," Kalamazoo's 100 per cent. American cafeteria, conducted for the past eleven years at 400 West Michigan avenue, by Leo Chaffee, has moved into a larger and more desirable location in the Henderson-Ames building at 348 West Michigan avenue.

The Dawn Donut Co., 2125 Portage street, is undergoing expansion and repairs.

The Miller Coal & Seed Co. is moving its stock and fixtures from 203-207 North Rose street to a new location at 238 West Michigan avenue, where it will have increased floor space.

W. F. Young has opened up the Capital coffee shop in the Capital theater building on East South street.

Frank Saville.

Sunday Closing Ordinance For Grocers Introduced.

An ordinance seeking to close all grocery stores and meat markets in the city on Sunday was introduced to the City Commission of Flint at its last meeting.

The proposed ordinance, sponsored by the Home Defense League, the State president of which spoke in support of the legislation, was foreshadowed months ago, when petitions which were being circulated were sent to the Commission inadvertently. C. V. Fenner, of Detroit, State president, told the merits of such an ordinance in his address to the Commission.

"This enactment will mean something in the economic structure of the city of Flint," he predicted. "Eight thousand persons are concerned with the maintenance of the city's 437 grocery stores. If they are allowed to remain open on Sunday, it means that none of these people can attend church or get recreation which the first day of the week should give them. It is not only the proprietors and the clerks, but in many cases children run the

stores on Sunday. That means children working in such establishments are robbed of something other school children can have. Why do you think schools are kept open only five days a week instead of seven?"

Mr. Fenner explained that a similar ordinance adopted in Lansing had been sustained by a Supreme Court decision. Earl P. Trobert, attorney for the Home Defense league, spoke briefly before Mr. Fenner. He pointed out that the organization has petitions signed by 16,000 residents who support the Sunday closing movement and that, of the 437 grocers in the city, 415 have signed the petitions. Only ten or twelve independent grocers remain in opposition, he said. Sixty clergymen have signed and fifty-two churches have allowed the petitions to be circulated at Sunday services.

Assistant City Attorney Hymen Hoffman, who read the proposed ordinance, said he had found it legal in every respect. Commissioner Ray A. Bornwell pointed out a change to be made clarifying the distinction between groceries and drug stores. Mr. Fenner assured him that, with the change, the ordinance would never be construed to include drug stores, but that combination stores would find it necessary to close their grocery departments on Sunday.

See Big Blouse Season Ahead.

One of the biggest blouse seasons in recent years is in the making, trade reports indicate. Retailers have been buying this merchandise with considerable confidence, both as to immediate sale for wear with skirts and for later selling as part of the suit ensemble. The trend is strongly toward popular price models, with printed silk styles coming to the fore. Manufacturers said the demand is spread over practically all sections of the country, the interest shown in a number of sections being due to the economical nature of the blouse and skirt combination for wear underneath the coat.

Safety Glass Heavily Ordered.

Safety plate glass is in strong demand from automobile producers and is the outstanding feature of the market for flat glass products. Production of this laminated glass has been increased to the capacity of several large producers during January and at least one unit has been unable to keep up with shipment orders. Mirror manufacturers are not taking much plate glass, but an improvement is expected by March. Orders for window glass are being shipped regularly, but the volume is small as this glass is bought only as needed.

The monthly sales report of Montgomery Ward & Co., mail order and chain store concern, shows a considerable decline from a year ago. January sales totaled \$12,028,054, compared with \$16,620,238 in January, 1931, a decline of \$4,592,184, or 27.63 per cent.

You think the world is growing worse, and then you observe how few orators are and cheer up.

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, Crosswell.
Treasurer—Clarence Jennings, Lawrence.

Small City Druggist's Luncheonette Problem Discussed.

What can a druggist do with luncheonette in a town of 1,000 population?

This question has been put up to the Druggists' Research Bureau. It is important, because this is probably the hardest problem a dealer has to face in handling luncheonette. If he can make it go in a town of 1,000, he should be able to make it go anywhere. To make it really pay, he must dig up all possible resources. It is said that a very large proportion of people who enter retail business fail. The road to success is not actually as difficult as this would indicate.

A good many people are getting along nicely, and then can't stand prosperity. I knew one man who lost a fine drug business because he was too busy with projects involving civic welfare. Civic welfare is a fine thing, but the head of a two-man drug store ought to spend most of his time in his drug store, letting others attend to civic welfare for a time.

But let us return to our question.

Considering only the town proper, there is a chance to get luncheon business from the following sources:

School trade, business and professional people who want lunch, clerks and employes who want lunch, theater patrons and shoppers, ladies and young people who make a function of lunching out.

Much, of course, depends upon local conditions.

Study them as a general studies the terrain of a prospective battlefield. The town is your battlefield, and you are a general.

Many a little town has a big school perhaps a college. Theoretically school boarders get their meals at the school tables, but students are always eating. A sizable school might be the making of a luncheonette feature. There is, however, a gap in the school year of nearly three months.

A generation ago, in a town of 1,000 business and professional people were accustomed to going home for a meal in the middle of the day. They had not far to go. Many go home yet. What is the present situation in your town? Each year the tendency seems to turn more and more toward lunching down town. Even if home is only a comparatively short distance away, going home for lunch means taking an hour or more out of the middle of the day, and generally speaking, that is now considered too much.

School children and workers used to carry their lunches.

That custom seems to be on the wane. School business cannot be manufactured. It exists, or it doesn't. But, where there are schools, we can go after custom. The druggist can furnish a school lunch almost as cheaply as the mother can prepare it, and mother can be saved a lot of trouble. Use that argument freely in your advertising.

The children like to patronize the fountain luncheonette because it is something of an adventure. You are apt to have them with you, and when the children are with you, the parents are likely to fall into line.

The entering wedge means a great deal. One might have only a school of 50 pupils to depend upon. The school is there and has been there for a long time, yet at the start perhaps the fountain luncheonette has no business from school children. Within a short time, however, three or four begin getting their lunch at the fountain.

Naturally they are envied by others. Each week a few more are added. At the end of a year the druggist might easily have 40 out of the 50 pupils lunching with him regularly, and the teacher as well.

Forty daily lunches at an average of 20 cents each means \$8 each day from this source, and that is doing very well.

A druggist located near a factory made a try for luncheonette business, but the workers were mostly carrying their lunches. He found it difficult to break in. Instead of giving up, he browsed around to see what he could find out. Soon he was sending over hot coffee to the factory in a five gallon can. This was his entering wedge. The workers liked his hot coffee, and began to patronize his fountain luncheonette. He never got all of them, but he got a good many, and for those who preferred bringing their own lunches he continued to send over hot coffee in a can. That seems to be playing both ends of a proposition.

The picture theater brings out matinee patrons who may lunch at the fountain. We can pick up some evening business after the last show. A shopper may wind up her morning routine by purchasing lunch at the soda counter.

Now take ladies and young people who might make a function of lunching out. Here we can create business where none existed before. By means of booths, nice tables, good food, and a pleasant "atmosphere," we convince the bridge club that they can have a lot of fun and save a lot of dishwashing by lunching at the fountain grill.

There are local wild flowers on the table. Radio or graphophone music lends a note of gaiety to the occasion.

There is the young man who wants to buy a luncheon for his best girl. For them we may have a booth where they can be a little apart from the crowd.

All these things count.

An attractive fountain grill might easily become a center of local social life.

A druggist located in a town of 1,000 must have considerable country trade. He has a chance to get luncheon business from these sources:

Shoppers from the county.
Theater patrons from the county.

Traveling salesmen in town.

Motor tourists.

For the benefit of all these customers he can offer:

Lavatory facilities.

Rest rooms.

Checking facilities.

The county customer coming in to shop or to attend the theater will require a place to lunch. We can count on steady business from this source. Superior food will make a luncheonette feature famous for many miles around. Traveling men always like to make a town where they are sure of getting a really good meal. They pass along the word, too. With those who are covering territory by motor, a few additional miles mean little. Luncheon can wait an hour until they strike the right town.

The city motorist, taking his family out for a run, needs an objective point.

Thus the druggist in a town of 1,000 might well run an advertisement in a city paper:

Motorists—Lunch at the High View Pharmacy.

Highest point in the county. Country ham, eggs, milk, honey.

That will sound pretty good to the city man. With an advertisement of this kind, one might easily reach 50,000 readers.

Now a word about location.

Let us assume that our town of 1,000 inhabitants is located on one of the Great Lakes. Each of the Great Lakes is one of the world's scenic marvels. A druggist in a town located directly on one of these lakes has a position of no mean strategic importance.

ance. People within a radius of 100 miles will want to run to the lake frequently, and probably every motorist in the state will make the trip at some time.

Let us assume that our town of 1,000 population is located on the sea coast. This means that the town is an objective point for inland dwellers.

So much, as we see, depends on location.

In the Southern states tourists are on the road all winter long. For the benefit of tourists, the local druggist runs a placard of this kind:

TOURISTS, WELCOME!

Rest Room
Breakfast
Luncheon
Dinner

For, as regards tourists, there is business all day long. Summing up everything, a druggist in a town of 1,000 inhabitants can get enough business, it would seem, to make a luncheonette feature worth while.

Try your ground, go slow and work up. Operate on these principles, and you won't go very far wrong.

William S. Adkins.

Bananas Frozen in Chocolate.

Frozen confections are becoming popular and the latest of this type of appetizing tantalizers to make its appearance is bananas frozen in chocolate.

In a number of places in the West and Southwest manufacturers of ice cream and ices have introduced the new novelty, bananas frozen in chocolate. They make a very delightful confection.

PUTNAM'S

CONVENIENT



PUTNAM'S YEAST CANDY

NUTRITIOUS 5¢ TASTEFUL

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

Wholesale Only

DISTRIBUTORS of PINE TREE Brand FARM SEEDS

Vigoro Inoculation Semesan

Bulk GARDEN SEEDS Packet

Vegetables and Flowers

We specialize in

LAWN GRASS and GOLF COURSE Mixtures

SEEDS

Write for our special prices

INSTANT SERVICE

Telephone 4451

ALFRED J. BROWN SEED CO.

25-29 Campau Ave. Grand Rapids, Mich.

Wholesale Only Wholesale Only

Honey Boy Sundae.

Chop together with a chopping knife one-fourth pound lemon peel, one-fourth pound orange peel, one-fourth pound citron peel, using in each case the dried peel. Add one-fourth gallon strained honey and one-half gallon simple syrup. Heat to the straining point, remove from the fire and let stand in a cool place for 48 hours. When cool, add chopped pecans. To dispense, pour one ladleful of the above mixture over vanilla ice cream placed on a suitable dish, topped with whipped cream and one cherry.

Pineapple Snow Sundae.

Into a sundae cup put a liberal quantity of pineapple snow. Over this pour a spoonful of ground walnuts. Top with a spoonful of whipped cream and a cherry, or if you have no whipped cream use ice cream instead. You can use either pineapple snow or grape sherbet, to make a number of different kinds of sundaes, according to which you have frozen that day, using the frozen sherbet as a base in place of ice cream, and dressing with whatever crushed fruit strikes your fancy.

Be sure to advertise these specials with window signs and they will prove winners.

Cranberry Cocktail Is New Idea To Boost Consumption.

The American Cranberry Exchange has a new idea which it hopes will greatly increase the consumption of cranberries. The idea is based upon the huge success of the tomato juice cocktails, popular as a before-dinner or between-meals beverage.

The innovation is to make cocktails of cranberries, and the advantages that the Exchange is claiming are numerous, chief among which is the appetizing color. Everyone associates cran-

berries' color with refreshing beverages, clear and sparkling, and easy blending.

Warn of New Candy Ruling.

A new ruling by the Federal Food and Drug Administration prohibiting the interstate shipment of candy containing prizes, such as rings and miniature figures made of metal, is called to the attention of grocery jobbers in a bulletin sent out last week by the National Wholesale Grocers' Association. The ruling is considered of importance to grocers, since large quantities of such candy containers are distributed through food channels. The demand for merchandise of that character increased substantially in the last two years due to the introduction of candy lines in independent and chain grocery stores.

You can tell when a fighter has the qualities of a true champion. He thinks he is having a hard struggle when he gets a mere \$150,000 for a fight.

BROOKSIDE BRAND WHISK BROOMS

The **ROTARY PRIZE Whisk**

AMSTERDAM BROOM CO.
AMSTERDAM, N.Y.



ALL STYLES AND PRICES

SPRING SPECIALTIES

Marbles — Jacks — Rubber Balls
Base Balls — Playground Balls
Tennis Balls — Tennis Rackets
Tennis Sundries — Golf Complete Sets
Golf Balls — Golf Clubs — Golf Bags
Golf Tees — Golf Practice Balls
Sport Visors — Swim Tubes — Swim Animals
Bathing Caps — Bathing Slippers — Swim Aids
Sprayers — Rogers Paints — Paint Brushes
Sponges — Chamois Skins — Electric Fans

Soda Fountains and Soda Fountain Supplies
Largest Assortment in our Sample Room
We have ever shown and only the Best
Advertised Lines — We certainly invite your inspection. Lines now on display.

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed	1 25@1 50	Benzoin Comp'd.	2 40
Boric (Powd.)	11 3/4 @ 26	Cubebs	5 00@5 25	Buchu	2 16
Boric (Xtal)	11 3/4 @ 26	Eligeron	4 00@4 25	Cantharides	2 52
Carbolic	36 @ 43	Eucalyptus	1 00@1 25	Capsicum	2 28
Citric	40 @ 55	Hemlock, pure	2 00@2 25	Catechu	2 14
Muriatic	3 1/2 @ 10	Juniper Berries	4 00@4 25	Cinchona	2 16
Nitric	9 @ 16	Juniper Wood	1 50@1 75	Colchicum	2 10
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cubebs	2 76
Sulphuric	3 1/4 @ 10	Lard, No. 1	1 25@1 40	Digitalis	2 04
Tartaric	35 @ 45	Lavender Flow.	6 00@6 25	Gentian	2 13
		Lavender Gar'n.	1 25@1 50	Gualac	2 28
		Lemon	2 00@2 25	Gualac, Ammon.	2 04
		Linseed, boiled, bbl.	@ 61	Iodine	2 15
		Linseed, raw, bbl.	@ 51	Iodine, Colorless	2 15
		Linseed, bld., less	68 @ 76	Iron, Clo.	2 56
		Linseed, raw, less	65 @ 73	Kino	2 14
		Mustard, artifi. oz.	@ 30	Myrrh	2 52
		Neatsfoot	1 25@1 35	Nux Vomica	2 10
		Olive, pure	3 00@3 00	Opium	5 40
		Olive, Malaga, yellow	2 50@3 00	Opium, Camp.	2 14
		Olive, Malaga, green	2 85@3 25	Opium, Deodors'd	5 40
		Orange, Sweet	4 00@4 25	Rhubarb	2 92
		Origanum, pure	@ 2 50		
		Origanum, com'l	1 00@1 20	Paints	
		Pennyroyal	3 25@3 50	Lead, red dry	12 @ 12 1/2
		Peppermint	3 50@3 75	Lead, white dry	12 @ 12 1/2
		Rose, pure	13 50@14 00	Lead, white oil	12 @ 12 1/2
		Rosemary Flows	1 50@1 75	Ochre, yellow bbl.	2 1/2
		Sandelwood, E.	12 50@12 75	Ochre, yellow less	3 @ 6
		Sassafras, true	2 00@2 25	Red Venet'n Am.	3 1/2 @ 7
		Sassafras, artifi.	75 @ 100	Red Venet'n Eng.	4 @ 8
		Spearmint	4 00@4 25	Putty	5 @ 8
		Sperm	1 25@1 50	Whiting, bbl.	@ 4 1/2
		Tany	5 00@5 25	Whiting	5 1/4 @ 10
		Tar USP	65 @ 75	Rogers Prep.	2 45 @ 2 65
		Turpentine, bbl.	@ 49		
		Turpentine, less	56 @ 64	Miscellaneous	
		Wintergreen, leaf	6 00@6 25	Acetanilid	57 @ 75
		Wintergreen, sweet	3 00@3 25	Alum	5 @ 13
		Wintergreen, art	75 @ 100	Alum, powd.	5 @ 13
		Worm Seed	6 00@6 25	Bismuth, Subnitrate	1 72 @ 2 00
		Wormwood	7 00@7 25	Borax xtal or powdered	06 @ 13
				Cantharides, po.	1 25 @ 1 50
				Calomel	2 40 @ 2 70
				Capsicum, pow'd	42 @ 55
				Carmine	8 00 @ 9 00
				Cassia Buds	35 @ 45
				Cloves	25 @ 35
				Chalk Prepared	14 @ 16
				Chloroform	47 @ 54
				Choral Hydrate	1 20 @ 1 50
				Cocaine	12 85 @ 13 50
				Cocoa Butter	40 @ 85
				Corks, list, less	30 71 @ 30
				Copperas	3 1/4 @ 10
				Copperas, Powd.	4 @ 10
				Corrosive Sublim	1 75 @ 2 00
				Cream Tartar	25 @ 40
				Cuttle bone	40 @ 50
				Dextrine	6 1/4 @ 15
				Dover's Powder	4 00 @ 4 50
				Emery, All Nos.	10 @ 15
				Emery, Powdered	@ 15
				Epsom Salts, bbls.	@ 03 1/2
				Epsom Salts, less 3 1/4	@ 10
				Ergot, powdered	@ 4 00
				Flake, White	15 @ 20
				Formaldehyde, lb.	60 @ 75
				Gelatine	60 @ 70
				Glassware, less 55%	
				Glassware, full case 60%	
				Glauber Salts, bbl.	@ 03
				Glauber Salts less	04 @ 10
				Glue, Brown	20 @ 30
				Glue, Brown Grd	16 @ 22
				Glue, White	27 1/2 @ 35
				Glue, white grd.	25 @ 35
				Glycerine	15 @ 35
				Hops	75 @ 95
				Iodine	8 45 @ 9 00
				Iodoform	8 00 @ 8 30
				Lead Acetate	17 @ 25
				Mace	@ 1 50
				Mace powdered	@ 1 60
				Menthol	4 88 @ 6 00
				Morphine	13 58 @ 14 33
				Nux Vomica	@ 25
				Nux Vomica, pow.	15 @ 25
				Pepper, Black, pw.	35 @ 45
				Pepper, White, po.	55 @ 65
				Pitch, Burgundy	10 @ 20
				Quassia	15 @ 20
				Quinine, 5 oz. cans	@ 57
				Rochelle Salts	21 @ 31
				Saccharine	2 60 @ 3 75
				Salt Peter	10 @ 22
				Seidlitz Mixture	30 @ 40
				Soap, green	12 1/2 @ 25
				Soap, mott cast	@ 25
				Soap, white Castile, case	@ 15 00
				Soap, white Castile, less, per bar	@ 1 60
				Soda Ash	3 @ 10
				Soda Bicarbonate	3 1/4 @ 10
				Soda, Sal	02 1/2 @ 08
				Spirits Camphor	@ 1 20
				Sulphur, roll	4 @ 11
				Sulphur, Subl.	4 1/4 @ 10
				Tamarinds	20 @ 25
				Tartar Emetic	50 @ 60
				Turpentine, Ven.	50 @ 75
				Vanilla Ex. pure	1 50 @ 2 00
				Vanilla Ex. pure 2	25 @ 2 50
				Zinc Sulphate	06 @ 11
				Tinctures	
				Aconite	@ 1 80
				Aloes	@ 1 56
				Asafoetida	@ 2 28
				Arnica	@ 1 50
				Belladonna	@ 1 44
				Benzoin	@ 2 28
				Flowers	
				Arnica	75 @ 80
				Chamomile Ged.	35 @ 45
				Chamomile Rom.	@ 90
				Gums	
				Acacia, 1st	@ 50
				Acacia, 2nd	@ 45
				Acacia, Sorts	20 @ 30
				Acacia, Powdered	25 @ 35
				Aloe (Barb Pow)	35 @ 45
				Aloe (Cape Pow.)	25 @ 35
				Aloe (Soc. Pow.)	75 @ 80
				Asafoetida	50 @ 60
				Pow.	@ 75
				Camphor	80 @ 1 00
				Guaiaac	@ 60
				Guaiaac, pow'd	@ 70
				Kino	@ 1 25
				Kino, powdered	@ 1 20
				Myrrh	@ 60
				Myrrh, powdered	@ 75
				Opium, powd.	21 00 @ 21 50
				Opium, gran.	21 00 @ 21 50
				Shellac, Orange	40 @ 50
				Shellac, White	55 @ 70
				Tragacanth, pow.	1 75 @ 1 50
				Tragacanth	1 75 @ 2 25
				Turpentine	@ 25
				Insecticides	
				Arsenic	7 @ 20
				Blue Vitriol, bbl.	@ 08
				Blue Vitriol, less	07 @ 15
				Bordea. Mix Dry	10 1/4 @ 21
				Heliohore, White powdered	15 @ 25
				Insect Powder	30 @ 40
				Lead Arsenate, Po.	11 @ 25
				Lime and Sulphur	
				Dry	09 @ 23
				Paris Green	25 @ 45
				Leaves	
				Buchu	@ 50
				Buchu, powdered	@ 60
				Sage, Bulk	25 @ 30
				Sage, 1/4 loose	@ 40
				Sage, powdered	@ 35
				Senna, Alex.	50 @ 75
				Senna, Tinn. pow.	30 @ 35
				Uva Ursi	20 @ 25
				Oils	
				Almonds, Bitter, true, oz.	@ 50
				Almonds, Bitter, artificial	3 00 @ 3 25
				Almonds, Sweet, true	1 50 @ 1 80
				Almonds, Sweet, imitation	1 00 @ 1 25
				Amber, crude	75 @ 100
				Amber, rectified	1 50 @ 1 75
				Anise	1 25 @ 1 60
				Bergamont	5 00 @ 5 20
				Cajuput	1 50 @ 1 75
				Cassia	2 25 @ 2 60
				Castor	1 35 @ 1 60
				Cedar Leaf	2 00 @ 2 25
				Citronella	75 @ 1 20
				Cloves	2 50 @ 2 80
				Cocoonut	2 1/4 @ 2 35
				Cod Liver	1 60 @ 1 75
				Croton	8 00 @ 8 35
				Seeds	
				Anise	15 @ 20
				Anise, powdered	@ 25
				Bird, ls	13 @ 17
				Canary	10 @ 15
				Caraway, Po.	25 @ 25
				Cardamon	2 00 @ 2 25
				Coriander pow.	30 @ 35
				Dill	15 @ 20
				Fennel	20 @ 30
				Flax	6 1/4 @ 15
				Flax, ground	6 1/4 @ 15
				Foenugreek, powd.	10 @ 20
				Hemp	8 @ 15
				Lobelia, powd.	@ 1 100
				Mustard, yellow	10 @ 20
				Mustard, black	20 @ 25
				Poppy	15 @ 25
				Quince	2 00 @ 2 25
				Sabadilla	30 @ 40
				Sunflower	12 @ 18
				Worm, American	25 @ 30
				Worm, Lavant	5 00 @ 5 75
				Webster Cigar Co. Brands	
				Websterettes	33 50
				Cincos	33 50
				Webster Cadillacs	75 00
				Golden Wedding	
				Panatellas	75 00
				Commodore	95 00

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

Codfish
Ceylon Tea

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



MICA AXLE GREASE	
48, 1 lb.	4 30
24, 3 lb.	5 90
10 lb. pails, per doz.	8 80
15 lb. pails, per doz.	11 70
25 lb. pails, per doz.	17 65

APPLE BUTTER	
Quaker, 12-38 oz. doz.	2 00
Muselman, 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 00
KC, 50c size, 50 oz.	8 60
KC, 5 lb. size	6 50
KC, 10 lb. size	6 50

BLEACHER CLEANSER	
Clorox, 16 oz., 24s	2 85
Lizzie, 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, Yell., 60 lb.	3 65
Split Peas, Gr'n, 60 lb.	3 90
Scotch Peas, 100 lb.	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

Pep, No. 224	2 70
Pep, No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 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

ROLLED OATS	
Purity Brand	
Instant Flakes	



Small, 24s	1 77 1/2
Large, 18s	3 25
Regular Flakes	
Small, 24s	1 77 1/2
Large, 18s	3 25
China, large, 12s	2 95
Chest-o-Silver, lge.	2 98
*Billed less one free display package in each case.	

Post Brands.	
Grape-Nuts, 24s	3 80
Grape-Nuts, 50	1 40
Instant Postum, No. 8	6 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70

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

Shaver	
No. 50	1 80
Peerless	2 00
	2 60

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

BUTTER COLOR	
Dandelion	2 85

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

CANNED FRUITS	
Hart Brand	

Apples	
No. 10	4 95

Blackberries	
Pride of Michigan	3 25

Cherries	
Mich. red, No. 10	7 00
Red, No. 2	3 50
Pride of Mich. No. 2	3 00
Marcellus Red	2 55
Special Pie	1 35
Whole White	3 25

Gooseberries	
No. 10	8 50

Pears	
Pride of Mich. No. 2 1/2	3 60

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. 2	4 50
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.	1 35
Lobster, No. 1/4, Star	2 75
Shrimp, 1 wet	2 00
Sard's, 1/4 Oil, Key	5 40
Sardines, 1/4 Oil, K'less	4 15
Salmon, Red Alaska	3 00
Salmon, Med. Alaska	2 15
Salmon, Pink, Alaska	1 35
Sardines, 1/4 ea. 10/22	2 25
Sardines, 1/4 ea. 2s	1 10
Sardines, Cal.	1 10
Tuna, 1/2 Van Camps,	1 85
doz.	
Tuna, 1/4s, Van Camps,	1 35
doz.	
Tuna, 1s, Van Camps,	3 60
doz.	

CANNED MEAT	
Bacon, Med. Beechnut	2 40
Bacon, Lge. Beechnut	3 60
Beef, Lge. Beechnut	5 10
Beef, No. 1, Corned	2 40
Beef, No. 1, Roast	2 70
Beef, 2 1/2 oz., Qua., sil.	1 85
Beef, 4 oz., Qua., sil.	2 25
Beef, No. 1, B'nut, sil.	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, 1/4 Libby	90
Potted Meat, 1/4 Qua.	75
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/2	1 00
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans	
Campbells	75
Quaker, 16 oz.	70
Fremont, 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

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 25

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

Kraft, American	
1/4 lb. 1 85	
1/2 lb. 1 85	
1 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 Pepain	65
Beechnut Wintergreen	65
Beechnut Peppermint	65
Beechnut Spearmint	65
Doublemint	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Julicy Fruit	65
Krigley's P-K	65
Zeno	65
Teaberry	65

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	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. June, No. 1	1 30
Templar E. June, 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

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

Cut, No. 10	-----	10 0
Cut, No. 2	-----	1 9
Cut, No. 1	-----	1 2

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

Pearl Barley	
Barley Grits	7 00
Chester	3 50

Sage	
East India	10

Tapoca	
Pearl, 100 lb. sacks	7 1/2
Minute, 8 oz., 3 doz.	4 05
Dromedary Instant	3 50

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors.	

FLOUR	
V. C. Milling Co. Brands	
Lily White	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
Imitation, 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 Top, 144 box	4 75
Ohio Blue Top, 720-1c	3 80
*Reliable, 144	
*Federal, 144	

Safety Matches	
Red Top, 5 gross case	4 75

MULLER'S PRODUCTS	
Macaroni, 9 oz.	2 20
Spaghetti, 9 oz.	2 20
Elbow Macaroni, 9 oz.	2 20
Egg Noodles, 8 oz.	2 20
Egg Vermicelli, 8 oz.	2 20
Egg Alphabet, 8 oz.	2 20
Egg A-B-Cs 48 pkgs.	1 80

NUTS—Whole	
Almonds, Tarragona	
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, Spanish	95
125 lb. bags	5 1/2
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
16 oz. Jar, Plain, doz.	2 25
Quart Jars, Plain, doz.	3 25
5 Gal. Kegs, each	7 25
3 oz. Jar, Stuff., doz.	1 15
8 oz. Jar, Stuffed, doz.	2 25
16 oz. Jar, Stuff., doz.	4 20
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	15.3
Red Crown Ethyl	18.8
Stanoline Blue	13.3

In Iron Barrels	
Perfection Kerosene	10.7
Gas Machine Gasoline	38.2
V. M. & P. Naphtha	16.4

ISO-VIS MOTOR OILS	
In Iron Barrels	
Light	77.2
Medium	77.2
Heavy	77.2
Ex. Heavy	77.2

Polarine

Iron Barrels	
Light	62.2
Medium	62.2
Heavy	62.2
Special heavy	62.2
Extra heavy	62.2
Polarine "F"	62.2
Transmission Oil	62.2
Finol, 4 oz. cans, doz.	1 45
Finol, 8 oz. cans, doz.	2 25
Parowax, 100 lb.	7.3
Parowax, 40, 1 lb.	7.55
Parowax, 20, 1 lb.	7.8



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 St's & H's	11
Med. Steers & Heif.	10
Com. Steers & Heif.	09

Veal	
Top	13 1/2
Good	12 1/2
Medium	10

Lamb	
Spring Lamb	13
Good	11
Medium	10
Poor	08

Mutton	
Good	05
Medium	04
Poor	03

Pork	
Loin, med.	09
Butts	08
Shoulders	07
Spareribs	07
Neck bones	03
Trimnings	05

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. @16	
Hams, Cer., Skinned	
16 1/2 lb. @16	
Ham, dried beef	
Knuckles	@26
California Hams	@12 1/2
Kenic Boiled	
Hams	20 @25
Boiled Hams	@23
Minced Hams	@16
Bacon 4/6 Cert.	@16

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

Liver	
Beef	11
Calf	40
Pork	04

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

COD FISH	
Middles	20
Peerless, 1 lb. boxes	19
Old Kent, 1 lb. Pure	27
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, doz.	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



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

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

CLEANSERS



WASHING POWDERS	
Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 10s	1 02 1/2
Brillo	55
Climaline, 4 doz.	3 80
Grandma, 100, 5c	3 00
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
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandotte, 48s	4 75
Wyandotte, 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 00
Flake White, 10 box	3 50
Grdma 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	4 80
Pummo, 100 box	5 00
Sweetheart, 100 box	5 10
Grandpa Tar, 50 sm.	2 70
Grandpa Tar, 50 lge.	3 20
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	4 50
Williams Mug, per doz.	5 00

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.

Exit Depression—Enter Reconstruction.

Eddie Cantor over the radio last Sunday night said: "Depression is over. Let's forget that miserable word. Now is the time to talk reconstruction. If you catch yourself writing, talking or thinking 'depression,' cut it out. Write, talk and say 'reconstruction.'"

Just how will the Reconstruction Finance Corporation aid the merchants? It provides an agency that is in a position to advance cash on demand on sound security that is not liquid under present conditions. The Federal Government expects to make large sums of money available in all parts of the country for the financing of commercial, industrial and agricultural operations. Before we explain the purpose of the corporation, let us hear from the man who knows most about its possibilities for good—Eugene Meyer, Governor of the Federal Reserve Board and Chairman of the Board of Directors of the Reconstruction Finance Corporation.

While studiously avoiding predictive statements as to the effect of the operations of the Reconstruction Corporation on commodity prices, it is very clear from what he says that he fully believes that it will cause an advance in prices. He points out that the index number covering agricultural prices was 85 when the corporation began making loans for agricultural purposes. This index rose to 112 during the period of its operation. He admits that forced liquidation depresses price levels, and he goes so far as to say that "credit under this act would be helpful and possibly might be important in connection with price levels." While the price decline during the last two years has not been as great as that in 1920 and 1921, it started from a lower level and dropped to a lower level and, in Governor Meyer's opinion, is a major factor in the situation. His further thought in that connection is of interest:

"In a period of declining prices people become reluctant to carry stocks. The carrying of stocks is a normal operation. When it is hampered by lack of confidence, lack of credit or derangements such as now exist in the European markets, an abnormal situation is created. The principal effect on agricultural and other producers of a reduction of stocks is to force on the producers and the banks, that finance them, the burden of carrying a larger part of the total supply than ordinarily would be the case." In that connection he called attention to the fact that producers of wheat and cotton at the present time are being called upon to carry abnormal quantities of those commodities. Difficulties in Europe have made it impossible for producers there to extend credit in normal volume to their customers. As a result, a burden described by Governor Meyer as "exceptional and unusual"

has been thrown on producers in this country, with the result that the need for credit is great.

It will be the first purpose of the Reconstruction Corporation to seek out the weakest spots in the financial structure. By providing credit at that spot it is believed that more can be done to improve the general situation than in any other way. When the weaker situations are supported the stronger institutions are enabled to function in a normal manner. Usually the weak are afraid of the strong, but in the present financial situation the strong are afraid of the weak.

When the weak situations are supported, Governor Meyer believes that money will become much easier. Easy money will act as a business reviver. In the past the construction industry has been one of the principal business revivers. Despite the fact that there are areas in which there has been overbuilding, Governor Meyer still places the construction industry at the top of the list of the activities most likely to be stimulated. "Nothing increases the movement of goods and the employment of labor more than does the construction industry," he says. He is not willing to admit that there has been enormous overexpansion of building in the country. It is his personal opinion that the present depressed state of the construction industry is due to weakness in financing rather than to the overprovision of space.—Boot and Shoe Recorder.

Lincoln Came Through.

The world in chaos and breaking in pieces. Misery and death stalking at his heels and only black despair in front of him, yet Lincoln with all the love and tenderness of a father found time to take his boy on his knee and tell him strange and wonderful tales.

With the terrible responsibility of war the long sleepless nights of sorrow, the constant harping of weaker men, proclaiming that all was lost, and blessed or cursed with a soul capable of feeling all human emotions—Lincoln came through!

Sure of the outcome. Sure of the Right, strong in his Faith, he left the world an example of courage that is sorely needed to-day.

The world will once again come out from the shadows of gloom—stronger and better. Will you?

Arthur L. Brownell.

[Copyrighted, 1932.]

Would Limit Handkerchief Sizes.

Standardization of handkerchief sizes in the women's and men's field is under consideration by importers and domestic manufacturers. Both groups are co-operating in working out some plan by which the large variety of sizes, especially in the women's field, can be reduced to a minimum. Leaders in the trade would not discuss the movement yesterday, stating it has not progressed sufficiently to assure any definite results. Unofficially, however, they estimated that a great deal of confusion and a considerable amount of money will be saved if retailers and producers can work out a system of sizes which will be mutually satisfactory.

\$475,000.00

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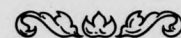
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LANSING, MICHIGAN

Phone 20741

BRANCHES

GRAND RAPIDS—601 Grand Rapids Trust Building
Telephone 95923

DETROIT—716 Transportation Building
Telephone Randolph 0729

OUT AROUND.

(Continued from page 9)

behalf. His testimony was false from start to finish. Cox admitted he had already served a term in Ionia prison for embezzlement. In presenting the case to the jury Prosecutor Jonkman stated that Cox had voluntarily convicted himself of the charge against him. In passing sentence, Judge Verdier scored him severely. "In the language of the street you are a slicker," Judge Verdier said. "Your company was a fraud and your customers didn't have a chance from the beginning. Your slicker activities have come to a halt and it will be some time before they can be resumed." Police records show Cox also went by the name of Jack Kline, S. B. Terrell and C. E. Holt. Superintendent of Police A. A. Carroll has been advised that Cox is wanted in Stephenson county, Ill., on a forgery charge, in Rock Island and DeKalb counties, Ill., for operating confidence games, in Milwaukee for forging travelers checks and in Detroit for writing checks with insufficient funds. Warrants are waiting at these points for the expiration of the sentence imposed here Saturday. There is also a warrant for perjury, executed by the Michigan Securities Commission, which will be held against him and served on him when his present prison sentence expires. This method of keeping him confined in prison for the remainder of his life is the only way the public can be protected against one of the most notorious criminals who ever crossed the threshold of Michigan. During the past three or four years the losses of his victims probably aggregate \$100,000. He spent the proceeds of his nefarious operations in gambling and association with women of the under world.

Much credit is due Superintendent Carroll and Prosecuting Attorney Jonkman for the masterly manner in which they handled the Cox capture and prosecution. To all appearances Judge Verdier understood the situation from the beginning, but gave the culprit all possible latitude while he was deliberately hanging himself. I think Mrs. Stowe is also entitled to much credit for staying by such a crooked individual until she succeeded in seeing him landed safely behind the bars.

The Family Circle Stores, Inc., organized to engage in creating and conducting chain stores, has decided to abandon its original idea concerning the establishment of co-operative chain stores and re-organize under a law which will enable it to start a series of stores on capital furnished by the parent company. The difficulty of financing a corporation composed of a large percentage of men who know nothing whatever about the grocery business and whose ideas of handling food products are about as wild as a March hare lead to the belief that the new plans of the promoters will be a long time in getting them anywhere. In this day and age of the world investors will hesitate a long time before rushing to invest in an undertaking which owes its existence to the willingness of the managers to play with other people's money and draw fat salaries for

services which have no value from the standpoint of experience. The day of the soldier of fortune has evidently passed for some time to come.

The Wolverine Spice Co. has opened a retail grocery store on Mt. Vernon avenue, one block South of Bridge street, under the style of the Cannery Surplus. All kinds of groceries put up in packages are handled, but the feature most largely displayed is canned goods, which are arranged on tables in a very attractive manner and on an extensive scale. George Kane, who has been connected with the Wolverine Spice Co. for the past twenty years as traveling salesman, is in charge of the store. Customers are admitted by the front door, but are forced to retire through a narrow passage way to a rear door on the side of the building, a considerable distance from Mt. Vernon avenue. This arrangement is so inconvenient that it will probably have to be revised without delay. The goods offered for sale are reasonably priced and the comparatively light overhead and cash and carry feature will probably enable the organization to move many goods at a satisfactory mass profit. Ample parking space is available in the street for those who come to the place of business in cars.

Reeves Simms, formerly with Lee & Cady, has taken the sale of Red Top for Western Michigan. It is made by the Red Top Malt Co., Cincinnati. He will undertake to see his trade every sixty days. He will continue to make Grand Rapids his headquarters.

E. A. Stowe.

Good Time To Acquire Permanent Business Home.

(Continued from page 14)

50c to 75c in face of five and ten competition at 15c, will find himself just out of luck.

Who will pay the sales tax? Who will pay chain store taxes? How funny it is that people argue such questions around and around the circle interminably. Particularly is this humorous in the case of merchants, for they should know better than anybody else that every cost of their own business must be paid by the consumer, else they could not live. In its finality, therefore, regardless of the way it may travel, all merchandise, business and other taxes are borne by the consumer. We may well get this straight as we consider any kind of further taxes.

An echo from England goes to confirm what I say at the beginning of this article. He says this: "You Americans are depressed. You think you are crippled. You are afraid of the future. You have half the gold in the world, half the machinery, most of the automobiles and all of the skyscrapers. You are ruled more by ideas and less by tradition than any other people. You usually have done what you believed you could do. Can it be possible that a progressive nation of 120,000,000 people can be wrecked by the speculations of a handful of fools in Wall street? Prices forced too high had to come down. To-day all prices are too low. There is now a golden opportunity for all who have eyes to see. Dollars are being sold for 30 cents. Practically every security is now be-

ing sold for less than its value. The way to fortune is to buy from pessimists. Frick started his career buying coke ovens in the slump of 1875. Carnegie made \$300,000,000 buying steel plants in slumps."

Paul Findlay.

All have their little vanities, and the foreman of a pick and shovel gang doubtless reflects that brain work is just as hard as the other.

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—Drug store in Western Michigan town of 1,500 on U.S. 31. Good farming community and large summer resort trade. Stock and fixtures about \$5,000. \$1,500 cash, balance easy terms. Address No. 495, c/o Michigan Tradesman. 495

Wanted—Stocks of dry goods, groceries, and general merchandise. Will pay cash. Address No. 497, c/o Michigan Tradesman. 497

STEP RIGHT INTO well-established general store in Southeastern Michigan that has been doing over \$10,000 yearly. Center rich country. No competition. Owner ill. Priced right. Unusual opportunity. Home included. Box 543, Waterloo, Indiana. 499

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

Dear Eddie:

Have you seen the ads in the newspapers and in the magazines on SHREDDED WHEAT? They're the kind that bring folks to the store and buy. I've got a dandy display card right along the same idea as the ads -- and how it dresses up a window, counter, shelf, or what have you?

Ask me about it, if I haven't already put one up for you.

Yours,



The "Uneeda Bakers" Man

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Detroit market week beginning next Sunday without any semblance of overstatement should be the biggest in the history of the city with several live organizations, covering every phase of the men's and women's apparel field opening next Sunday. In addition to the exposition and market at the Hotel Statler and the market week in which local wholesalers are participating, the Michigan Apparel Club, manned by Michigan salesmen for Nationally known firms manufacturing men's and boys' wear will have their own exposition and market, opening at the Statler on Sunday and continuing for a three day style and selling event.

Harry Edelson, 230 E. Grand River, wholesaler and distributor of women's coats and dresses has just returned to his duties following a severe siege of illness.

Cecelia Shetzer, formerly stylist for the J. L. Hudson Co., has been placed in complete charge of the style show sponsored by the Detroit wholesalers of women's apparel, to be held at the Hotel Book-Cadillac next Monday night. According to Miss Shetzer the display will consist of over 150 garments, using approximately twenty live models for the displays. The show will not be open to the general public but will be an exhibit for the retail merchants and buyers.

E. L. Chriswell, better known to the drug trade in and around Detroit, as "Chris", and star salesman for the Nyal Co., of this city, brings a ray of light to the selling boys with the unusual statement that he can notice a gradual improvement in the retail drug business and with it a more optimistic outlook among the men in the business who have been more or less depressed for some time.

E. E. Prine, secretary of the Wholesale Merchants Bureau branch of the Detroit Wholesalers Apparel Dealers market week and style show, to be held in Detroit during the week of Feb. 14 to 20, is responsible for the statement that the coming week will witness the biggest apparel market week and style show ever held in this city by local wholesalers. The style show will be held at the Hotel Book-Cadillac on Monday evening and will depict the newest in women's wear for spring and summer wear, displayed on live models. Stock requirements in anticipation of the visit to Detroit of buyers from all parts of the State and from Ohio and Indiana have received the attention of the twenty-five firms who will participate in the market week. Louis Simon, president of the association also states that reports of the most encouraging nature have been received from various sections indicating a large number will visit Detroit in response to the invitations of the wholesale firms.

About 100 Michigan salesmen, members of the Women's Apparel Club of Michigan, representing about 175 manufacturers in the National women's and children's wear field, will open

their third semi-annual exposition and market on Sunday at the Hotel Statler, Detroit, occupying the entire 14th floor with displays of apparel for women and children, including allied lines. The exposition will continue for three days and will be open Sunday and Monday evening, closing Tuesday at 6 p. m. More than 1,000 merchants and buyers are expected.

In a discussion on the maintenance of adequate stocks, Herschel Lutes, merchandise manager of the J. L. Hudson Co., Detroit, stated this week that in one staple department in which stock control had been put to work in the past four years, cost investment had been decreased from a peak of \$275,000 four years ago to an average stock of less than \$125,000 this year. In spite of a natural loss in volume the store had almost \$200,000 more business on the smaller stock. Occupancy expense, breakage, storages and mark-downs were all naturally decreased and markup at the same time stepped up. On being questioned after the address what department it was that he had reference to, Mr. Lutes declared that it was the housefurnishings department.

Lloyd B. (Buck) Huron, well known among the drug trade in Detroit as a former secretary of the Detroit Retail Druggists' Association, and as advertising manager of the Michigan Drug Co., will be in charge of sales for Bayer Aspirin in the State of Michigan, it has been announced. Mr. Huron now lives at 11733 Mettetal avenue, having moved to Detroit from Plymouth.

Peter D. Bourdas has opened a patent medicine store at 7346 Harper avenue, a location formerly occupied by Frank Goodwill, druggist.

Rosedale Hardware Co., formerly located at 19022 Grand River avenue, is now located in the old Weber Hardware store, on the corner of Livernois avenue and Vernor highway, West.

A. E. Jamieson is the new factory representative of Lowe Bros., Dayton, Ohio, in the Detroit territory.

Harry J. Syme recently took over the business of the Carpenter Pharmacy at 3930 Oakwood boulevard.

An involuntary bankruptcy petition was filed in U. S. District Court here against Max Lichtenstein, retail dry goods, 9110 Vandyke avenue, by Irwin I. Cohn, attorney, representing A. Krolik Co., \$690; Wright Pike Co., \$8; M. Starr Co., \$34.

R. H. Blair has opened a new drug store at 16135 Warren avenue, East, the location formerly occupied by J. A. Leithauser.

The Chicago automobile show, just closed, has left motor company executives more than ever convinced that 1932 is destined to be a year of recovery—unless the situation is changed by the imposition of a special excise tax on motor vehicles. The year's second National show, like the first in New York, exceeded expectations in respect to both attendance and buying interest. This is ascribed by executives just returned to Detroit to the appeal of present motor car values. These values, with their promise of renewed buying and increased employ-

ment, will be maintained if the now rapidly dimming prospects of a special excise levy fails to materialize. The industry's leaders are more confident than ever that this will be the case.

The dealers who attended the Chicago show, and they came by thousands to the display, made the proposed excise tax an important subject of discussion between themselves and factory executives. From the field they brought reports that the prospective car buyer is mightily concerned about the prospect of an additional tax. They have heard only opposition to the proposal, they reported, an opposition based upon the conviction that motorism already is bearing a sufficient tax burden.

Henry Ford's plans are still a matter of vital concern to the automobile industry. That the failure of the company to introduce its new models is slowing up the buying in the popular price field is an opinion widely held in Detroit. The feeling is that, in order that they may have the widest possible field from which to choose, many potential buyers are holding off to "see what Ford is going to do." The question of price continues to be the most provocative subject of speculation in those quarters of the industry where it is assumed that Ford will offer a four, or an optional V-eight, in a single chassis.

"Doughnut" tires—as the very low pressure air-wheel type is being called to distinguish it from the balloon type—are a subject of keen interest here. There is a thought that the industry may be in for another revolution in tire equipment, although this is yet to be proved, of course. The fact remains that Firestone, General, Goodrich, Goodyear, United States and Seiberling, tiredom's big six, are manufacturing or experimenting with the new type.

Recent changes in the executive staff of Peerless have revived interest in the possibility of the early appearance of the company's aluminum car. It is admitted that the company is working on the development of something radically different, and it has been known for two years that it was experimenting with a type making a general use of aluminum.

Al G. Guimond, State director of the Team Work Group of the United Commercial Travelers of America, backed by a live committee of traveling men and from other organizations of advertising men and purchasing agents, is 97 per cent. ready for the big smoker to be held at the Hotel Detroit-Leland on Friday night, Feb. 19. That Jules Klein is in charge of the night's entertainment is insurance against any dull moments during the evening. Mr. Klein is well known to the music and fun loving public of Detroit and in many sections of the State, and as a producer of entertainment of the clean sort has not many if any equals. Possibly Dave Diamond, who can do the master of ceremonies stunt as can few who attempt that facetious position, may be partly to blame for the fame of Klein. Anyhow it is a great combination of fun makers and producers.

An involuntary bankruptcy petition was filed Saturday in United States District Court here against Samuel Fleischer, retail dry goods and furnishings, 11202 East Jefferson avenue, by McLeod, Fixel, Abbott & Fixel representing A. Keolik & Co., \$8,327; Edson Moore & Co., \$1,773, and McConnell, Kerr Co., \$630.

The Living Lincoln.

"With malice toward none, with charity for all, with firmness in the right, as God gives us to see the right."

Reverberating in the canyons of our hearts are these profound words of Lincoln's summing up so indelibly the philosophy of worth-while living.

Practically every American knows the life of Abraham Lincoln . . . the great American, statesman, friend. This brief editorial of tribute is not intended to sketch his life and achievements so familiar to us all. But it is hoped these lines will bring more forcibly to us, the re-created spirit of this beloved leader whose life was so gloriously dedicated to the Union of States and to the brotherhood of man.

For principle, Lincoln would make any sacrifice, and with a wrenched heart was he courageous enough to save the precious Union in the face of apparently certain defeat. With prayer on his lips, deep love in his heart and a vision no other living men of his period could comprehend, he resolutely stood at the head of a war-torn, blood-stained, hungry and sick army of men and boys who fought for him as valiantly as for the cause of peace and the Union.

Lincoln! God bless your golden messages and living triumph! To these ideals you guarded with your very Soul, may every American be true! "With malice toward none, with charity for all, with firmness in the right, as God gives us to see the right", let us carry on to-day your unselfishness, valor, human understanding, humility, poise, tolerance, romance, vision and faith. With these truths saturating our minds and hearts, the earth will be a happier place. Indescribable peace will reward international comradeship. In a short life of fifty-six years you clearly blazed the trail to earthly glory, the only pathway man can pursue to Eternal Joy.

Frank K. Glew.

New Items Lead Retail Trade.

New items in ready-to-wear, sports apparel and millinery began to sell more freely in the local stores during the week, according to retail executives here. This development provided about the only bright spot in trade for the week, which for general store totals continued to be on about the low point of January. Consumer response to marked-down stock is poor, new items being given the preference in the great majority of purchases. Less and less reliance is being placed upon sales by stores to build up volume, on the ground that results do not justify the holding of these events.

State your opinions boldly and you will win the world's respect, but respect is a poor substitute for affection.

The movie business holds up well. People must have entertainment, and fewer steam shovels are working now.

Rademaker-Dooce Grocer Co.

Distributors

Fremont Sweet Peas

Miss Michigan Ex Stand Cut Wax Beans

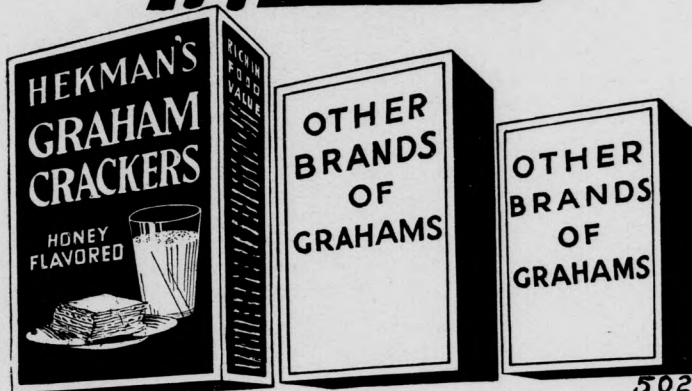
Miss Michigan Ex Stand Cut Green Beans

Miss Michigan Sweet Peas

Miss Michigan Early June Peas

Above all packed by Fremont Canning Co.

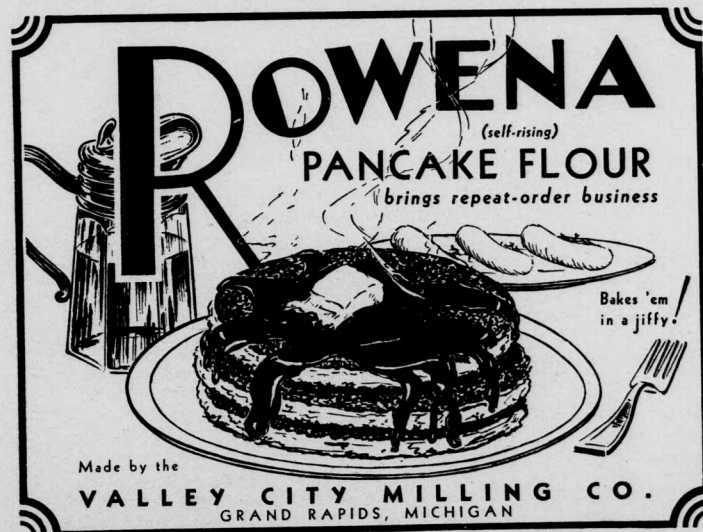
*Taste the
difference*



YOU WILL WANT THE BEST IN GRAHAM CRACKERS. IT'S EASY TO DETERMINE WHICH BRAND IS BEST... TASTE THEM... GET ONE OF EACH... AND LET YOUR MOUTH DECIDE.

**HEKMAN'S
GRAHAMS**

*For Health - Eat
Grahams-Hekman's Grahams*



**"Oh, Yes!
and I want a can
of ROYAL!"**



THAT'S just what women have been saying for three generations! Such an old favorite is a good product to feature. For there's hardly a woman that doesn't know Royal Baking Powder! And it takes so little effort to sell it.

Women everywhere recognize it as the leader in its line . . . an undisputed quality product . . . the very best! They know it insures baking success!

Big advertising campaigns are making it more popular than ever. You can cash in on this popularity by giving it that little bit of extra selling effort.

Put it on the counter. Give it a good position on your shelves, where everybody can see it. Mention it to your customers. You'll be surprised to see how fast it'll move! And more sales mean greater profits.

**ROYAL
BAKING POWDER**

A Product of

STANDARD BRANDS INCORPORATED



Order from your jobber

WHY BE SATISFIED *With Less Than* GUARANTEED TIRE



NOW!
A Smashing
GUARANTEE
against
Blow - Outs
Cuts or Bruises
Underinflation
ROAD HAZARDS

PERFORMANCE

These days — more than ever before — it pays to be absolutely certain **beforehand** of what a tire will do. All tire prices are down today—lower than they have **ever** been. But you've got to be **sure** that you're getting the kind of **quality** that will insure real **performance**. You're getting no bargain when you save a few pennies and get a tire that won't stand up. But—HOW CAN YOU BE SURE?

There's just **one way**. Buy **only** the tire that is backed by a strong company **plus** a written **GUARANTEE** that **INSURES PERFECT PERFORMANCE FOR A SPECIFIED PERIOD OF TIME**.

That means—buy **CORDUROY!**

The Corduroy tire you buy today is a greater value than you can find in any other tire—because **QUALITY** has gone 'WAY UP, even while **prices** have gone 'WAY DOWN! So **good** are these tires—so **long** will they give satisfactory performance on your car—that we've backed them with the strongest **GUARANTEE** ever written on any tire.

For years you could buy tires covered by the Standard Warranty of the industry which said simply that the tire was guaranteed against **defects in workmanship or materials**.

Corduroy's New Guarantee says **that** and more—**miles more!** In **addition** to this Standard Warranty Corduroy Sidewall Protection Passenger Balloon Tires are guaranteed against Blow-Outs, Cuts, Bruises, Under-inflation, Wheels out of Alignment and **ROAD HAZARDS**.

If you ever have a claim under **this** Guarantee you have only to present it to your **dealer**. When proper forms have been used, he is fully authorized to make the adjustment then and there—with no haggling—with no hesitation.

Quality for quality—the prices below are **FAR LOWER** than you will find anywhere on **any** tire. It pays to save money when **PERFORMANCE** is **GUARANTEED!**

ATTENTION TIRE MERCHANTS

Dealers everywhere are reaping an attractive harvest of extra profits as a result of the big swing to Corduroy tires. If you're not featuring this amazingly successful line you're missing a wonderful opportunity. Write Corduroy Rubber Co., Grand Rapids, for all the facts—**TODAY!**

to be **SURE!** -Buy
CORDUROY