

GEORGE WASHINGTON

First in War, First in Peace, First in the Hearts
of His Countrymen.—Lee.

HE STANDS the noblest leader who ever was entrusted with his country's life. His patience under provocation, his calmness in danger, and lofty courage when all others despaired, his prudent delays when delays were best, and his quick and resistless blows when action was possible, his magnanimity to defamers and generosity to his foes, his ambition for his country and unselfishness for himself, his sole desire of freedom and independence for America, and his only wish to return after victory to private life, have all combined to make him, by the unanimous judgment of the world, the foremost figure of history.

CHAUNCEY M. DEPEW.



Home Baker Flour

Made from the highest grade of Kansas Hard Wheat and milled with one thought in mind—Quality.

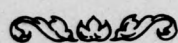
The Consumer is convinced these statements are true. This is indicated by a 300% increase last year over the previous year's sales.

Sold only by Independent Merchants.

Quality Guaranteed.

Priced low.

An asset to any business.



LEE & CADY

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



MORE than three generations of women have demanded Royal Baking Powder. Why? Because they believe it the best!

Today, women can see why it's the best! Big advertising campaigns feature photographic pictures of cakes

made with Royal and those made with ordinary powders.

That's why it takes so little effort to sell. All it needs is . . . put it where customers can see it. Give it counter and window display. Recommend it. You'll be surprised to see how fast it moves. More sales mean greater profits.

ROYAL BAKING POWDER



A Product of
**STANDARD BRANDS
INCORPORATED**

Order from your jobber.

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.

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

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

*The brand
you know*



A complete line of canned vegetables and fruits

MICHIGAN TRADESMAN

Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 17, 1932

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

SOME TRENDS IN TRADE.

Sidelights on the General Business Situation.

Walter P. Chrysler, long absent from the ranks of prophecy, has allowed himself the prediction that automobile production this year will exceed that of last year by 10 per cent. He relies partly upon improved business conditions which he expects to follow recent action taken in Washington.

Trade shows few signs of recovery yet, though here and there the reports are favorable. From a good many centers come complaints that price concessions are less productive of sales than they were a few weeks ago.

Wholesalers report a distinct reaction among dealers against low-priced articles which are divorced from quality appeal. This is an emphatic new note of real significance.

Commercial failures, which have been unusually numerous lately, are likely to continue at a lively pace for the next three or four months, according to the National Association of Credit Men. This will be particularly true if business conditions improve and the excuse of bad times is removed.

Voluntary chains among hardware dealers were talked about as an imminent development at the recent annual convention of the New York State Hardware Association. A chain of that kind in Canada is said to be doing very well.

A bill to tax chain stores was introduced last week in the New York state legislature by a Democratic assemblyman from Brooklyn—\$50 a store for five store chains, \$1,000 a store for chains with more than five units.

The rate of the cost of department store operations went up about 6.6 per cent., according to preliminary figures of the Harvard Business School Research Bureau. The reason was that the readjustments found necessary could not keep pace with the price decline, especially so far as such items as rent, taxes, and personnel were concerned.

Mortgage money is scarce almost everywhere. In 70 per cent. of the cities loan applications are not being met, 22 per cent. show a fair balance between demand and supply, and in only 8 per cent. is capital seeking investment in mortgages.

Much interest attaches to the Sugar Institute trial begun last week in Federal district court of New York. The Government charges establishment of non-competitive prices and coercive measures against brokers, jobbers and other wholesalers, and that the institute controls 46 per cent. of the cane sugar refined in this country.

Dr. Julius Klein, Assistant Secretary of Commerce, is giving his encouragement to the idea that women as consumer buyers can do much for business reconstruction. "We are seeing," he said recently in a public broadcast, "the beginning of the first substantial move on the part of the consumer to make her own inestimably important contribution to the solution of problems that have hitherto been the burden solely of producers and distributors."

Mail order house sales in January were at a low comparative ebb and the same was true of most chain store systems and department stores.

The national campaign to end money hoarding is expected to show results within the next thirty days. Its political significance will be apparent only in the organization of the campaign and to the public it will appear to be a non-partisan drive to return money to circulation. The remaining factors of the administration's prosperity-back program will be hastened and the next number is expected to appear as soon as the anti-hoarding organization is completed. The administration will make every possible effort from now until September to improve business conditions. And Republican leaders are hopeful of a definite upturn soon enough to convince the voters of the country that a change of administration would retard development and delay a return to normal business. The Reconstruction Finance Corporation has already saved several large banks from failure, it is privately said; the railroad pay cut is encouraging, and the expectation of Washington observers is that the stock and bond markets will soon reflect reviving confidence. The full influence of the Government will be exerted to take advantage of every encouraging factor and officials generally expect a rapidly improving sentiment to be expressed, at a steadily increasing rate, in material business improvement.

Postal savings limit will not be increased during this session of Congress unless further and more successful legislation on the subject is introduced. The House committee has disapproved two bills. One proposed to increase the limit from \$2,500 to \$5,000 and the

other placed the maximum at \$10,000. Both bills were opposed by banking interests, although it was generally admitted that the passage of either bill would have tended to decrease hoarding.

The Federation of Women's Clubs has begun its program of investigation to give its membership of 2,500,000 women an opportunity "to gain a more practical knowledge of the relation between the wise spending of the individual consumer's dollar and national prosperity; to gain a more sympathetic understanding of some problems encountered by producers and distributors in their efforts to serve the consumer efficiently; to gain a more purposeful recognition of the fact that woman, as the family buying agent, has a definite responsibility in connection with acquiring wise spending habits that will tend to put the consumer's dollar into profitable circulation; to do something with this knowledge, understanding and recognition of responsibility that, without cost to the individual, will constitute a co-operative movement of national importance." Department of Commerce officials say that the findings of the investigation, the first of which are expected within sixty days, will be of inestimable value to manufacturers of many kinds. The subjects covered are returned goods, deliveries, credit relations, advertising reactions, and the production and selection of desirable merchandise.

Tax threatened industries will do well to determine how the bottlers of the country have prevented tax burdens. The American Bottlers of Carbonated Beverages have announced the defeat of three tax bills in Arizona during January at a special session of the legislature. "The victory in Arizona," the association states, "makes a total of twenty-one states in which our industry has defeated attempts to impose special taxes on its products since 1925, when the obnoxious 20 per cent. sales tax was enacted in South Carolina. In connection with the defeat of these bills, which has confined state persecution of our industry to South Carolina, it is interesting to note that the revenue derived from the tax in that state is steadily declining."

Substitution of private brands is not as extensive as many manufacturers believe. The findings of the Drug Survey indicate that attempts at substitution are surprisingly few, comparatively, and that still fewer of the attempts succeed. As factors in unprofitable distribution, the findings show that failure to stock, suggestions to the customer who does not specify a brand, and suggesting additional uncalled-for items far exceed the successful attempts to switch from a called-for brand. By far the greater part of substitution is the selling of one nationally advertised brand when another

is called for in smaller stores that find it impossible to carry all popular brands in various lines.

Uncle Louie's Contact With the Wrigley Family.

San Diego, Calif., Feb. 6—You are right that I lost a great friend in the death of Mr. William Wrigley, Jr. I presume you remember how I got acquainted with the Wrigley family, as early as 1913. I made one trip around the world in 1912 on the steamship Cleveland, of the Hamburg-American line, and while we were out on the Suez Canal the passengers had a masquerade ball. I was not prepared for same but went to the barber and wanted a funny face, but he said he had sold out everything. I then noticed he had three boxes of Wrigley's gum on the shelf. I purchased same to use later on in the evening during the dance. I acted as a candy vender, distributing the gum among the dancing public who enjoyed the treat very much. The photographer caught me in a flashlight picture while delivering the gum to a dancing couple. I received the picture, which I mailed with an appropriate letter to William Wrigley, Jr., at Chicago and I did not hear in reply to it until after several weeks when we reached Honolulu. There I found a nice answer from Mr. Wrigley in appreciation of the free advertising I gave his gum on the trip. He also stated that he and his family were going to make the same trip as I had made except that they were to depart from San Francisco, rather than from New York, as I had done. I remained in Honolulu until the S. S. Cleveland returned and embarked for the second part of the trip, returning to New York. Mr. Wrigley and his family reached Honolulu on the same steamer and I had the pleasure of introducing myself to him after we had departed from Honolulu. He was pleased to meet me and said he had heard considerable about Uncle Louie since he had been on the boat.

By and by I had the pleasure of being introduced to his family and enjoyed their companionship on the trip.

W. H. Stanley, one of the tourist department officers, was assigned to take special care of Mr. Wrigley's family and Mr. Wrigley was so impressed with Mr. Stanley's ability to handle the cruise that he offered him a position in Paris as sales agent, which he accepted and from which he worked himself up to Vice-President of the Wrigley Co., in Chicago.

I have received from them a liberal supply of P. K. gum which I have distributed from that time among my friends. To prove it to you I am giving one piece to the secretary who is kind enough to write my mail.

About a year ago I was Mr. Wrigley's guest at Catalina Island and after my visit there I took a picture of the Island and colored it and delivered it in person to Mr. Wrigley at the Chicago office, and that was the last time I had the honor and pleasure of meeting him in person. L. Winternitz.

Just as long as you are willing to remain hooked up with a one-horse business, you will remain a one-horse man.

An ounce of courtesy is worth a pound of apology.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 10—On this day schedules, adjudication and order of reference were filed in the matter of De-Vaux-Hall Motors Corporation, Bankrupt No. 4786. Bankrupt's attorneys are Travis, Merrick, Johnson & McCobb. Assets are scheduled at \$1,923,095.19 and liabilities at \$1,830,112.14. Creditors are as follows:

County of Alameda and City of Oakland, Cal.	\$ 24,673.64
Western American Realty Co., San Francisco, Cal.	340,000.00
Com. Credit Co., San Francisco	97,700.00
A C Spark Plug Co., Flint	66.84
Acme Welding & Rep. Co., G. R.	8.85
Alemite Co., Grand Rapids	.70
Aluminum Goods Mfg. Co., Manitowoc, Wis.	15.20
American Excelsior Corp., Chicago	9.11
Am. Forging & Socket Co., Pontiac	130.44
Am. Nut & Bolt Fastener Co., Pittsburgh, Pa.	395.69
Am. Stamping Co., Battle Creek	47.51
Am. Steel & Wire Co., Chicago	23.40
Applied Arts Corp., Grand Rapids	70.08
Ashook Corp., St. Paul, Minn.	63.79
Assoc. Mat. & Sup. Co., Grand R.	4.75
Auto Specialty Co., St. Joe	16.34
Auto Wheel & Brake Supply Co., Ltd., Los Angeles, Cal.	15.60
Auto Elec. Service, Oakland, Calif.	1.84
Auto Service, Inc., Oakland, Cal.	27.99
Ashook Corp., St. Paul, Minn.	8.64
Automotive Parts, San Pedro, Cal.	22.62
American Sales Book Co., Elmira	63.00
Adver. Club of Oakland, Cal.	5.00
Backstay Welt Co., Union City, Ind.	417.95
Baer Bros., New York City	36.62
Bearing Co. of Am., Lancaster, Pa.	170.43
Bellevue Mfg. Co., Bellevue, Ohio	480.01
Bendix Brake Co., Couth Bend	4.12
Ben. Har. Mall. Co., Benton Har.	89.22
A. E. Berg Co., Oakland, Calif.	3.15
Bingham Stp. Co., Toledo	86.40
Blackmer Rotary Pump Co., G. R.	63.16
Geo. R. Barrmann, Oakland, Cal.	1.65
Brazil-Amer. Bureau, Chicago	6.15
Breed, Burpee & Robinson, Oakland	151.35
Brewer Titchener Corp., Cortland, N. Y.	5.19
Brochu & Hass, Grand Rapids	36.99
Brown Corp., Syracuse, N. Y.	42.48
E. D. Bullard Co., San Francisco	1.20
Bundy Tubing Co., Detroit	272.58
Burroughs Adding Mach. Co., G.R.	28.45
Bird & Jex, Ogden, Utah	35.00
Bergey, Laut & Co., Toronto, Ont.	292.10
Becwith Specialty Co., New York	17.85
Bayne Co., Grand Rapids	6.80
Bergey, Laut & Co., Toronto, Ont.	18.62
Bearing & Equip. Co., Oakland, Cal.	3.08
Sam F. Bashara, Houston, Texas	237.50
Carborundum Co., Niagara Falls	62.86
Cent. Mich. Paper Co., Grand Rapids	42.00
Champion Spark Plug Co., Toledo	209.65
Chicago Screw Co., Chicago	18.98
City Coal & Coke Co., Grand Rapids	62.50
Cleveland Pneumatic Tool Co., Cleveland	10.45
Glum Mfg. Co., Milwaukee	45.13
Cleve. Wire Cloth Co., Cleveland	9.67
Henry Cole Co., Boston	204.23
Col. Bolt Works, Columbus, Ohio	240.65
Com. Letter Co., Grand Rapids	494.71
Community Chest of Oakland, Cal.	125.00
Corcoran Brown Lamp Co., Cincin.	5.62
C. Cowles & Co., New Haven, Conn.	13.63
Crane Co., Grand Rapids	36.36
Elis Cross, Grand Rapids	10.90
Crowe Glass Co., San Francisco	177.43
Crystal Spring Water Co., G. R.	26.46
Cuno Eng. Corp., Meriden, Conn.	6.62
Arthur F. Crabb, Grand Rapids	5.00
Calif. Assn. Highway Patrol, Sacramento, Cal.	40.00
Commercial Photo Views, Oakland	11.00
Cargill Co., Grand Rapids	174.10
Columbia Carbon Co., San Francisco	7.20
Chicago San. Bag Co., Chicago	13.80
Casco Products Co., Bridgeport, Conn.	2.51
Devereaux Co., Detroit	3.85
Ditto, Inc., Chicago	1.11
Dole Valve Co., Chicago	324.00
Dunham, Corrigan & Hay Co., San Francisco, Cal.	8.53
E. I. DuPont De Nemours Co., Wilmington, Del.	172.86
Dura Co., Toledo, Ohio	362.49
Durant Motor Co., San Francisco	196.89
H. A. Douglas Co., Bronson	4.04
Delta Electric Co., Marion, Ind.	1.86
East Bay Lac. Chem. Co., Oakland	31.50
Eaton Spring Corp., Detroit	165.78
Eclat Rubber Co., Cuyahoga Falls, O.	7.83
Elec. B. P. & Photo Co., Oakland	21.20
B. K. Elliott Co., Cleveland	30.74
Evans Prod. Co., Detroit	46.13
Economy Dye House, Grand Rapids	10.00
Firestone Tire & Rub. Co., Los Angeles	52.23
Foster Stevens Co., Grand Rapids	209.74
Fox Co., Cincinnati, Ohio	183.33
Fuller & Co., Oakland, Cal.	210.81
Felt & Tarrant Mfg. Co., San Fran.	13.50
Gasket Shop, Oakland, Cal.	36.33
P. B. Gast Co., Grand Rapids	66.19
Gen. Leather Co., Belleville, N. J.	250.95
Genl. Equip. Equip. Co., Harrisburg, Pa.	40.77
Gilmore Oil Co., Oakland, Cal.	88.35
Gilson Elec. Supply Co., Oakland	7.23
Globe Vise & Truck Co., Grand R.	1.44
G. R. Blow Pine & Dust Arrester Co., Grand Rapids	5.50
G. R. Forz. & Iron Co., Grand R.	7.20
G. R. Steel Supply Co., Grand Rapids	41.66
G. R. Varnish Corp., Grand Rapids	248.26

Graybar Elec. Co., Oakland, Cal.	54.05
Greyhound Co., Oakland, Calif.	150.00
G. R. Mail Co., Grand Rapids	2.50
Hayden Supply Co., Grand Rapids	24.06
Hazeltine & Perkins, Grand Rapids	16.76
Hobbs Battery Co., San Francisco	48.50
W. C. Hopson Co., Grand Rapids	3.37
Chas. Heyl Co., Huntington Park, Cal.	15.00
Great Western Power Co., Oakland	63.53
Houston Printing Co., Houston, Tex.	17.85
Hercules Prod. Co., Evansville, Ind.	289.59
K. N. Hyrup, San Leandro, Cal.	21.50
Ideal Equipment Co., Indianapolis	230.07
Independent Binder Co., Oakland	9.50
Industrial Rubber Goods Co., St. Joe	7.02
International Press, Oakland, Cal.	27.50
Illinois Iron & Bolt Co., Carpentersville, Ill.	8.55
Johnson Bronze Co., New Castle, Pa.	2.38
Kennite Co., Detroit	9.28
Kent Moore Organization, Detroit	31.70
W. H. Kessler Co., Grand Rapids	116.09
Knudson Auto Body Co., Oakland	4.80
K. & G. Mfg. Co., Birmingham, Ala.	16.50
Lather Auto Spring Co., Oakland	105.07
Leitelt Iron Works, Grand Rapids	2.85
B. H. LeVoy, Oakland, Cal.	42.00
Libby-Owens-Ford Glass Co., Toledo	6.64
Linde Air Products Co., Chicago	20.05
Link Belt Co., Chicago	5.59
C. J. Litscher Elec. Co., Grand R.	51.70
Logan Gear Co., Toledo	353.37
Lacquer Prod. Co., Los Angeles	15.13
McCord Radiator Co., Detroit	36.21
McKesson-Longley-Nichols Co., San Francisco, Cal.	10.16
McQuay Norris Mfg. Co., Oakland	7.65
Man Mfg. Co., Berkeley, Cal.	25.82
Mfrs. Supply Co., Grand Rapids	42.43
C. W. Marwedel, San Francisco	4.80
Mass. Machine Shop, Boston	12.30
Massillon Rivet & Mfg. Co., Massillon, Ohio	60.14
Mellors Lumber & Supply Co., Oakland	85.50
Merchants Exchange, Oakland	3.00
Meyer Cord Co., Chicago	162.03
Michigan Tag Co., Grand Rapids	3.50
C. W. Mills Paper Co., Grand R.	2.75
Minn. Mining & Mfg. Co., St. Paul	27.54
Modern Warehouses, Inc., Los An.	279.15
Montague Mfg. Co., Olivet	14.16
Motor Car Dealers Assn., San Fran.	20.00
Motor Prod. Corp., Detroit	390.85
Motor Reb. & Parts Co., Grand R.	.78
Matthews Co., Grand Rapids	36.00
Motor News, Oakland, Cal.	36.00
Motor Car Devices Co., Los Angeles	25.00
Nachman Spring Filled Co., G. R.	7.50
National Automotive Fibres, Inc., Detroit	2.61
Northwestern Oil Co., Grand Rapids	12.32
Northw. Elec. Co., Portland, Ore.	46.95
Oakland, Cal. Towel Co., Oakland	6.47
Oakland Plumbing Co., Oakland	7.27
Ottawa Mfg. Co., Sprink Lake	17.59
Postal Telegraph Co., Oakland	222.78
Pacific Wheel & Rim Service, Oakland, Cal.	4.98
Packers Supply Co., Grand Rapids	7.40
Pinney Walker Co., New York	168.31
Pioneer Motor Bearings Co., San F.	38.30
Piston Ring Co., Muskegon	36.40
Pittsburgh Plate Glass Co., G. R.	2.70
Port. Gen. Elec. Co., Portland, Ore.	64.52
Potter Mfg. Co., Jackson	375.10
Progressive Plating & Enam. Co., Oakland, Cal.	10.50
Proper Grinding Works, Oakland	.75
Pines Winterfront Co., Chicago	27.00
Quimby-Kain Paper Co., Grand R.	7.20
Radiator Hospital, Grand Rapids	3.00
F. Rantville Co., Grand Rapids	4.14
Republic Rubber Co., Youngstown, O.	25.58
Richfield Oil Co. of Cal., San Fran.	136.25
Riverside Lumber Co., Grand Rapids	359.49
Robbins & Myers Sales, Springfield	379.30
S. A. Rand Co., Oakland, Cal.	7.50
Republic Coal Co., Grand Rapids	5.70
Roseberry-Henry Elec. Co., G. R.	25.33
San Francisco News, San Francisco	1.90
Schwitzer Cummins Co., Indianapolis	15.59
Scovel & Sons Co., San Francisco	5.25
Shakespeare Prod. Co., Kalamazoo	337.65
Shakeproof Lock Washer Co., Chi.	3.18
Shaler Co., Wau. Pun, Wis.	148.95
Sharpe & Dohne Co., San Francisco	4.50
Sherwood Hall Co., Grand Rapids	9.20
Smith Lumber Co., Oakland, Cal.	247.32
Snap-on-Tools, Inc., Kenosha, Wis.	4.20
Howard Sober, Inc., Lansing	295.50
Soreng-Mangold Co., Chicago	26.06
Southwest Auto Works, Los Angeles	50.00
Standard Conveyor Co., St. Paul	182.52
Standard Mirror Co., Buffalo, N. Y.	202.47
Standard Process & Eng. Co., Berkeley, Cal.	7.05
State Com. Ins. Fund, San Fran.	113.97
Stauder Engraving Co., Chicago	8.04
Steel & Tubes, Inc., Cleveland	19.13
Paul Steketee & Sons, Grand Rapids	167.38
Superior Screw & Bolt Mfg., Cleveland	252.01
Sunshine Laundry, Grand Rapids	17.60
Shirman Coal Co., Grand Rapids	12.30
Snade Tire Co., Grand Rapids	38.65
Shelton Tubular Rivet Co., Shelton, Conn.	18.31
Schabacher Frev Co., San Francis.	31.50
Edwin L. Stanton, Inc., Los Angeles	183.50
Sudden Service Glass Co., Los An.	3.50
Star Machine Shop, San Leandro	3.00
Stenode Steel Co., Chicago	66.23
Taylor's, Grand Rapids	71.00
Textile Ry-Products Corp., S. Little Falls, N. Y.	205.24
Thomas Blue Print Serv. Shop, G.R.	222.25
Tillev Mfg. Co., San Francisco, Cal.	3.64
Timken Roller Bearing Co., Canton	340.70
Toledo Lith. & Etching Corp., Toledo	14.49
Tire Service Co., Oakland, Cal.	6.00
Telautograph Corp., New York	341.17
Trenton Fibre Prod., Plymouth	4.21

United Car Fastener Corp., Cambridge, Mass.	31.15
United Lens Corp., Detroit	31.80
United Motors Service, Detroit	15.75
U.S.L. Battery Sales Corp., Oakland	362.28
U. S. Rubber Co., Detroit	45.45
Valentine Co., New York	158.93
Ver Wys & Co., Grand Rapids	5.00
Vicheck Tool Co., Cleveland	162.87
Vanderstels, Grand Rapids	2.00
Vermont Sign Co., Los Angeles	10.00
Walgreen Drug Store, Grand Rapids	2.35
Weatherhead Co., Cleveland	9.52
Western Union Tel. Co., Grand R.	15.75
Wheeler Metal Prod. Corp., East Cleveland, Ohio	16.50
Willys Morrow Co., Elmira, N. Y.	438.10
Wolverine Brass Works, Grand R.	.51
Wolverine Pattern & Model Works, Grand Rapids	261.74
Wolverine Bumper & Spec. Co., Grand Rapids	479.51
Wood-Montague & Matthiessen, Portland, Ore.	77.75
Western Mfg. Co., San Francisco	1.42
Wright Cover Co., Chicago	40.61
Wright Mfg. Co., Bridgeport, Conn.	35.46
Wassermanns, Grand Rapids	12.50
Wildor Co., Chicago	4.15
Woodhouse Co., Grand Rapids	23.75
Zellerbach Paper Co., Oakland, Cal.	29.62
Zenite Metal Co., Indianapolis, Ind.	16.40
Senith-Detroit Corp., Detroit	15.38
Electrical Products Corp., Portland	90.00
Fulton Co., Milwaukee, Wis.	32.06
General Office Equipment Co., Harrisburg, Cal.	72.40
Wm. H. Keller, Inc., Grand Haven	104.64
Lauck Mfg. Co., Indianapolis, Ind.	47.50
Spicer Mfg. Co., Toledo, Ohio	48.25
U. S. Pressed Steel Co., Kalamazoo	248.09
Alemite Corp., Chicago	750.09
Automotive Fan & Bearing Co., Jackson	503.52
Ben. Harbor Malleable Ind., B. H.	795.45
Columbus Auto Parts Co., Columbus	511.20
Donahue Varnish Co., Detroit	732.52
Federal Screw Works, Detroit	891.91
G. R. Metal Craft Corp., Grand R.	975.95
Halstead Oil Co., Cincinnati, Ohio	507.00
Jesco Lubricants Co., Kansas City	966.92
Portland DeVaux Mot. Co., Portland	632.84
Postal Telegraph Co., Grand Rapids	885.12
Powell Pressed Steel Co., Hubbard, Ohio	652.26
Presto Lite Bat. Co., Oakland, Cal.	910.02
R. M. Schernstein, Grand Rapids	574.73
Siberling Rubber Co., Akron, Ohio	638.22
Sheller Mfg. Co., Portland, Ind.	577.53
Yale & Towne Mfg. Co., Stamford, Conn.	886.01
Borg & Beck Co., Chicago	914.80
Sun Oil Co., Grand Rapids	600.00
American Enameled Magnet Wire Co., Port Huron	2,312.34
O. L. Anderson Co., Detroit	1,301.52
Burgess Battery Co., Chicago	1,727.47
Commonwealth Printing Co., G.R.	1,023.41
Delco Remy Corp., Anderson, Ind.	1,048.32
Elec. Auto Lite Co., Toledo, Ohio	3,397.53
Ernst & Ernst, San Francisco	3,635.00
Fedders Mfg. Co., Buffalo, N. Y.	2,956.84
Firestone Tire & Rub. Co., Akron	4,812.40
Gen. Spring & Bump. Co., Detroit	2,749.45
B. F. Goodrich Rub. Co., Akron	3,286.18
Goodyear Tire & Rub. Co., Calif.	2,145.51
Mich. Steel Prod. Co., Detroit	1,971.09
Moto Meter Gauge & Equipm. Co., Toledo	1,007.64
R. N. Nao & Co., San Francisco	2,893.36
Prestolite Bat. Corp., Indianapolis	2,587.31
Hotel Rowe, Grand Rapids	1,198.44
Scoville Mfg. Co., Waterbury, Conn.	1,550.10
Stewart Warner Corp., Chicago	3,352.90
Superior Machine Tool Co., Kokomo, Ind.	1,017.47
Ten Broek & Sons, Grand Rapids	1,015.26
Tillotson Mfg. Co., Toledo, Ohio	3,917.09
Trico Products Corp., Buffalo	1,270.42
U. S. Spring & Bumper Co., Los Angeles, Cal.	1,973.83
L. A. Young Spring & Wire Co., Oakland, Cal.	1,162.21
Con. Motors Corp., Detroit	69,015.88
Durant Motors, Inc., New York	7,562.95
Foster & Kleiser, San Francisco	15,492.11
Goodyear Tire & Rub., Akron	16,656.41
Hayes Body Corp., Grand R.	123,450.66
Houde Eng. Corp.	5,654.02
James Houlihan, Inc., Grand R.	76,423.88
Metal Auto Parts Corp., Indianapolis, Ind.	18,078.98
Midland Steel Prod. Corp., Det.	6,976.98
Motor Wheel Corp., Lansing	10,613.80
Truscon Steel Co., Cleveland	8,064.21
Adams Axle Co., Syracuse, N.Y.	2.50
Seth L. Berger, Red Bluff, Cal.	1.75
Becker Motor Co., Grand Rapids	12.26
Bill's Garage, Grand Rapids	1.53
Bortragers Garage, North Bend, Ore.	15.64
Frank Brotherton, Walla Walla, Wash.	171.09
Burwell Jones Co., Seattle, Wash.	743.75
Buszek & Cosart, Lindsay, Cal.	20.44
L. D. Coddington, Oakland, Cal.	.50
A. P. D-Antenay, Davis, Cal.	.41
Diamondville Garage, Diamondville, Wyo.	15.15
Foster Richey Ino., Pendleton, Ore.	19.00
Frost Motor Co., Bremerton, Wash.	27.23
Gonzales Manuel, Oakland, Cal.	.54
W. F. Gouty, Bakersfield, Cal.	8.47
C. C. Greenwood	.29
W. J. Hackett, Reno, Nevada	25.74
Hamaker Motor Co., Elamath Falls, Ore.	108.76
L. M. Horton	1.65
Kitigawa & Co., Hilo, T. H.	116.71
Roy Kloepping, Oakland, Cal.	3.00
Ben Knott, Los Angeles, Cal.	2.50
H. T. Kuhlman, Grand Rapids	491.56
Lam Wing Yan, Hong Kong, China	20.54

Loaders Repair Shop	42
Lumley Motor Co., Huntingtos Park, Cal.	.51
Moscow Motors, Moscow, Idaho	5.40
J. A. Muirbrook	.91
Nevada Garage, Nevada, Cal.	1.26
Nichibi Star Motor Sales, Tokio, Japan	1.23
Palo Alto Garage, Palo Alto, Cal.	.67
Parsons Bros. Motor Co., Wenat- chee, Wash.	4.91
Peterson Motor Co., Boise, Idaho	19.15
Henry Price	2.75
I. M. Purdy, Lancaster, Cal.	12.47
Miles G. Ramer	.59
Salinas DeVaux Mot., Salinas, Cal.	103.12
Santa Ana DeVaux Motors, Santa Ana, Cal.	24.56
Springville Garage, Springville, Wyo.	15.97
Staiter Bros.	13.68
H. L. Steiers & Sons, Yuma, Ariz.	17.55
L. C. Stiles, Oakland, Cal.	1.16
Sudden Service Glass Co., Los An.	3.50
W. H. Tinton, Visalia, Cal.	1.14
Lorena Torrey, Oakland, Cal.	5.00
Travelers Garage, Yreka, Cal.	5.49
H. L. Turton, California	12.20
Tankiyuma Bros., California	13.00
Weaver Garage, Prescott, Arizona	13.20
Western Motors, Los Angeles, Cal.	2.35
W. B. White, Oakland, Cal.	167.22
F. E. Wilber Co., San Francisco	5.00
Altoona Motors, Altoona, Penna.	1.88
Auburn Sales & Service, Niagara F.	1.95
George W. Browne, Inc., Milwaukee	538.24
Warner M. Bateman, Cleveland	586.72
Burkert Motor Sales, Fond du Lac	1.25
Beemer & Edgecombe, London, Ont.	46.05
Barnard Motors, Zanesville, Ohio	6.54
Cox Motor Co., Charleston, W. Va.	126.74
R. H. Collins Auto Co., Chicago	805.45
Capital Motor Car Co., Columbus	100.78
Detroit DeVaux Co., Detroit	62.01
Elcar Motor Sales, Kingston, N. Y.	4.51
Ellis Motor Car Co., Quincy, Ill.	33.86
Eason Motor Co., Houston, Texas	187.72
Forman-Hutcheso Co., Hempstead, N. Y.	26.22
Goss Motors, Inc., Aurora, Ill.	6.98
Chas. E. Guerrettas, Terre Haute	.65
Guntton Motor Co., New Castle, Pa.	2.93
Ireland Auto Sales Co., Minticello, Ind.	4.97
Jacobson Motors, Madison, Wis.	44.51
L. A. Jones, Inc., Miami, Florida	237.09
G. T. Knight Motor Co., Wheeling, W. Va.	20.23
John M. Leaman, Milwaukee	16.77
L. A. McKean Auto Co., Sioux Falls, S. D.	338.16
Marra Bros., Olean, N. Y.	52.55
Marco Motor Sales, Detroit	11.51
Murphy Motors, New York	10.27
Marmon DeVaux Sales Co., Fargo	6.84
A. G. Marquardt, Ann Arbor	3.22
Menzie Motor Sales, Warsaw, Ind.	5.00
National Mo. Car Co., Lincoln, Neb.	48.69
Naylor Motor Co., Denver, Colo.	204.40
Oakdale Garage, Grand Rapids	16.25
A. F. Pearson Co., Akron, Ohio	31.58
Petoskey Auto Sales, Petoskey	357.00
Reo Motor Co. of New England, Boston, Mass.	1,032.49
Reo Motor Sales, South Bend	44.67
Reo Spaulding Co., Louisville, Ky.	111.70
Reo Worcester Co., Worcester, Mass.	66.06
Service Garage, Stanley, Wis.	5.00
Smith Motor Sales, Plymouth	31.00
Twentieth Cen. Ga., South Bend	.75
Unson Garage, Elkhart, Ind.	9.52
Wittner Motor Car Co., Jamaica, N. Y.	\$47.30
Weigle Motor Sales, Jackson	.94
George W. Browne, Inc., Milwaukee	48.41
T. A. Bryson & Sons, Savannah, Ga.	300.00
S. L. Churchill, Christobal, Cana Zone	65.25
L. A. Jones, Inc., Miami, Florida	.10
G. T. Knight Motor Co., Wheeling	11.90
Marmon DeVaux Sales Co., Fargo	589.85
Murphy Motors, Inc., New York	129.20
Reo Motor Import Co., Bombay, Ind.	.62
Reo Motor Co. of Eng., Boston	10.00
Robichson Motors Co., Utica, N. Y.	2.00
D. H. Saker & Co., South Africa	1.95
Syracuse DeVaux Motors, Syracuse	.25
Twentieth Cen. Ga., South Bend	30.80
U. S. Motor Sales Co., Newark, N.J.	19.10
P. C. Walster & Son, Binghamton, N. Y.	402.00
Ken Xanthopoulos, Egypt	50.00
A. George, Sacramento, Cal.	13,500.00
Robinson, Thieme & Morris, Seattle, Wash.	39,600.00
Henry Weinhard Co., Portland, Ore.	43,875.00
Jacob Chase and wife, Grand R.	200.00
Hayes Body Corp., Grand Rap.	28,116.00
Spinner, Skutt Co., Grand Rapids	499.98
Gold Star Transport, Samoa	1,366.07
Broadway Motors, Los Angeles	105.55
Santa Ana DeVaux Motors, Santa Ana, Cal.	55.30
Hayes Body Corp., Grand Rap.	155,922.86
Continental Motors Corp., Muskegon	250,056.18
Fedders Mfg. Co., Buffalo, N. Y.	10,303.11
Bearings Co. of America, Lan- caster, Pa.	801.25
Delco Remy Corp., Anderson, Ind.	53.34
Motor Wheel Corp., Lansing	15,944.71
Adams Axle Co., Syracuse, N.Y.	16,989.39
Warner Corporation, Muncie, Ind.	22,974.20
Amer. Enamel Magnet Wire Co., Port Huron	753.15
A. C. Spark Plug Co., Flint	121.58
O. D. Anderson, Detroit	1,523.49
Auto. Fan & Bear. Co., Jackson	1,020.18
Borg & Beck, Chicago	2,860.00
Corcoran Brown Lamp Co., Cin- cinnati Ohio	11,503.30

Bingham Stamping Co., Toledo...	1,387.35	matter of Aage K. Frandsen, alleged Bankrupt No. 47846. He is owner of a Benton Harbor Department Store and his attorneys are Rosenberg & Painter, of Jackson. Assets are scheduled at \$14,594.20 and liabilities at \$38,049.86. Creditors are as follows:	Michell Sales & Storage Co., Fort Wayne, Ind.	20.46	Hammerslag & Tinkham, Grand R.	106.00
Burgess Battery Co., Madison ..	589.05		Maxine Neckwear Co., Chicago ..	16.66	Glen Hamlyn, Coral ..	67.80
Eaton Spring Corp., Detroit ..	1,190.58		Meleeh Landau Mdse. Mart, Chicago ..	6.52	Andrew Bros., Detroit ..	40.69
Electric Auto Lite Co., Toledo ..	13,218.31		Her Majesty Underwear Co., Phila. ..	6.58	C. E. Amidon Bean Co., Sparta ..	40.69
General Spring & Bumper Co., Detroit ..	2,735.30		National Garment Co., Massillon, O. ..	42.25	C. A. Baldwin Estate, Coral ..	50.99
L. H. Gilmer Co., Philadelphia, Pa. ..	150.92		Novelty Veiling Co., New York ..	93.46	Blue Diamond Coal Co., Cincinnati ..	180.95
Houde Eng. Corp., Buffalo, N. Y. ..	20,820.50		Nanyang Lace Co., New York ..	30.40	Bemus Bros. Bag Co., Indianapolis ..	99.92
Moto Meter Gauge & Equip. Corp., Toledo, Ohio ..	7,222.88		Overland Candy Co., Chicago ..	19.38	Barclay, Ayres & Berth Co., G.R. ..	2.80
Midland Steel Prod. Corp., Det. ..	3,271.13		Phoenix Hosiery Co., Milwaukee ..	203.37	Paul B. Bellew, Grand Rapids ..	60.00
Metal Auto Parts Co., Inc., Indianapolis, Ind. ..	4,784.69		Packers Motor Transit, Chicago ..	.63	Consumers Power Co., Grand Rap. ..	77.10
Prest-O-Lite Corp., Indianapolis ..	6,215.02		Pioneer Mfg. Co., Cleveland ..	9.75	Chase Bag Co., Milwaukee ..	368.78
Sheller Wood Rim Mfg. Corp., Portland, Ind. ..	115.00		Piedmont Plush, Greenville, S. C. ..	69.94	Harold T. Christianson, Huntington ..	15.00
Stewart Warner Corp., Chicago ..	2,238.23		Platts, Chicago ..	15.41	Detroit Packing Co., Detroit ..	70.00
Tillotson Mfg. Co., Toledo ..	7,845.75		Proctor & Gamble Dis. Co., Detroit ..	57.74	J. F. Easley Milling Co., Plainwell ..	43.79
Allied Products Corp., Detroit ..	1,023.75		Paxton Canning Co., Paxton, Ill. ..	7.00	Essex Coal Co., Columbus ..	50.00
Akron Sells Co., Akron, Ohio ..	103.95		Palladium Pub. Co., Benton Harbor ..	694.80	Farmers Elevator Co., Lakeview ..	100.00
Allied Products Corp., Detroit ..	970.00		Remington Rand, Inc., Chicago ..	33.50	Fredman Bag Co., Milwaukee ..	25.50
Aluminum Goods Mfg. Co., Manitowoc, Wis. ..	350.09		Reese & Reese, Omaha, Nebraska ..	112.50	A. T. Farrell Co., Saginaw ..	75.00
Amer. Forging & Socket Co., Pontiac ..	283.18		Royal Tailors, Chicago ..	23.10	Graham Paper Co., St. Louis ..	37.50
American Record Corp., Scranton ..	82.28		Richard Hudnut, New York ..	12.00	H. S. Grimes Co., Portsmouth ..	450.00
Applied Arts Corp., Grand Rapids ..	48.02		M. M. Butchick, New York ..	2.45	Arthur J. Johnson Co., Providence ..	130.66
Arvey Corp., Detroit ..	878.00		S. B. Elec. Co., South Bend ..	163.91	W. C. Hopson Co., Grand Rapids ..	40.00
Amer. Stamping Co., Battle Creek ..	536.52		Stanz Cheese Co., South Bend ..	6.17	Intern. Harvester Co., Grand Rap. ..	100.00
Auto Specialties Co., St. Joseph ..	286.83		H. H. Schmidt Glove Co., New Y. ..	72.63	Isbell-Seed Co., Jackson ..	2.60
R. & D. Motor Parts, Detroit ..	52.72		Standard Brands, Inc., Chicago ..	212.38	H. C. King & Sons, Battle Creek ..	82.50
Barley Industries, Detroit ..	107.79		Simon Bros., Inc., South Bend ..	181.14	Mich. Farm Bureau Seed Service, Lansing ..	25.00
Bellevue Mfg. Co., Bellevue, Ohio ..	642.25		Shaw & Davis, New York ..	3.64	E. Mangelsdorf & Bros., St. Louis ..	127.99
Benton Harbor Mall Industries, Benton Harbor ..	133.69		David E. Schwab & Co., New York ..	273.98	Mich. Tag Co., Grand Rapids ..	14.70
Brewer Titchener Co., Cortland, N. Y. ..	57.81		Schrieber-Wallach Co., Cleveland ..	21.35	E. W. Mills Paper Co., Grand Rap. ..	64.95
Brochu & Haas, Grand Rapids ..	13.50		Spiegel Bros., New York ..	56.88	J. B. Mettler, Morley ..	284.76
Bundy Tubing Co., Detroit ..	278.09		Streetwear Knitting Co., Minneap. ..	70.57	Philadelphia & Reading Coal & Iron Co., Philadelphia ..	231.60
Chicago Sew Co., Chicago ..	45.54		A. Stein & Co., Chicago ..	104.72	Ryan Grain Co., Lansing ..	128.07
Cleveland Wire Cloth Mfg. Co., Cleveland ..	5.82		Speare Glove Co., Gloversville, N.Y. ..	7.23	Morley Produce House, Morley ..	146.87
Clum Mfg. Co., Milwaukee ..	486.91		Southern Pen Co., Petersburg, Va. ..	4.98	Solway Sales Corp., Syracuse ..	50.00
Henry Cole Co., Boston ..	69.30		Sanitary Feather Co., Cincinnati ..	43.40	B. A. Stickie, Lansing ..	24.50
Columbus Auto Parts Co., Colum. ..	476.78		Sommer-Pelzer Co., Peoria, Ill. ..	36.72	August Seeger, Pierson ..	45.20
Columbs Bolt Works, Columbus ..	1,508.31		Stuber & Kuck Co., Peoria, Ill. ..	26.72	Southern Floor & Grain Co., Atlanta ..	130.00
Culver Stearns Mfg. Co., Detroit ..	131.40		S. M. & R. Co., Inc., Chicago ..	264.77	Greenville Co-op, Ass'n, Greenville ..	136.50
Detroit Gasket & Mfg. Co., Detroit ..	28.31		Steller Drug Co., New York ..	21.70	E. A. Feamer & Son, Cedar Springs ..	42.00
Detroit Leather Works, Detroit ..	3.48		Herald Press, St. Joseph ..	676.95	W. H. Tausend, Grand Rapids ..	225.00
Dolve Valve Co., Chicago ..	786.30		Tallman Robbins Co., Chicago ..	1.38	Trinidad Bean & Elevator Co., Det. ..	115.84
H. A. Douglas Co., Bronson ..	3.75		L. Tweed Importing Co., New Y. ..	193.98	Voigt Milling Co., Grand Rapids ..	35.61
Dryden Rubber Co., Chicago ..	7.13		Utilit'-Products Co., Chicago ..	389.57	O'Connell State Bank, How. City ..	409.00
Eaton Axle & Spring Corp., Clevel. ..	25.12		W. C. Van Sant & Co., Baltimore, Md. ..	7.01	Wolverine Fruit & Produce Exchange, Grand Rapids ..	349.45
Eaton Axle & Spring Corp., Det. ..	76.44		Hastings City Bank, Hastings ..	1,406.00	Vacuum Oil Co., Detroit ..	20.00
Felters Co., Inc., Jackson ..	22.26		Hastings Nat. Bank, Hastings ..	1,500.00	John H. Westing, Grand Rapids ..	20.05
Fox Co., Cincinnati ..	271.62		American Nat'l Bank & Trust Co., Benton Harbor ..	1,500.00	Young Bros. & Daley Co., Lansing ..	143.72
F. G. Goodrich Rub. Co., Akron, O. ..	2,397.90		A. Krolik & Co., Detroit ..	2,845.04	Hardy Bros. Produce Co., Big Rap. ..	133.72
G. R. Metalcraft Corp., Grand R. ..	610.06		Queen Dress Co., Milwaukee ..	160.50	A. E. Dodd, Grand Rapids ..	79.75
Ideal Equipment Co., Indianapolis ..	468.11		Great Six Co., Winona, Minn. ..	294.44	City Market House, Bloomington ..	4.85
Indus. Rub. Goods Co., St. Joseph ..	97.11		Schmidt Knitting, Cleveland ..	57.00	Truflant Farm Bureau, Truflant ..	443.71
Montague Mfg. Co., Olivet ..	39.19		Happy Maid Frocks, Chicago ..	117.00	Wm. Lichow, Pierson ..	100.00
Lansing Drop Forge Co., Lansing ..	996.50		Fremont Mfg. Co., Fremont, Ohio ..	18.39	R. T. French, Middleville ..	250.00
Lauck Mfg. Co., Indianapolis, Ind. ..	50.44		Bogart & Co., New York ..	26.25	Preferred Auto Ins. Co., Grand R. ..	25.60
John Lees Co., Indianapolis, Ind. ..	898.04		Metropolis Costume Co., Phila. ..	73.50	Armour & Co., Chicago ..	11.52
Logan Gear Co., Toledo, Ohio ..	196.53		Fred Ferguson, Chicago ..	84.00	Butler Bros., Chicago ..	18.88
Owensboro Forging Co., Owensboro, Ky. ..	190.34		Platt's, Chicago ..	13.20	Beckwith Co., Dowagiac ..	5.38
Mich. Steel Products Co., Detroit ..	1,068.84		Jennie C. Frandsen, Benton Har. ..	4,200.00	Fred J. Brogger, Grand Rapids ..	29.48
Motor Products Corp., Detroit ..	1,263.06		Feb. 15. We have received the schedules in the matter of Alton F. Petrie, Bankrupt No. 4772. The bankrupt is a resident of Pierson. The schedules show assets of \$38,336.28, with liabilities listed at \$66,218.84. The list of creditors of said bankrupt is as follows:		Corbin Sons & Co., Chicago ..	6.75
Paine & Williams Co., Cleveland ..	680.89		United States ..	\$ 84.00	Detroit Mich. Stove Co., Detroit ..	3.79
Powell Pressed Steel Co., Hubbard, Ohio ..	3,389.67		Charles Sawtell, Pierson ..	300.00	C. J. Farley & Co., Grand Rapids ..	40.55
Scoville Mfg. Co., Waterbury, Conn. ..	3,662.04		John Faenke, Pierson ..	20.00	Endicott Johnson Corp., Endicott ..	6.96
Shakespeare Prod. Corp., Kalama. ..	291.18		Charles Workman, Jr., Pierson ..	12.80	Flint & Walling Mfg. Co., Kendallv. ..	15.00
Steel & Tubes, Inc. ..	125.07		Volverine Fruit & Produce Exchange, Grand Rapids ..	1,800.00	Geo. W. Eade & Co., Aurora ..	19.60
Superior Machine Tool Co., Kokomo, Ind. ..	413.23		August Seeger, Pierson ..	1,000.00	G. R. Wholesale Grocery Co., G.R. ..	105.57
Toledo Lithographing & Etching, Toledo, Ohio ..	136.89		S. B. Newcomb, Pierson ..	2,150.00	Hazeltine & Perkins Drug Co., G.R. ..	4.03
Superior Screw & Bolt Mfg. Co., Cleveland, Ohio ..	464.16		Ethel M. Huyck, Pierson ..	2,000.00	Hekman Biscuit Co., Grand Rapids ..	3.89
Textile By-Products Corp., Hudson, N. Y. ..	22.33		George W. Newcomb, Pierson ..	1,750.00	Long Bros., Grand Rapids ..	2.35
Trico Products Corp., Buffalo, N.Y. ..	982.80		William & Harold Solomon, Pier. ..	1,000.00	E. J. Knapp Co., Belding ..	12.00
Truscon Steel Co., Cleveland ..	28,455.68		Exchange State Bank of Sand L. ..	350.00	Lovell Bros. Oil Co., Sand Lake ..	20.00
U. S. Pressed Steel Co., Kalama. ..	1,643.44		C. L. Crimmins, Morley ..	11,400.00	Lee & Cady, Grand Rapids ..	53.89
Victor Mfg. & Gasket Co., Chicago ..	32.88		O'Donnell State B'k, Howard City ..	4,750.00	Dr. L. D. Gear Med. Co., St. Louis ..	2.60
Western Rubber Co., Goshen, Ind. ..	58.82		Claude N. & Chester A. Jaqua ..	2,000.00	Mich. Produce Co., Carson City ..	19.65
Wheeler Metal Products Corp., E. Cleveland, Ohio ..	132.25		Exchange State Bank, Sand Lake ..	160.00	Mishawaka Rubber & Mfg. Co., Mishawaka ..	10.71
Federal Screw Works, Detroit ..	43.00		Bettin Bros., Reed City ..	450.00	National Candy Co., Grand Rapids ..	16.75
Willis Morrow Corp., Elmira, N.Y. ..	2,033.62		Mrs. Albert O'Donnell, How. City ..	50.00	Nobby Corp Co. ..	16.00
Yale & Towne Mfg. Co., Stamford, Conn. ..	1,178.51		Neil J. Bartleson, Pierson ..	2,000.00	Pittsburgh Plate Glass Co., G. R. ..	17.15
Zenite Metal Co., Indianapolis, Ind. ..	337.61		Voigt Milling Co., Grand Rapids ..	900.00	Round Oak Furnace Co., Dowagiac ..	13.73
Weatherhead Co., Cleveland, Ohio ..	544.40		Ernestine Grover, Pierson ..	1,500.00	Symons Bros. & Co., Saginaw ..	5.09
G. R. Metalcraft, Grand Rapids ..	42.10		Watson-Higgins Milling Co., G.R. ..	60.00	U. S. Rubber Co., Detroit ..	58.86
Keeler Brass Co., Grand Rapids ..	411.00		Hammerslag & Tinkham, G. R. ..	1,000.00	Vandenberg Cigar Co., Grand Rap. ..	12.05
G. W. Morris Co., Racine, Wis. ..	37.80		Ernest Christiansen, Lake View ..	75.00	H. B. Zeiderhook Coffee Co., G. R. ..	17.50
Multi Selecto Co., Grand Rapids ..	79.20		Betr Derueiter, Coral ..	225.00	V. C. Milling Co., Grand Rapids ..	3.80
American Auto Felt, Detroit ..	857.39		Fred & Illa Lucht, Pierson ..	1,300.00	Red Star Yeast Co., Grand Rapids ..	250.98
Landers Corp., Toledo, Ohio ..	324.00		Frank Rushmore, Sand Lake ..	3,550.00	Foster Stevens & Co., Grand Rap. ..	7.80
Vogt Mfg. Corp., Rochester, N.Y. ..	365.76		H. K. Jaqua, Grand Rapids ..	1,000.00	Standard Oil Co., Grand Rapids ..	19.71
L. A. Young Industries, Detroit ..	139.20		Isbell-Brown Co., Lansing ..	122.00	Hopkins Camera Shop, Trav. City ..	16.80
Arvey Corp., Detroit ..	27.64		Van's Chemical Co., Holland ..	26.53	Charlotte Abrogart, Coral ..	71.65
M. H. Rogers, New York ..	1,232.91		Irving J. Epstein Co., Chicago ..	100.00	Carl Abel, Sand Lake ..	16.73
Phila. Pile Fabric Mills, Phila. ..	1,191.47		Irving J. Epstein Co., Chicago ..	285.00	Philip Buhr, Sand Lake ..	8.72
Carey-McFall Co., Philadelphia ..	232.28		Frank J. Epstein Co., Chicago ..	158.00	Bert Benton, Pierson ..	29.07
Corduroy Rubber Co., Grand Rap. ..	9.33		Penn. R. R. Co., Pierson ..	280.15	Albert Buhr, Sand Lake ..	27.53
Landers Corporation, Toledo ..	164.97		Ernest Flynn, Sand Lake ..	220.77	John W. Butler, Sand Lake ..	97.50
L. A. Young Industries, Detroit ..	299.72		Harvard Grain Co., Harvard ..	16.90	Mrs. Wesley Brown, Sand Lake ..	33.95
G. R. Scott, Grand Rapids ..	240.00		Bert Wilkins, Sand Lake ..	243.13	Henry Baisch, Howard City ..	66.68
Norman DeVaux, Grand Rapids ..	300.00		Mich. Bell Tele. Co., Sand Lake ..	405.66	Ed. Bergman, Sand Lake ..	160.51
E. J. Hall, Grand Rapids ..	300.00		Harry D. Shaw, Cedar Springs ..	203.14	James Baxter, Sand Lake ..	74.24
G. R. Morris, Grand Rapids ..	112.00		C. O. Burgess, Stanton ..	103.47	Fred Bellmay, Sand Lake ..	18.66
Owen Wright, Grand Rapids ..	646.59		G. R. Wholesale Grocery Co., G.R. ..	25.97	John Bennett, Sand Lake ..	10.83
O. L. Anderson ..	98,262.50		C. A. Haner, Pierson ..	35.14	C. A. Banker, Pierson ..	41.16
Continental Motors (Dur.), Det. ..	19,783.70		Rockford Co-op. Association ..	180.00	Luts Cook, Sand Lake ..	50.00
Continental Motors (DeVaux) ..	8,617.50		C. Peterson, Sand Lake ..	25.00	James Downing, Sand Lake ..	30.00
Fedders Mfg. Co. ..	130.04				Mrs. J. E. Doga, Sand Lake ..	48.97
General Spring & Bumper, Detroit ..	133.39				Bert DeKueter, Coral ..	142.83
Montague Mfg. Co. ..	529.10					
Moto-Meter Gauge & Equipment ..	380.53					
Scoville Mfg. Co. ..	75.85					
Steel & Tubes, Inc. ..	181.17					
U. S. Pressed Steel ..	500.00					
Merchants Nat. Bank, Sacramento ..	451.00					
San Joaquin Visalia, Securities Cal. Corp. ..	7,824.45					
Com. Credit Co., San Francisco ..						
Com. Credit Co., San Francisco ..						

Feb. 9. On this day schedules and reference in a composition were filed in the

Corduroy Tires

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

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

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

CORDUROY TIRE CO.

Grand Rapids, Mich.

MOVEMENTS OF MERCHANTS.

Climax—George Peet succeeds Huldreich Steinecker in the restaurant and cigar business.

Kalamazoo—The Miller Coal & Seed Co. has removed from 203 North Rose street to 238 West Michigan avenue.

Grand Rapids—The Grand Rapids Textile Machinery Co. has decreased its capital stock from \$200,000 to \$150,000.

Howell—H. W. Buckborough & Son have engaged in the bakery business under the style of the Tasty Pastry Shoppe.

Highland Park—Warmington's has removed its confectionery and ice cream parlor to 12937 Woodward avenue.

Kalamazoo—C. W. Adams, 127 West Dutton street, has engaged in business under the style of the Kalamazoo Color Products.

Traverse City—The John C. Rogers Co., fruit and vegetable canner, has increased its capital stock from \$150,000 to \$200,000.

Mackinaw City—George Carlton has closed the City Meat Market and will not re-open it until a suitable location has been secured.

Grand Rapids—Manley Hanson has engaged in the grocery business at 1202 West Fulton street. Lee & Cady furnished the stock.

Saginaw—The Melze Alderton Shoe Co., 200 North Washington avenue, has decreased its capital stock from \$288,200 to \$250,000.

Kalamazoo—Fort A. Childs has engaged in the baking business at 1327 Portage street under the style of Child's Pastry Shop.

Traverse City—The Hannah & Lay Co., dealer in fuel, lumber and builders' supplies, has increased its capital stock from \$200,000 to \$250,000.

Kalamazoo—A final dividend of 4.4 per cent. was announced at the final meeting of creditors held recently in the bankruptcy case of the Hale Hat Stores, Inc.

Hermansville — Fire damaged the store building and shoe stock of Bortolotto Viscolanni & Son, entailing a loss of more than \$4,000, partially covered by insurance.

Lincoln Park—Carelton LeRoy has purchased the Lincoln Park Fish Market, 1520 Fort street and will continue the business at the same location and under the same style.

Mount Pleasant—The Isabella Sugar Co. has been incorporated to manufacture and deal in sugar and molasses with a capital stock of \$300,000, \$231,000 being subscribed and paid in.

Wyandotte—The Mollino Hardware Co., 1734 Biddle avenue, has merged its business into a stock company under the same style with a capital stock of \$15,000, all subscribed and paid in.

Detroit—Conheim's, Inc., 404 Liggett building, has merged its jewelry business into a stock company under the same style with a capital stock of \$15,000, all subscribed and paid in.

Port Huron—George S. Sharrard, 78, who conducted a drug store on Huron avenue for thirty-six years, but retired in 1928, died at his home, 912½ Tenth avenue, from the effect of a paralytic stroke.

Kalamazoo—The Acme White Lead & Color Works, of Hamtramck, has filed a certificate for business under the style of the Acme Quality Paint Store and will be located at 342 West Michigan avenue.

Okemos—William Black has opened a modern meat market, equipped with electric refrigeration and all modern machinery necessary to the business. It will be conducted under the style of Black's Meat Market.

Detroit—The Welding Machines Manufacturing Co., 17325 Lamont avenue, has merged its business into a stock company under the same style with a capital stock of \$10,000, all subscribed and paid in.

Detroit—The Theodore E. Anderson Co., 4000 14th street, has merged its undertaking business into a stock company under the same style with a capital stock of \$15,000, all of which has been subscribed and paid in.

Detroit—The Belle Isle Creamery Co., Inc., 3600 East Forest avenue, has merged its business into a stock company under the same style with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Plymouth — Blunk Brothers, Inc., 336 South Main street, dealer in dry goods, furniture and radios, has merged the business into a stock company under the same style with a capital stock of \$50,000, \$20,000 of which has been subscribed and paid in.

Flint—Wm. R. Momary has merged his grocery, meats and household supplies business into a stock company under the style of Momary's, Inc., 2814 Franklin avenue, with a capital stock of \$30,000, of which \$11,880 has been subscribed and paid in.

Traverse City—Joy & Netzorg, Inc., 124 East Front street, retail dealer in shoes, hats and furnishings for men and women has merged the business into a stock company under the same style with a capital stock of \$10,000, all subscribed and paid in.

Detroit—Farm Crest Dairies, Inc., 501 Barlum Tower, has been incorporated to conduct a wholesale and retail dairy and farm products business with a capital stock of \$50,000 preferred and 2,500 shares at \$1 a share, \$26,460 being subscribed and \$1,000 paid in.

Detroit—The Rightway Equipment Corporation, 748 Buhl building, has been incorporated to specialize in heating apparatus with a capital stock of 49,500 shares of preferred no par value at \$1 a share and 500 shares of common no par value at \$1 a share, \$1,000 being subscribed and paid in.

Ironwood—William Nast, 78, a member of the wholesale fruit company of Cohodas-Paoli & Nast, died suddenly last Friday evening at his home. He had spent the day in his office and was in the best of health after walking home from his place of business. He was a native of Berlin, Germany, and a resident of Ironwood since 1888. Five years ago he became connected with the Cohodas-Paoli-Nast concern.

Hancock — Sale of the bankrupt stocks of the Riteway Stores in Houghton, Hancock, South Range, Laurium, Calumet and Ontonagon, is now in

progress. The sale is put on by Bruno Ricchi, of Hancock, who has purchased the assets of the company. Bargain prices, 30 to 50 per cent. below regular quotations are advertised. In addition to the stock Mr. Ricchi will sell fixtures, counters, scales, cash registers and office equipment in the various stores.

Holly — Following several months illness with heart disease, Charles E. Lockwood, 81 years old, for many years engaged in mercantile pursuits here, died at his home. He had been ill since Christmas. Born in New York, he came to this vicinity with his parents, Mr. and Mrs. Alonzo Lockwood, pioneers of the Hickory Ridge section. He spent his early life in that vicinity and taught school in various rural sections. Early in life he associated himself with Charles Burger in the grocery business. Later he engaged in various other merchandising lines.

Detroit—Retail dealers in Michigan and Northern Ohio have been informed of the establishment of a W. & J. Sloane warehouse stock of rugs and carpets at this market. The warehouse stock comprises all patterns and qualities in the lines of Alexander Smith & Sons, Inc., and the Barrymore Seamless Wiltons, Inc. The complete lines, including the full range of new spring patterns, are on display at 624 Book building. Deliveries are now being made from Detroit. The Sloane announcement states that the Detroit stock has been established to aid retail dealers in securing a better turnover. The warehouse will be maintained at full service levels through accurate stock control. The Detroit warehouse stock is under the full supervision of George Briggs.

Detroit—An involuntary petition in bankruptcy was filed in U. S. District Court here against Heyns Bazaar Co., operating Heyns, by S. Brooks and McLeod, Fixel, Abbot & Fixel, attorneys, representing Thomas Harrington, \$27; Sol Berkower, doing business as Berkowers Fur Shop, \$55; Carl Hurwitz, \$3,915. A receiver's sale of the entire stock of the Heyns store had been ordered by the court in an equity receivership action brought against the debtor firm recently. The store was closed while preparations were being made for the sale. The Equitable Trust Co., of Detroit, is receiver. Liabilities of the debtor firm are said to consist of unsecured claims approximating \$50,000 and \$475,000 in bonds secured by leasehold on Woodward avenue property. Appraisal of assets has not been concluded and no present estimates are available.

Ten New Readers of the Tradesman.

The following new subscribers have been received during the past week: Einar Eriksen, Frankfort. Cannors Surplus, Grand Rapids. Chase S. Osborn, Sault Ste. Marie. Robert Verbeck, Columbus, Ohio. J. E. Babbitt, Freepoint. Fay M. Lewis, Gaylord. Russell A. Swaney, Grand Rapids. C. A. Burger, Irving. Jacobson Commission Co., Grand Rapids. Robert E. Beale, Sault St. Marie.

New England Grocers Alliance.

New England grocers, under the guidance of the New England Grocer, has organized the New England Grocers Alliance. It is announced that the organization will have no dues and no assessments "unless and until approved by the members." The membership is limited to independent food dealers. The new organization has announced the following objects of the organization:

1. To awaken New England merchants to the necessity of complete and friendly organization.
2. To eliminate unfair and unjust trade practices and abuses.
3. To have proper and effective representation before legislative and tax-levying bodies when matters affecting the food industry are considered.
4. To create an advisory council to aid and direct members in important situations.
5. To exchange ideas, plans, and methods for the general improvement of the business and for the individual and collective progress of those engaged in it.
6. To promote good fellowship and understanding between all branches of independent food distribution and to create any needed departments and services as approved by members.
7. To co-operate with local, sectional and co-operative associations operating for the benefit of the trade.
8. To make available to the industry in New England the full power of complete independent retail and wholesale organization and to perfect the organization in accordance with the expressed needs and wishes of its members.

The Tradesman extends its heartiest good wishes to the new aspirant for mercantile favor, hoping that the officers may seek to function in such a manner that they will not antagonize a large portion of the membership by reversing the stand taken by the members at any regular convention of the organization, which must, of necessity, disrupt the association.

Hills Brothers Effect Stop Price on Coffee.

Hills Brothers, San Francisco, Red Can coffee, has become the first California food manufacturer to name a stop price on its product. The policy covers the entire Hills Brothers territory as far East as Chicago. At present the list price is 36 cents for the 1's, 35 cents per pound for the 2's.

It is reported that the only measure Hills Brothers will take against dealers who continue to market its products at less than this price will be to cease selling to them.

The California Retail Grocers' and Merchants' Association, including in its membership the majority of the independent grocers of the state, has assured Hills Brothers of co-operation. The movement is gathering momentum in California. The latest advice is that Standard Brands of California will maintain a stop price on its Chase & Sanborn coffee.

The California Legislature passed last summer a resale price maintenance law.

Glory is of little consequence to the man with a starving family.

Essential Features of the Grocery Staples.

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

Tea—The demand for China green teas on account of the war over there continues much improved. Everybody seems to be expecting a shortage of these teas as a result of the war. Prices are steady. Other teas have shown no particular change during the week and no feature.

Coffee—During the week Brazil has made extensive efforts to support the market for Rio and Santos coffee, green and in a large way, and this has had some result. Possibly spot Rio and Santos are a shade higher, although the change is not important. Milds show a decline of about $\frac{3}{4}$ c for the week, speaking of the green large way prices. Jobbing market on roasted coffee is not materially changed as yet. First hands business is quiet.

Canned Fruits—Reports from the Northwest indicate a firmer trend in solid pack apples and it is doubtful if they can be bought at this writing under \$3.25 Coast. Some buying of new pack grapefruit has been done here on the \$1 Tampa basis. Stocks of old grapefruit appear to be well cleaned up. As to California fruits, they are fairly steady. The peach stabilization plan has not gone completely into effect, because there are still plenty of California peaches from second hands which can be bought below the market. Further advances in Hawaiian pineapple are looked for around March 1.

Canned Vegetables—A steady improvement in sentiment is now to be observed throughout the whole country, in practically every item of canned foods. Each of the weaker items has within the two past weeks developed price strength, and those that have previously been in good position have become still stronger. There has been good buying of canned tomatoes to support the recent advances—an increase in the volume at each market step-up, and we have similar reports from each of the other important tomato canning centers. So there are definite indications to-day that canned tomatoes will go gradually and steadily to stiffer price levels from the same cause that brought about the very high figures that we obtained for the 1928 pack. Beyond question, canned tomatoes, because of the limited supply, will take care of themselves without assistance from the Reconstruction Finance Corporation, which will undoubtedly help matters with certain items, at least indirectly. The better feeling that has developed toward Maine and New York State canned corn should spread to the packs of other sections, and it is reasonable to assume that it will, in view of the much under-cost quotations of the present.

Canned Fish—The demand for salmon is not yet what the trade had hoped it would be by now. However, the situation is healthy and firm, although Alaska pink salmon is relatively lower in the East than on the Coast. Other canned fish are about unchanged. Tuna fish are fairly steady, but the trade think they should be

firm owing to difficulty with the catch in California. Maine sardines are quiet at the advance of 15 cents per case.

Dried Fruits—There is little to say in California dried fruits, except that prunes are easier and the undertone of about all other items has failed to show any firmer tendency. The only exception to this, of course, is our old standby, Thompson raisins. These at least are firm and the pool may make its next offering to commercial packers Monday at an advanced basis. Muscats appear to have eased off a little. Increased buying has been noted here and on the Coast in sulphur bleached raisins at a moderately higher price. Packers have been trying to push the price of sulphur bleached up for a long time, but there has been so much resistance against an advance that the movement has not been very successful. They are, however, in such light supply that an advance in price would seem justified.

Beans and Peas—Demand for all varieties of dried beans is very small and unsatisfactory. The market on practically everything is weak and declining. This includes all staple varieties. Dried peas are in the same depressed condition.

Nuts—The nut market here is moving in a routine way, with domestic shelled almonds firmer and foreign almonds light in supply and future shipments uncertain. Buying is reported by the California Almond Growers' Exchange as quite satisfactory and stocks are the lightest in five years. Shelled walnuts are in moderate supply and unchanged in price. There is apparently little pressure to sell from abroad. Levant filberts are not receiving any particular buying support here. The unshelled nut market is showing activity in spots. French walnuts having a fairly satisfactory demand for this season of the year.

Pickles—Recently a good demand has developed for pickles. The better qualities were being sought. Western sellers expected an improvement in the near future. Prices unchanged.

Rice—The market is still more or less sloppy here and somewhat softer in the South. There is a certain amount of buying for nearby requirements here, but no real snap to the trading. Domestic business on the whole is about fair and export orders are just about ordinary. Prices here are unchanged.

Salt Fish—Demand for mackerel and other salt fish during the week has shown an improvement, due to the fact that Lent is now open. One reason for this is that stocks have been allowed to get very low. American shore mackerel is scarce, and in fact so are Norwegian and Irish mackerel. Therefore advances are reasonably sure if the demand is active.

Cheese—Demand for cheese has been only so so during the week, and the market has been rather easy.

Syrup and Molasses—No change has occurred in sugar syrup during the week. The only demand is for replacement. Prices are firm. Compound syrup is steady and unchanged. Molasses fairly active without change.

A man's value lies in his ability to think individually and act collectively.

Review of the Produce Market.

Apples—Current prices are as follows:

Baldwins, 2½ in., A grade	-----	\$1.00
Bananas, 2½ in., A grade	-----	.90
Delicious, 2½ in., A grade	-----	1.75
Delicious, 2½ in., C grade	-----	.90
Greenings, R. I., 2½ in., A grade	-----	1.00
Greenings, Bakers, 3 in., A grade	-----	1.25
Grimes Golden, 2½ in., A grade	-----	.85
Hubbardstons, 2½ in., A grade	-----	.90
Jonathans, 2½ in., A grade	-----	1.40
Kings, 2½ in., A grade	-----	1.25
Kings, 3 in., Bakers, A grade	-----	1.75
Spies, 3 in., Baking	-----	1.65
Spies, 2½ in., A grade	-----	1.75
Spies, 2½ in., C grade	-----	.90
Talman Sweets, 2½ in., A grade	-----	.90
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.

Cabbage—\$2 per 100 lbs. for home grown; \$3 per crate for new from Texas.

Butter—The butter market has been better since the last report and prices are up a small fraction. Jobbers hold 1 lb. plain wrapped prints at 23c and 65 lb. tubs at 22c for extras.

Carrots—80c per bu.

Cauliflower—\$2.50 for box containing 6@9.

Celery—30@50c according to size; box of 15 bunches, \$1.25.

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, \$2.75 per box.

Cucumbers—Illinois hot house, \$2.25 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	-----	1.65
Dark Red Kidney from farmer	-----	2.50

Eggs—The demand for fine fresh eggs continues very fair, although there were some small fractional declines during the week. We are approaching the season of heaviest production, which comes to its peak in April. Jobbers are paying 14c for strictly fresh hen's eggs. They are selling their supplies:

Fresh hennery white eggs	-----	18c
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, 60c per doz.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate	-----	\$3.50
Imperial Valley, 5s, per crate	-----	4.00
Home grown, leaf, 10 lbs.	-----	1.20

Lemons—Present quotations are as follows:

360 Sunkist	-----	\$5.50
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300 Sunkist	-----	5.50
360 Red Ball	-----	4.50
300 Red Ball	-----	4.50
Mushrooms—35c per one lb. Brusse carton.		

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

126	-----	\$4.00
150	-----	4.25
176	-----	4.75
200	-----	4.75
216	-----	4.75
252	-----	4.75
288	-----	4.75
324	-----	4.75

Floridas—\$4 per box; bulk, \$4.50@4.75 per 100.

Onions—Michigan, \$4.50 per 100 lbs. for yellow; Genuine Spanish, \$3.50 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	-----	13c
Ducks	-----	14c
Geese	-----	11c
No. 1 Turkey	-----	20c

Spinach—90c per bu. for Texas.

Sweet Potatoes—Kiln dried Indiana Jerseys, \$1.50; Tenn., \$1.35.

Tangerines—\$2.50 per bu.

Tomatoes—Hot house, \$1.85 per 7 lb. basket; Southern and California, \$1 per 7 lb. basket.

Veal Calves—Wilson & Company pay as follows:

Fancy	-----	8@11c
Good	-----	8c
Medium	-----	7c
Poor	-----	5c

Annual Meeting of Lee & Cady.

The annual meeting of Lee & Cady was held in Detroit Feb. 16. The following directors were re-elected: Herbert I. Lord, Geo. E. Kelly, Sherwin A. Hill, Geo. R. Treble, Hoyt N. Smart, Wm. L. Berner, W. E. Fitzgerald.

The following officers were re-elected:

Chairman of the Board—Herbert I. Lord.

President—Geo. E. Kelly.

Secretary and Treasurer—Geo. R. Treble.

Assistant Treasurer—R. F. Galwey.

Controller—G. J. Althoff.

Started One Year Ahead of the Tradesman.

Morrice, Feb. 16—Enclosed please find check for \$3 to pay my subscription for the Michigan Tradesman for another year. I have enjoyed reading it very much the past year. I do not know how much longer I will have the pleasure of reading the Tradesman, as I have been selling goods in this town for fifty years, so I must be getting old.
W. E. Davis.

Cannot Do Business Without the Tradesman.

DeWitt, Feb. 15—Attached find check to renew my subscription to your valuable paper. The fire of last year and the present depression hit us pretty hard, but not hard enough so that we think we can do business without the Tradesman.

C. Harry Moon.

MUTUAL FIRE INSURANCE

Fixing Charges For Outside Calls.

Upon what basis should a fire department fix its charges for responding to outside calls for its services?

Probably the most logical answer at this time is that the city should charge all that may be obtained from the outside contracting parties within the limits of fair and equitable rates. This statement is made because public opinion, both in the large cities and in the small towns or townships outside, has not been educated to understand how very expensive it is to maintain and operate a fire department and therefore in rare cases only will it support what would be a fair and equitable charge for fire department service.

As indicated in the survey of this subject, Minneapolis has given the most complete information to justify its charges for outside service. The Minneapolis plan seeks to impose upon outsiders a cost per unit of equipment and labor per hour which is equal to what the city of Minneapolis pays for the same service measured in the same way.

The Minneapolis plan appears to be more equitable than it is in actual practice. We believe that Minneapolis is not making a sufficient charge for its outside calls. For the party outside Minneapolis, there is no real charge for the fire protection readiness to serve furnished by Minneapolis. If a suburb is fortunate enough to have no runs, it makes no payments to Minneapolis. Yet no one would suggest that because no runs had been made into the suburb, Minneapolis had incurred no cost in providing fire protection. It may be true that Minneapolis has incurred no extra charges over and above what her own citizens are paying.

But it seems scarcely equitable that a suburban citizen should pay nothing of the Minneapolis Fire Department fixed charges unless a fire happens to occur in his particular community. Beyond a question, Minneapolis justifies all that is charged for outside calls. One test of the fairness of the charge might be made by asking the question, "Could Minneapolis afford to extend fire protection to an indefinite number of additional towns or individuals on the same arrangement?" The answer to this question is obvious. Minneapolis could not afford to do so. Therefore it appears that the charge is too low and that some factors have not been considered.

We believe that Columbus has made the nearest approach to solving the problem in a fair and equitable way, by calling for the payment of a specific charge, determined by assessing against the property in the outside cities or towns the fire department tax rate necessary to maintain the fire department in the larger city. And in this fire department rate should be included all the factors listed in the Minneapolis cost set up plus the cost of the pension system. Note that in Columbus, the latter city did not actually collect so high a rate but it does obtain \$17,500 a year from a city of about 7,500 people. Considering the quality of the fire protection service it

receives, the outside city has made a good bargain.

While the Columbus plan seems to be the nearest to a fair and equitable method for deciding on the charges for outside fire department service, the realistic approach to the problem compels recognition of the fact that most outside communities will not accept contracts of that kind and therefore some different plan must be found. It is surprising to find that citizens of many of the larger cities refuse to support their city officials when the latter try to sell services paid for by the citizens at anything like true value. They will howl about taxes and howl equally as loud if the city officials try to make those outside the city pay what they do for the same service.

Where definite charges are to be made per run, the Milwaukee plan of requiring a deposit which must be replenished after each run is the most satisfactory in operation. Where this plan is not in use, there are endless collection delays as well as constant bickering between the contracting political subdivisions after a fire. The charges being made by most cities are so reasonable that the outside caller is getting a great bargain even though he pays what seems to him a doubtful charge now and then.

Some contracts designate one man only as authorized to permit the apparatus to leave the larger city or for the smaller city to be summoned. In both cases, it is desirable that the discretion should be lodged with several persons since it may occur often that the one person designated may be out of the city or town. The mayor, the safety director and the fire chief might be designated as those who can send the apparatus of the larger city out of the city limits while as many as five persons might well be designated in the smaller town as authorized to call for outside aid for which the town will pay.

The survey discloses that without agreements made beforehand, the return to a fire department by voluntary contributions following response to outside calls will be very meager. A few people will pay liberally while many will make no offer of payment and even refuse to pay bills sent out. A city should give entirely free service or should fix its charges before a run is actually made and execute contracts which will guarantee obtaining those charges.

One city official reported that his city called upon the owner to guarantee payment of the call when he reported his building on fire over the telephone. We know this city does not take advantage of the situation and makes a reasonable charge but it has the privilege of bargaining under the same happy circumstances which is said to have made Flaccus Curtius of Rome a wealthy man. Flaccus Curtius had the fire fighting monopoly in Rome. When his chariot rumbled to a fire, the bargaining began. Naturally the longer the owner bargained on the price, the harder the fire was going to be to extinguish and the higher became the price of Mr. Curtius. He had what would be known in a modern city as a racket and a very profitable one.

(Continued on page 22)

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

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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

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Official figures showing attendance at the third semi-annual exposition and market, sponsored by the Women's Apparel Club of Michigan, came as a pleasant surprise to the exhibitors, numbering over 100 men and approximately 200 lines of women's and children's wear and allied goods. Secretary Manley Sprague is quoted as saying that the attendance and sales figures for three days will exceed those of all previous expositions held by the organization. The opportunity to shop the country's leading lines at one time under one roof has been eagerly accepted by the merchants and buyers in the Detroit trading territory. This was amply demonstrated when approximately 1,000 were in evidence on the opening day. No small part of the success of the Women's Apparel Club can be attributed to the retiring president, Milton Aronheim, whose untiring efforts and executive capacity has gained for the club a reputation seldom accorded any similar type of organization in the brief span of two years. New officers for the year have been elected as follows: Meyer Waterstone, president; Sid A. Styer, first vice-president; Manley Sprague, secretary, and Dan F. Niemeyer, treasurer.

G. Viviano, Inc., has opened a branch house in Cincinnati to care for the increasing business in the section served by that market. Mr. Viviano, who is head of the importing house bearing his name, located at 2383 West Fort street, has enjoyed a steadily increasing trade in the face of conditions during the past two years.

That merchants and buyers in the Michigan, Ohio and Indiana territory interested in what's what in women's wear styles for the coming spring and summer were very much in evidence at the style show sponsored by the Detroit wholesalers of women's apparel and held at the Hotel Book-Cadillac on Monday night. All available space in the large ballroom of the hotel was used by the spectators, who acclaimed the show one of the best ever witnessed in this city.

Warnings have been sent out through newspapers, radio announcements and all other possible means to job seekers in other parts of the country that in the event they come to Detroit they will be given no consideration by local employers or relief agencies. Automobile plants will take on their old men first and it will be a long time before their local market is absorbed. It is hoped that this message will reach every person who thinks it possible to get work in Detroit or to be the objects of charity in lieu of jobs.

Dealers from parts of Michigan and Northern Ohio attended an exhibition of electrical devices at the Hotel Statler on Monday and Tuesday of this week. The displays were under the supervision of the Radio Distributing Co., 5740 Cass avenue.

The All-Michigan Food Exposition banquet, held at the Masonic Temple on Monday night in Detroit, drew nearly 1,000 dealers and representatives of industrial concerns. Mayor Murphy addressed the gathering. The

exposition contains sixty booths, representing various Michigan food products, and will continue until Thursday.

Detroit Council, No. 9, United Commercial Travelers of America, are holding their regular and social meetings at the Hotel Detroit-Leland.

An involuntary bankruptcy petition has been filed in the U. S. District Court here against Jack Stone and Jack Schubb, individually and co-operatively as Stone & Schubb, retail dry goods, 11420 East Jefferson avenue, by Irwin I. Cohn, representing Abraham Salzberg, \$688; George F. Minto Co., \$64; Broder Bros., \$55.

Flipp Bros. Furniture Co., 5616 Buchanan street, have filed a voluntary petition in bankruptcy here, listing assets of \$11,419 and liabilities of \$13,569.

Dred T. King, retail shoes, 12601 Gratiot avenue, filed a voluntary petition in bankruptcy, listing assets of \$1,421 and liabilities of \$9,879.

A meeting of the creditors of the Michigan Store Fixture Co., petitioned into bankruptcy in January last, will be held on Feb. 23 at 1 p. m. in the offices of Referees George A. Marston and Paul H. King, suite 648 of the Buhl building, 535 Griswold street, this city, to consider the debtor firm's composition settlement offer of 12½ per cent. The offer is payable 5 per cent. cash and three notes of 2½ per cent. each, maturing in six, nine and twelve months, respectively.

The hard and courageous work of getting the 1932 model motor cars to and through the metropolitan automobile shows is definitely over. Now comes the harder work of selling them, a task that has been tackled with zest by the automotive industry. Inspired by the public interest in the new models as revealed in every part of the country, the industry is settling down to the less dramatic but more telling job of translating that interest into actual buying.

It is a sustained power drive rather than a spectacular attack that the motor company executives and their sales divisions intend to make. Behind a steady barrage of advertising the sales campaign will advance in a fashion designed to prevent the public from forgetting how it was captivated by the values represented by the cars exhibited at the automobile shows.

With sales, production and—far from the least—employment increasing slowly and surely, factory executives are more than ever confident that their courageous delving into capital to make 1932 a come back year was the wisest possible course. They are convinced that the further spending of money and energy to promote business now cannot fail to produce results that will put the industry again on the up-grade.

Henry ford's midget car, which is to be manufactured in the Dagenham (England) plant and which will not be sold in this country, of course, may be prophetic of a big change in the export programs of American motor car makers. In entering a midget car in the field occupied by Austin, Standard, Morris Minor and Singer, ford is going to offer out-and-out competition to those English cars which have enjoyed a big advantage with regard to

the high horsepower tax which prevails in England. If his program is successful, other American manufacturers who have given more attention to midget cars than generally is realized may follow the same course.

Speaking of ford, it now is officially announced that the new model for the American market will be introduced during the first week in March. Steel commitments are expected to be released within the next few days, and the opinion here is that the gesture will have a decidedly revitalizing effect upon business generally. In so far as the automobile trade is concerned, the appearance of the new ford is expected to release considerable buying that has been delayed pending revelation of the Dearborn product.

Coincidental with the ford introduction, Detroit expects the appearance of five new Nash lines. While they are curious as to the design of the new Nash products, most executives of the industry are more interested in the price levels to be occupied by the largest array of cars ever to come at one time from the Kenosha company. They want to know just how low and how high Nash will go.

It is virtually assured that another Michigan company will have a new model to announce within the next three or four weeks. And if a report now being widely circulated in Detroit is correct, one of the most sensational cars of 1931 will receive a new dressing-up before the Spring buying season gets far under way.

Trading Up on Oriental Rugs.

Admitting that consumer demand for Oriental rugs is better than it has been for some time, importers com-

plain that the activity is centered almost entirely in the extreme low-end brackets. Excessive price advertising by retailers, they explain, has directed attention away from better goods and restricted the market to merchandise which can be sold at \$200 or less. Similar price developments in the Chinese rug field were checked recently by the refusal of producers abroad to reduce prices further. As a result Chinese rugs are on a firmer price basis.

Food Prices Fall 1.5 Per Cent.

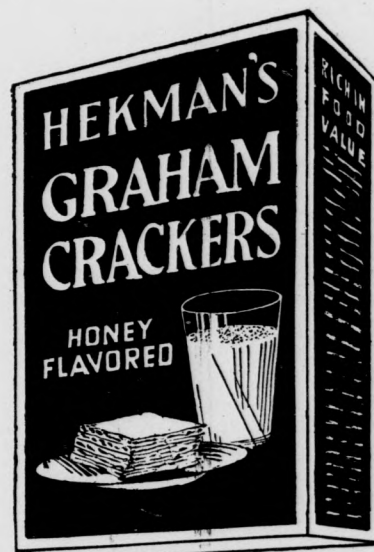
The steady decline in wholesale grocery prices continued unchecked last month. The index prepared by the bureau of business research of New York University for the National Wholesale Grocers' Association showed that prices fell 1.5 per cent. from December levels, reaching a figure of 71.3, the lowest since 1921. The average is 15.4 per cent. below the January, 1931, figure. Items averaging higher last month were macaroni, raisins, coffee, tomatoes, cottonseed oil and pineapple. Lower averages were reported on beans, corn syrup, flour, oats, cornmeal, sugar, prunes, salmon, corn and lard.

When All Is Lost.

Here is a proverb from an old Detroit merchant who lived up to it and died as happy as most men can, and perhaps it will help somebody's feelings in 1932: When money is lost nothing is lost; when health is lost something is lost; when honor is lost all is lost.

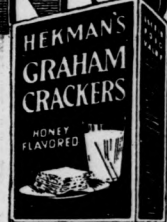
Struggle strengthens.

To Good wholesome
Grahams, Hekman
Bakers proceeded to
give flavor. NOW we
invite Your Taste to
judge what has been
accomplished. Note the
uniform perfection of
every cracker. Note
that flavor! Have you
ever tasted finer Gra-
hams?



**HEKMAN'S
GRAHAMS**

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



NO SCULPTURED EFFIGY.

The searching biographical studies of George Washington, published in recent years, have served only to add to the fame of the first President. It is of Washington we are thinking as the anniversary of his birthday draws near. The finest temper and safest tendencies of our Nation were incarnated in him. Nothing is more characteristic of classic Greece than Plato's Republic or more medieval than the great Hildebrand's theocracy. The Renaissance found its signal voice in Erasmus. The new learning lived again in Shakespeare and Chris Marlowe. Puritanism reached its poetical climax in Milton and its political climax in John Locke. Similarly the constitutionalism of our Republic and the safeguards of its mission are best appreciated by mastering the fundamental conceptions of Washington. He remains and he is likely to remain the ideal personalization of our National existence at its best.

We have recently experienced the pleasures and pains of a severe scrutiny of Washington and numerous other celebrities. This scrutiny is professedly conducted with the utmost fidelity and candor. It is not essential to examine at length the results of what is known as the modern inquisition. The assertion that they have enlarged and not diminished the great figure we contemplate must suffice. When all is known, good or ill, there is little enough to condemn, much to praise and more for which to be devoutly grateful to God on the life and works of George Washington.

The actual man of flesh and blood, a mortal like the rest of us, liable to err and when aroused capable of blazing wrath, stands before the world's gaze as he was. Here is no sculptured effigy of fond imagination, cold and lifeless in its fictitious perfection as the moonlit marble of some ancient shrine, but Washington at Valley Forge, Yorktown and Mount Vernon.

COMMODITY PRICES.

Changes proposed in the Federal Reserve act to broaden the credit basis and permit greater utilization of our gold supply constituted, of course, the outstanding development of last week from a business as well as a banking standpoint. News of this legislation was sufficient to bring about a marked recovery in security and commodity markets as well. Another highly favorable development was the announcement by Henry Ford of his new car plans.

Although the business index moves a week behind this news, it managed to add its cheerful note also by lifting slightly from its low. Three of the series, but chiefly car loadings, brought about this gain. The indices for automobile output and cotton cloth production declined.

In the case of automobile operations, however, there is good reason to believe that the hesitation caused in a measure by uncertainty over the Ford program will be dispelled. While it is true that January registration returns so far disclose some slackening in sales,

prospects have undoubtedly been improved by recent developments.

The falling off in cotton cloth production is one that the industry would like to see extended. In fact, it is working toward that end in order to keep supply within proper bounds, and will probably decide upon a drastic curtailment program to begin March 1.

Within a short time it will be possible to gauge in a better way the influence upon commodity prices of steps taken to improve the credit situation. Before the banking proposals were announced further declines were suffered.

RELIEVING TIGHT CREDIT.

Business interests have a large stake in the outcome of the legislation now proposed for broadening the base of Federal Reserve operations. The amendments to the Federal Reserve act suggested should serve to loosen up credit and make available lending accommodations which are now so restricted.

The three provisions of the Glass bill allow (1) groups of five banks, or less in certain circumstances, to obtain Reserve credit upon their notes backed by suitable collateral; (2) individual banks to obtain one-year loans on the same plan; (3) substitution of Government securities for the 60 per cent. of other collateral now required as backing for Reserve currency.

Three moves have, therefore, been made to assist the banks. The first was the National Credit Corporation, which apparently was unable to cope fully with conditions. The second was formation of the Reconstruction Finance Corporation, which is now getting under way. And the third is the buttressing of credit further by liberalizing the Reserve act.

Banking opinion seems to agree that the new proposals are sound, but that a great deal depends upon their administration. Easing of the credit requirements was well received, but doubts are raised concerning the currency provision, which might very well lead to currency inflation. Barring a further raid upon gold by Europe, it is felt that a useful stopgap has been proposed, which, however, should never be considered in any other light.

DRY GOODS CONDITIONS.

Up to the holiday retail trade showed very little improvement over the recent low level, but rose somewhat toward the close of the week. The special holiday offerings seemed to attract better response, due, perhaps, to the change in sentiment brought about by rise in the stock and commodity markets as a result of proposed banking legislation.

January trade, as reported by the Federal Reserve Board, was about in line with expectations. The decline in department store sales under the same month last year was 22 per cent., although when allowance was made for one less trading day this year the decline was lowered to 19 per cent.

The decreases ranged from 13 per cent. in the St. Louis Reserve District to 27 per cent. in the Cleveland area. Sales in this territory were 19 per cent.

lower. The average decline in dollar sales for the country as a whole exceeded the reduction in prices which has taken place over the last twelve months, so that unit volume was also under last year's.

Due to poor results at retail, there were two features to buying in the wholesale merchandise markets. One was the emphasis placed upon new designs and the other was curtailment of orders brought about by the reduction of buying appropriations. The peak has been passed in the number of buyers visiting the New York market and the totals for the last week in January and the first in this month were somewhat under a year ago.

BETTER STANDARDS.

Between what retailers say and actually do there is often a very wide contrast which is frequently remarked upon by manufacturers and others who come in contact with this phenomenon. Even the merchants themselves must realize at times that there is this discrepancy, and wonder if sincerity is at a discount in their business.

For instance, a group of trade interests meeting recently discovered that, while the retailers were heading a move for much higher standards in the merchandise they were discussing, there was an insistent demand for the very goods which they would outlaw. As one producer put it, "The easiest way to settle this question is for the stores not to buy this inferior product. Then I won't make any more of it and neither will any one else in the industry."

Of course there is always a desire among the better class of stores to promote standards which will prevent their competitors from offering substandard goods at lower prices. Many of these stores may practice what they preach, but there are not a few that stand out for standards in conference and violate them constantly in their merchandising.

Numerous buyers can probably testify that "the boss," after coming back from a conference on standards or a meeting at which it was decided to promote better quality goods, has jumped them hard for not having the "junk" which was being sold in a store across the street.

PRICE MAINTENANCE.

Renewal of the drive to place resale price maintenance upon the Federal statute books has brought forth a modified form of legislation which may stand better chance of approval and action. Supporters of this legislation have obtained a highly detailed study of price cutting and price maintenance from a professor who reaches some obvious conclusions.

It was suggested here, and perhaps it will bear repetition, that those who are so interested in securing this legislation might stop for a moment and consider the possibilities of such a law. Frequently, the advocates of one measure or another grow so warm in pushing their arguments that they overlook the consequences.

For instance, a manufacturer of a trade-marked article might look into

the matter of how he would fare if his product was always sold at the fixed price. Some producers would probably do nicely and they are doing nicely now. Others would suffer a large loss in volume, because it is natural to assume that they would not get the usual business of the price-cutters. In other words, at higher prices their sales would be smaller.

Then, again, there is the question of competition to consider. It is entirely possible that, if price maintenance was firmly established, a number of producers not featuring brands now would be attracted to such merchandising at least temporarily.

STUDIES CONSUMER BUYING.

Completion of a study of the relation of income to retail purchases in Appleton, Wis., taken as a typical American city, reveals the extent to which income groups vary as markets. The study, described as the first to be based on actual income tax returns, is entitled "Markets by Incomes."

It shows, for example, that the family with an income of over \$5,000 a year uses twice as much soap, replaces radios 50 per cent. faster, spends twice as much on electrical refrigerators, uses seven times as many electric ironing machines and buys twice as many new automobiles per year as the family with an income below this level.

The study as a whole includes the records of a million and a half retail purchases in Appleton as revealed to investigators by housewives, verified with dealer records, correlated with copies of sworn State income tax returns. The Wisconsin town was chosen because of the liberal income tax laws of the State, which made it possible to do away with all guess-work or estimating of incomes on a rental or occupational basis.

TOBACCO TAXES.

It may be merely another effect of the depression and it may represent a trend of fashion, but it appears from the records of the Internal Revenue Bureau that the cigarette and the cigar are not quite so popular as they were, while the pipe maintains a steady and faithful following among smokers. In 1931 taxes were paid on 571,000,000 fewer cigars and 6,200,000,000 fewer cigarettes than in 1930. The loss in revenue was about \$21,000,000. But the revenue from pipe tobacco remained practically unchanged. In addition, there was a slight increase in revenue from cigarette papers, which may mean that many smokers are learning to roll their own. The total income in 1931 from all sorts of smoking was \$424,532,735. And the tobacco tax is one that is paid with comparative cheerfulness.

He who is silent is forgotten; he who abstains is taken at his word; he who does not advance falls back; he who stops is overwhelmed, distanced, crushed; he who ceases to grow greater becomes smaller; he who leaves off, gives up; the stationary condition is the beginning of the end.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Starting out in a fierce snow storm Saturday afternoon, we soon encountered blue sky, fleecy clouds and bright sunshine. Nearly every merchant we called on apparently deplored the fact that no ice would be harvested this winter, necessitating their purchasing electric refrigerators for their homes and stores in the spring.

At the Kraft general store at Caledonia I found a son of the owner behind the counter. In method and action I was much reminded of the founder of the store, the late Charles Kinsey. The young man has the happy temperament, easy approach and jovial disposition of his grandfather.

At Middleville I was sorry to learn that the only factory industry in the village, the Grand Rapids Fiber Furniture Co., had not been operated for several weeks.

At Freeport I was told that Mr. Everhart, who formerly conducted a general store there, but who disposed of his stock and acted as manager of the local bank until the bank failed, is now managing a chain store in Grand Rapids.

I was also told that the partner of J. E. Babbitt in the hardware and implement firm of Babbitt, Riegler & Co. had gone into bankruptcy to free himself from the debts of the late firm; that Mr. Babbitt refused to avail himself of this opportunity and is meeting all his obligations 100 per cent. as fast as his circumstances permit—all of which is greatly to the credit of Mr. Babbitt.

I regret to note the controversy which has arisen between the Fountain street Baptist church, the East Congregational church and other city churches and the local hotels and eating establishments over the featuring of banquet service by the church. Because the regular eating places pay taxes and have to pay for waiters—which are furnished free by the good people of the church—a church can furnish a fairly good meal for 50 cents. The hotels cannot equal the church service for less than \$1. The patronage thus diverted from the hotels is so large that it is making a marked showing in the earnings—or lack of earnings—of the hotels. I am inclined to side with the hotels in this matter. I have always felt that church societies should pay taxes on their properties. If they were compelled to do this many small churches which are maintained solely with the idea of selling their properties at some future time and dividing the proceeds among the surviving church members would be outlawed. Now that churches rent their premises for lectures, dances, dinner parties and theatrical entertainments they come in direct competition with regularly established business undertakings which have to face large levies on their income in order to meet municipal, school, county and state

taxes. The present arrangement is manifestly unfair to all concerned and I hope to see the subject so thoroughly discussed and understood by people generally as to result in legislative action in the near future.

In his sermon Sunday morning, Dr. Preston Bradley, of Chicago, stated that Ralph Waldo Emerson lectured in Grand Rapids in 1853, driving here in a buggy from Kalamazoo. This fact is new to me. It gives me added interest in the city of my adoption to know that the greatest intellect America has yet produced was once a guest of the Second City.

Evidently incited by a recital of some of my achievements in bringing about the reformation of mercantile abuses and the punishment of those who persist in criminal practices, Judge Raymond, of the Federal Court, reminds me by letter of a case he once assisted in prosecuting when he was a member of the legal firm of Hatch, McAllister & Raymond, who have handled the legal department of the Tradesman with singular success for the past forty years. The case Judge Raymond had in mind was that of E. A. Stowe vs. U. S. Express Co., in which I sued the defendant for \$1.50, the value of a bushel of peaches which were sent to me by a mercantile friend in Freeport. The shipment was delivered to an incorrect address and my name was forged to the receipt by the driver of the vehicle in which the delivery was made. Strange to say there was then no law on the books which prescribed the duties of a common carrier in the matter of delivery. I did not prosecute the case for the money involved, but to remedy this defect, so that the shippers of Michigan would have some protection in the case of merchandise lost by transportation companies in the course of transit or delivery. I won in justice court, lost out in circuit court, but the supreme court reversed the decision of the circuit judge and gave me a verdict for \$1.50 and several hundred dollars in costs I had expended in prosecuting the case. The higher court held "delivery by a common carrier constitutes delivery to the person to whom shipment is made or his representative during ordinary business hours."

This decision has been worth many thousands of dollars to the shippers and receivers of freight in Michigan and will mean millions of dollars in the future. The ink was hardly dry on the decision of the supreme court in this case when an express company carted a shipment of seed beans to a produce dealer in Ithaca and threw it off on the platform late Saturday afternoon. The office had closed for the day and the recipient had no information of the so-called delivery until Monday morning. In the meantime a heavy rain fell on the beans and destroyed their value for seeding purposes. The attorney for the express company very emphatically informed the produce dealer he had no remedy in law, because there was no law defining the duties of a common carrier in cases of this kind. The produce man happened to be a patron of the Trades-

man and knew the attorney was not so well posted as he might be. He took his copies of the Tradesman containing an account of the trial and the decision of the supreme court over to the attorney. A little later he was informed that his claim would be paid in full. I have heard of many settlements which have been made by corporation attorneys as the result of this decision.

The chief of the detective staff of one of Chicago's largest corporations writes me as follows: "Glad you got Cox settled for 7½ years at least. He is one of the most dangerous crooks we have had to deal with in Chicago. I was greatly surprised that he should have been willing to go to Michigan for trial. I think he must have been misled by some lawyer who was not familiar with the charge you had against him. You have relieved us of much anxiety in putting him away. He ought to have been put away for life."

I met a man the other day who formerly resided in Michigan, but who is now located in San Francisco. He told me that one produce dealer in the city of the Golden Gate specializes on Michigan apples, receiving a carload on an average of six times a month; that when a car comes in he announces it in a line in the daily papers; that as soon as the announcement appears his warehouse is immediately crowded by former Michigan people who come with all kinds of conveyances to take their purchases home; that a car of Wolverine fruit is always exhausted within two hours after its arrival, due to the superior flavor of Michigan fruit over the apples grown in Oregon and Washington.

I am told by a gentleman who is apparently very familiar with the subject that the apple peddlers in Detroit sold 160 carloads of apples from the Pacific coast during 1931. If this requirement had been supplied by the farmers of Michigan it would have added at least \$500,000 to their receipts. There is no reason why the farmers of this State should not have this business except sloth and indifference on their part.

A man who has lived in and around Seattle for the past twenty years called on me one day last week. He said he had returned to Michigan to live so as to be able to enjoy the Michigan fruits because of their superiority, in everything except outside appearance, over the fruits produced on the Pacific coast.

One of the most happy outcomes of recent years is the large number of human ailments which are now treated and cured without the use of the knife. One thing which has greatly contributed to this result is the avarice of a large percentage of surgeons who invariably resorted to the knife without first undertaking to remedy the ailment by milder methods. Which reminds me of the story I heard some years ago concerning two surgeons who met on the street. "I see you operated on Mr. Blank yesterday," said one. "What did you do it for?" "For

\$250, of course," was the prompt reply. This reply illustrates the attitude of many surgeons about as well as I could do so in a column of argument.

The retailer in the small town who wants to keep trade at home must observe five fundamental requirements: Know your people; keep a clean store; have a cheerful store; advertise and mingle with the people.

First, the merchant to succeed must have the qualities of a business man, his store must be established on a basis which will respond to the requirements of the community. If you are in a mining town, you should know the requirements of those people; if in an agricultural region, take the proper measure of the people's needs; remember that necessities are better sellers than expensive goods and should fill the larger portion of the shelves in a store which meets the requirements of those people. If you are catering to the high grade trade, your store should be stocked with the merchandise which appeals to this class of people.

In knowing the tendencies and requirements of your people you have the advantage of your competitors in other cities because you can satisfy them more readily than the stranger can who knows not their circumstances, their tendencies and peculiarities, and once they have the experience away from home, if you have been honest in your dealings with them, they will return to the home merchant.

Another feature of great importance is a neat and attractive store. Keep it clean, preserve a healthy atmosphere, show your goods to the best advantage, and shift the scene from time to time to indicate that things are moving and to give the impression that one is doing business. People avoid a morgue, but seek the busy marts of trade, when buying goods. Your store should have a busy appearance at all times if you would be a live merchant.

At all times an attractive, well-kept stock, even though the variety is not large, holds the trade and sells goods. A man does not go into a junk shop to buy a silk handkerchief, and even if it is offered him, the surroundings make him suspicious of the quality, and he may not buy because of appearances, and may not return again for the same reason.

A cold store is one in which indifference is shown to customers. This indifference is a blight on business. Being acquainted with the people, you should talk to them as neighbors, and although interested in what they want, don't confine all your attention to the sale of the goods, spread out on local happenings, take them into your confidence, talk to them as if you are interested in what they are interested, show your goods without betraying too much eagerness to sell. Indicate that you are desirous of meeting their every requirement. When you are through you have made the buyer not only a satisfied customer, but he feels

(Continued on page 23)

FINANCIAL

Utilities Replaced By Rails in Switching Program.

Since the bond market returned to a fairly even keel, it has been interesting chiefly for the readjustment which has been taking place in the price levels of various groups. Speculative rail bonds, for instance, have maintained their regained ground rather well in face of sagging tendencies in utilities and high grade rails which had been bulwarks of strength in the mixed-income section of the security lists.

Behind the scenes in this recent shifting of values among groups of bonds, according to well-informed bond men, there has been a considerable amount of switching of investments, particularly from utilities into rails. The determining forces in this switching process are comparative values, earnings prospects and correction of an overdone decline last year.

It was only a few months ago that the outlook for rails seemed dark enough to cause wholesale liquidation while prospective buyers were frightened away. Meanwhile, however, the rail picture has undergone a great change which has been reflected in the recovery of railroad securities, notably second grade rail bonds, since the middle of December.

Although the present volume of traffic movement promises little in the way of early improvement in revenues from that source, the rails have pulled out of a crisis by such relief measures as the recent 10 per cent. wage cut, the Reconstruction Finance Corporation and freight rate increases.

In consequence, the second grade rail division, which was hardest hit by the crisis and stood to benefit most from a change in the outlook, has attracted a good quality of buying from institutions and individual investors willing to assume a measure of risk to buy comparatively undervalued rail bonds.

Bond students attribute the recent liquidation of utilities and switching into rails and other bond descriptions to several reasons. One has been the increase in recent weeks in the rate of decline in power production and, possibly, fear that eventually rates would begin to feel the downward pull of a prolonged period of business depression and falling prices.

Until the whole market began to slide last year, utility bonds, favored by stable earning power of the public utilities, sold at levels topped only by best grade Government and municipal bonds. Since the turn of the year, they have had to undergo comparison not only with undervalued rails, but with rising yields on Governments and municipals. The situation was strikingly brought to the forefront when New York City notes were offered on a yield basis of 6 per cent.

Aside from earnings trend and competition of increased yields on Government and municipal bonds, utilities also have been affected by the prospect of a substantial amount of refunding and new offerings as soon as the bond market recuperates sufficiently to encourage resumption of offerings of long-term issues. Moreover,

the bond market generally looks forward to a continuation of Government financing on a large scale to compete with corporate bonds.

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Some Suggestions on Banking.

As we seem to be in treacherous waters, so far as our banking is concerned at the present time, any ideas should be welcome from conservative people.

When banks are organized and started, the promoters usually base their main plea on the need of such an institution in the community for the good of all business.

Now, such pleas appeal to rich and philanthropic men and they subscribe and become stockholders. Such men surely are not looking for a 15 or 20 per cent. profit on their investment and, it is fair to assume, they would be satisfied with a regular 6 or 8 per cent. dividend.

But ambitious managers at once strive to make big earnings and to do this seek for large depositors and magnify their increasing deposits.

In fact, one Chicago bank has, for the past two months, been advertising their growth, as follows:

Capital, surplus and undivided profits	\$ 6,466,112
Deposits	34,233,253
To-day (December 31, 1931)	
Capital, surplus and undivided profits	\$13,693,239
Deposits	92,886,820

Now, while this shows a good gain in deposits, yet really the bank is not in as safe a position as it was ten years ago. For then, it would have taken a 20 per cent. run on the bank to deplete their capital and surplus; whereas, to-day a 16 per cent. run would make trouble.

Other banks are not so favorably fixed. Many of them have in capital and surplus only one-tenth of their deposits and it is such banks that have had to close their doors.

Under these circumstances, it would appear, the thing for such banks to do when they find themselves enjoying an increasing deposit patronage would be to arrange for an increase in capital stock and try to induce some of these large and growing depositors to become stockholders. This would have two advantages, namely: (1) it would make these firms regular customers, and (2) it would give them more cash resources for emergencies.

The closing of so many banks is the most deplorable thing which has happened in this country and it is going to take years to re-establish confidence in banking.

The agencies recently established to help this condition by our Government seem to be slow in getting started and to-day we read of a bank with \$5,000,000 deposits in Rockford, Ill., closing its doors. This is a deplorable condition.

It is all very well to ask people to put their money back in banks, but why should a person do so when he does not know what minute that bank is going to close its doors?

In Chicago, the saving deposits at the Postoffice used to be taken care of at two windows; to-day it takes seven windows and there is an officer kept

busy directing the people where to go. The postal savings must show an amazing increase during the past few months.

Much of this business will be lost forever to the banks and it, therefore, behooves bankers to study these things and lay their plans to overcome them. They will have to ask their stockholders to be satisfied with smaller dividends and aim to promote the welfare of their community in other ways.

E. J. W. Dietz.

Bank Failures Have Shown Sharp Decline.

No statistics are watched with more interest to-day than the reports on bank failures. This is because these figures will be taken as a guide to the degree of success of the Reconstruction Finance Corporation and thereby progress in the direction of business stability and recovery.

On Tuesday of this week there were no bank failures reported in the United States. Taken by itself this statement does not appear to deserve comment. When you combine it with the fact, however, that this was the first day in approximately a year and a half, according to the American Banker, that there were no bank failures in this country it is evident that it is worthy of considerable attention.

As a matter of fact the volume of bank failures has shown a very marked decline this week. Further, the number of re-openings has been unusually heavy. In many respects this is the most encouraging news we have had about the financial system for a long time.

It would be unwise, of course, to be too optimistic about this decline of bank failures for a few days. Numerous times in the past the course of bank closings has been downward for a while only to pick up with unusual vigor later. From the current figures, nevertheless, one is justified in drawing the conclusion that bank failures can be stopped in this country and that if the Reconstruction Finance Corporation will strike while the iron is hot it may perform a real service.

As it becomes more and more widely known that bank failures will be stopped the public will get increasing confidence. With this increasing confidence less demand will be made upon the institutions and it will become

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

GRAND RAPIDS NATIONAL BANK



Established 1860

Incorporated 1865

Nine Community Offices

GRAND RAPIDS
NATIONAL
COMPANY

Investment
Securities

Affiliated with Grand Rapids
National Bank

easier and easier to wipe out bank failures entirely.

This is the goal that it is essential to reach as a step toward business recovery. As has been said here repeatedly, our banks to-day are not failing because of individually weak management. Rather they are failing because of the low state of public confidence and the fear of many people that their deposits are not safe.

If the mere understanding that the Reconstruction Finance Corporation is going to strive to eliminate all bank failures can bring the number of actual failures down to the figures for this week it is obvious that with well directed action they can be stopped entirely. Such a program would have the wholehearted support of the entire population. The Reconstruction Finance Corporation has an opportunity to-day which it cannot afford to miss.

Ralph West Robey.

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A Business Man's Philosophy.

Tom L. Johnson, once mayor of Cleveland, used to say that if he had a committee of three and wanted to get anything important done he would shoot two of them.

Many feel that way about committees, but scientific men have made tests which may be worthless but this is what they show:

When a definite task is to be performed (says Walter B. Pitkin) involving simply the consideration of certain facts and the reaching of some conclusion about them, a committee works faster and more accurately in the long run than one of its members, and its speed and accuracy equal those of a mind considerably superior to any single committee member.

Suppose a catastrophe impends. A decision must be reached quickly. A dozen men gather, discuss all factors and decide on a policy. An individual could not work fast enough in such a situation. He could not by any chance promptly assemble the information that comes to the room in the heads of the dozen men.

Time is money in business.

That is why the committee system, despite its weakness, is so widely used.

William Feather.

A Business Man's Philosophy.

It is true that standardization has gone far in the United States, but I doubt that there is cause for alarm. After all, human beings themselves are pretty well standardized, but we manage to recognize each other, even on a bathing beach.

I expect that in the future we will obtain variety through external variations. Color is now being widely used in the decoration of thousands of products that were once acceptable in a single color. Who wants a custom-made chassis in his automobile if he can have a custom-made body? Many will be satisfied with a standard body if they can have a special color.

We teach boys and girls to write a standard hand. We teach them how to form their letters to obtain the maximum legibility and we show them how to hold the pen and move their muscles to achieve the utmost economy in effort. Yet individuality expresses itself in all handwriting.

Infinite variety can be obtained in externals. That is nature's way. She sticks to one model and alters merely the color of our eyes, hair, skin, length of nose, legs and so on.

William Feather.

Reform Should Be Along Sound Lines

Part of the press now has come out in open support of the issuance of Federal Reserve notes against United States Government bonds. The idea is not new, of course, and, according to reports, has the backing of various high officials. Until recently, however, the obvious unsoundness of the plan has kept the discussion for the most part under cover.

The justification which now is advanced for the proposal is that it would increase the volume of so-called "free gold" in our central banks. This would be accomplished by a direct substitution of Government bonds for all gold in excess of the legal minimum of 40 per cent. Needless to say, such a substitution would increase the volume of "free gold." So, also, would an amendment to the Reserve act permitting the issue of Federal Reserve notes without specific backing of any kind.

It further is maintained that the issuance of Reserve notes would not alter the theory and principles upon which the Federal Reserve System rests. Rather, it is explained, such a change merely would eliminate an "abnormality" in the "mechanism" of the system which has arisen because the Reserve Banks do not have sufficient commercial paper to back the Reserve notes, with the result that much more than 40 per cent. gold is now required.

As a matter of fact, it would be difficult to have a more fundamental change in the provisions regarding note issue than that suggested. It is the difference between issuing paper money upon self-liquidating commercial paper arising from current business and the coining of Government obligations into money.

The latter is just one step removed from issuance of fiat money, or "greenbacks." The danger of this is clear if it is recalled that such a policy would mean giving what amounts to the circulation privilege to over \$15,000,000,000 of Government obligations.

The United States has an enormous supply of gold. Further, the level of business activity is the lowest it has been in a generation. If, under these conditions, it is necessary to coin Government bonds into money in order to meet our legal reserve requirements, it is time to examine with care some of the underlying theories upon which our financial system operates.

If such an examination reveals basic defects, it is obvious that the correction should be made along lines that experience has shown to be sound. Coining Government bonds into paper money does not fall within this category. Such a policy is a characteristic of countries in a state of financial collapse; it has no place in the financial organization of the United States.

Ralph West Robey.

[Copyrighted, 1932.]

Adversity tries a man and shows up his best qualities. The police judge tries him and shows up his worst ones.

Successful Trading.

The study of the theoretical and practical side of the stock market takes one away from fundamentals, but, after all, the buying and selling of securities is the purchase and sale of part ownership in properties. The fundamentals the average investor looks for are the same as those he uses in his business or would consider worthy of attention in contemplating the organization of a new enterprise. The basic consideration is possible profit.

The average investor buys a stock because he feels that he will make a satisfactory profit or realize a fair income on the money invested. In trading, after settling in one's mind that the purchase or sale will be profitable, the investor should consider if the company is filling a need. If the product is a necessity and it commands a wide market its chances for successful operation are better than that of a company supplying luxuries. The business of supplying necessities has developed keen competition and this should be considered when investing in its securities. If a company operates only for local consumption it must lower its costs to keep out National companies and must be in a position to contact the business in that district and its financial condition must warrant the possibility of meeting poor business through depletion of local purchasing power. The company whose products are used by a few industries is not as liable to be successful as those serving a variety of industries. The serious falling off of business in a particular

industry always occurs; but if its products are well developed and good consuming lines are offered temporary depression will not affect them. A company whose business depends on seasonal factors must make large profits at various times of the year to offset poor earnings due to the various seasons. It must also cope with companies in which profits are a continuous factor and whose products enjoy a ready market. The average company depends on purchasing power and the consumer's financial condition. The luxury companies are usually the hardest hit by a general depression. Their inventory losses are not as large as others who are affected by falling commodity prices, but curtailed purchasing power may reduce earnings to a point which may be embarrassing to the company's financial condition. An analysis of some of these conditions should be made before investing.

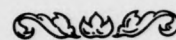
J. H. Petter.



UNDER THE TOWER CLOCK ON CAMPAU SQUARE

SYMPATHETIC

Bankers who take a sympathetic interest in the business of their customers help more than by mere loaning of money. Such an interest has helped many a company prosper and grow far beyond the amount loaned.



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.

Co-operation Links Up With Individualism.

(Note: What do I know about Wisconsin, particularly Madison, the State Capital? Well, I was born there. I lived there nearly forty-seven years, during which I had thirty-six years' grocery experience. It fell to me to inaugurate the first workable association, aided greatly by the informal gatherings at Jay Snell's wholesale produce house. The nucleus was the first grocers picnic, a novelty and departure so great that it was called "Paul Findlay's Picnic." I therefore feel that I know Madison, at least from the standpoint of the food business.)

Originally a part of the For Northwest Territory, Wisconsin is essentially a bit of New England; of sturdy individualism; as independent in thought and ideas as is possible in these days of close interchange; entirely unapologetic in its preference for plain, old-style, homespun thrift; sound in its conception of most governmental functions, although inclined to go loco at times; in general, as reliably sane a community as exists anywhere on earth.

The prime characteristic of the Madison of my time was stern individualism, so far developed among tradesmen as to evoke astonishment among commercial outsiders. The remark was common on the part of men strange to Madison—but familiar with other portions of the country—that grocers evidently "cared nothing what prices the other fellow got—higher or lower—for goods under the same name and trademark."

Now after thirty-five years—and, bless me, it is as long ago as that—co-operation has entered; but characteristically, it is a modified form of co-operation. The story is thus related:

Central Wisconsin Food Stores is a group of fifty, mostly situated in Madison and suburbs, the first group chartered by the state as a grocer's co-operative under the supervision of the Department of Markets, and it gets all assistance desired, legal and general, from the state.

The organization has constitution and by-laws; board of five directors made up of president, vice-president, treasurer, secretary and director of advertising who heads advertising committee, other committees being set up as needed. Actual detailed work is performed by the salaried manager at headquarters, who prepares advertisements, collects dues, makes arrangements with manufacturers, keeps the accounts and supervises stores.

To my mind, the most important point is that, with few exceptions, no buying is done at headquarters. Price arrangements are made with grocery jobbers, produce merchants, bakeries, meat packers and dairy concerns on a group-buying basis, the individual ordering for himself and paying his own bills direct. Herein we find co-operation all along the line, nobody eliminated, all performing and being per-

mitted to perform, their correct functions, receiving their agreed upon share in the earnings of distribution.

Perhaps the keystone of the plan is that all merchandising is built around a basic stock of 250 items common to all grocery stores which are featured consistently. Inasmuch as any fairly well assorted family grocery stock will include 2,000 to 2,500 items—and in Madison that can readily run up to 4,000 items in a central location where the better families trade—here is ample room for the play of individuality; yet 250 staple items furnish the basis for the "bargain character" of regularly run "special sales" out of which the voluntary chain has not yet graduated.

Advertisement layouts, items to be featured at any given time and their prices, also all merchandising events, are properly decided upon by the advertising committee and executed at headquarters. Here we have the benefits of unified efforts, plus virtually complete leeway for the merchant to cater in his own way to his own special trade as he senses its requirements. Might liken this to our National Government, in which each state foregoes a measure of its sovereignty in exchange for benefits which can be more perfectly insured by a central government.

The group advertises every Friday in the two daily papers and twice each month by handbills distributed by each store. The radio is used every week and the usual and customary events such as Canned Foods Week, Economy Month, Nineteen Cent Days, Anniversary Sales and Get Acquainted Weeks are pulled off at suitable intervals.

Inasmuch as all voluntaries were born of the force of necessary combat with chains for life, it is but natural that voluntaries should copy the chain plan of advertising. That is for week end business, catching the pay envelope when there is money in it. It is also admitted that any advertising whatever must always be better than no advertising, but this week end plan is really a weak end plan, swaddling clothes out of which many voluntaries will evolve. This must be particularly true of such a community as Madison, where the average customer is of unusually high intelligence and an average of individual judgment, selective capacity and developed preference to constitute preferred material on which to build high-grade advertising appeal.

Advertising is done to promote trade primarily and, as indicated, any advertising will measurably do this. But the next step is to make advertising promote the most profitable, business-building trade; and that kind of advertising will always be done in the beginning of the week, with offerings to tempt women away from the Monday washtub, sweeping, house "redding" labors. Let the bargains be confined to Monday and Tuesday, with some hangover to Wednesday and perhaps an item or two for Thursday. Let the housebrands, the finer items such as, in this case, "Cenwis"—a happier trademark than most of this type—be featured to run through the week. But let Friday and Saturday ride on the momentum of the earlier advertising.

This because those days are always plenty busy in any store. Special bargains are a nuisance at week ends and the store which advertises consistently in the opening days of the week—pro-

vided it is worthy in other respects—will always find itself busy enough the two last days.

(Continued on page 23)

G. A. LINDEMULDER CO.

Wholesale Grocer

1438-1440 Eastern Ave., S. E.

Grand Rapids, Mich.

Little Boy Blue Canned Goods
The Wm. Edwards Co. Olives
Libby, McNeil & Libby, Inc., Canned Goods
Lin-dee Spices



A NEW SALESMAN FOR YOU!

Uneeda Bakers Cook Books that sell goods off your shelves will enter millions of homes in 1932. Support UNEEDA BAKERS crackers and cookies and you boost your own profit!

NATIONAL BISCUIT COMPANY
Uneeda Bakers



ROWENA
(self-rising)
PANCAKE FLOUR
brings repeat-order business

Bakes 'em in a jiffy!

Made by the
VALLEY CITY MILLING CO.
GRAND RAPIDS, MICHIGAN

MEAT DEALER

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

Store Windows Work Every Day in the Week.

Every store has one salesman that will cheerfully work all the time without a single complaint, and that will draw in a good amount of business if it is just given a small amount of attention. That salesman is the window of the store.

One of the most successful of the large department stores, Marshall Field & Co., in Chicago, believes that the windows in its retail store pay 25 per cent. of the rent. Other department store managers believe that this statement is too conservative and that the store windows are actually worth more money than that.

Often when one goes through the streets of a town or city on Sunday he sees window after window undecorated. Whatever our scruples may be about working ourselves, on Sunday, there is probably no good reason why a retailer cannot get full value from his windows on Sunday as well as on any other day of the week. If a person is walking along the street and looks into an undecorated window, he is certainly not favorably impressed with what he sees. So the lack of decorations in a store window may not only fail to give a positive impression; but it may actually create an unfavorable impression of a store.

Dressing a window is a comparatively simple job. It is so simple, in fact, that large concerns which send out window decorators, often train their men for a half day, and then send them out at once to work. Naturally they are not as expert at window dressing after a half day of training, but it is true, nevertheless, that there are few mysteries about the art of decorating a window.

It is the habit among some dealers to tear out their window decorations at the close of business on Saturday night, and put in new, attractive windows early Monday morning. There are few good arguments in favor of this system. In the first place, if the dealer changes his windows only once a week, and does that on Monday, by the end of the week the windows have lost much of their freshness. Since the greatest proportion of shopping is done in the last days of the week, it is logical to suppose that it is on those days that the windows should be as attractive as they possibly can be.

Another, and a strong argument, is that this system results in an undecorated window over the week-end. As has been said before, there is no reason why a window should not work for a store every day of the week.

If the dealer feels that he can change his windows but once a week, it is probably better to change the windows on Thursday or Friday morning rather than on the first day of the week. If he does this, then his window will be fresh on the two big shopping days, and also will be attractive over the week-end. Moreover, windows dressed on Thursday or Friday

can be tied in effectively with week-end specials.

Manufacturers realize the value of window displays in retail store windows, and usually have a number of displays on hand which the dealer is welcome to use. Much time and care is taken in their preparation in order that they may be as good "salesmen" as possible, and the result is that they usually enable a dealer to show an increase in the sales of the product that they advertise.

If the dealer does not have any prepared window displays which he can put into his window, he has material about his store which can be worked into an attractive and worth while window, as for example, the vinegar pickled products in glass jars. Retail stores usually have some of these about the store, and they can be worked into a very desirable window. Lard lends itself particularly well to display in a store window. If a dealer does not have dummy cartons and pails, he can use the actual product, packaged, for a short time.

Hams and bacon and smoked shoulders of course can be shown nicely in a store window. Many of the sausages make attractive window displays.

The product which is being displayed, plus a small amount of crepe paper, plus a few minutes of the dealer's time, is all that is essential to the making of a successful window. Merely stretching the paper from the top of the window to the bottom in the back, and hanging a few twisted streamers about the window will get rid of that undressed appearance so often seen over week-ends. If the floor of the window is not attractive, there is a simple manner of making a crepe paper floor for the display. Simply unroll a package of crepe paper of the desired color, and roll it up around the handle of a broom. Then place the end of the broom handle on the floor, and slide the roll of crepe paper down until it has reached the end of the broom handle and touches the floor. Then push the paper down as hard as possible, in a series of good hard pushes, beginning near the bottom of the paper. Unroll the paper, and you have a strip of crepe ruffled up which makes a most attractive base on which to place a window display.

If big store windows can pay 25 per cent. of the rent, then the windows in a meat or grocery store can surely do as well. It is certainly worth a trial.
—Canadian Grocer.

Some Fall Sweater Lines Opened.

A few sweater mills, specializing in heavyweight goods, have tentatively priced Fall lines at levels ranging from 7 to 12 per cent. below last year's quotations, and have sent salesmen on the road. Very little initial business has been placed, however, and reports indicate that jobbers are not yet interested in Fall goods. Other mills, which are now busy on novelty types and bathing suits, have not yet turned to the heavier staples, such as shakers and sport coats, and indications are that they will hold off officially naming prices for several weeks. Demand for women's pull-overs in lace effects continues to tax the capacity of some mills.

Drape Coat Seen as Stimulus.

In the hope that the so-called English drape coat will provide a much-needed stimulus in the clothing industry, practically every manufacturer is now engaged in preparing samples. While some stores will feature the type in the Spring, widespread promotion of it will not get under way until the Fall. Three styles are now being offered, the extreme, the modified and the conservative soft front coat. The elimination of cross wrinkles at the chest and shoulder blade, which hitherto retarded consumer acceptance, is expected to insure the coat's popularity. Softer interlinings, which are combinations of wool and hair and cotton and hair, have replaced the old canvas type. The large manufacturing retailers are experimenting with models to be offered in the \$17.50 to \$22.50 ranges.

No wonder people curse those who slaughtered the game. Nothing so irritates a burglar as the discovery that some crook beat him to it.

Jennings Vanilla Bean Extract

Messina Lemon "Terpeness" Extract, Anise, Cassia, Clove, Rose, Almond, Orange, Raspberry, Wintergreen, Peppermint.
Jennings Flavoring Extract Co.
Grand Rapids, Mich.

Store, Offices & Restaurant Equipment

G.R. STORE FIXTURE CO.
7 Ionia Ave., N. W. Phone 86027

OYSTERS

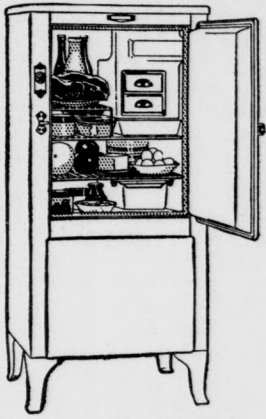
(Chesapeake Bay)
Blue Points in the Shell.
Counts, Selects, and Standards.
SEA FOODS LAKE FISH
Wholesale
GEO. B. READER
Grand Rapids, Mich.

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.

If your grandfather was a general, that makes you the social equal of one whose grandfather was a profiteer.



FRIGIDAIRE
ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS

WITH FAMOUS COLD CONTROL AND HYDRATOR

All Models on Display at Showroom

F. C. MATTHEWS & CO.
18 E. Fulton St. Phone 93249

MR. GROCER for repeat sales get your supply

of
POSTMA'S
DELICIOUS RUSK



Fresh Daily

POSTMA
BISCUIT
CO.

Grand Rapids,
Mich.

50th
Anniversary

1882-1932

For Over 49 Years

... Since 1882



2 CAKES 5¢

RED STAR YEAST

HAS been marketed under the most exacting requirement . . . that it be of the highest quality . . . regardless of production cost. Strict adherence to this policy has merited a host of friends who insist on Red Star Yeast as the . . .

*BEST FOR ALL USES

It will fulfill Your Customers' expectations, too!

20c A DOZEN (Delivered)

YOUR PROFIT is 50% on cost selling at 2 cakes for 5c
Our Branch in or near your city guarantees a Fresh Supply

RED STAR YEAST & PRODUCTS CO.

Main Office - Milwaukee, Wisc.
Detroit Branch—1234 W. Fort St. Grand Rapids Branch—516 Division Ave. S.
★★ STRICTLY INDEPENDENT—SINCE 1882 ★★

HARDWARE

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

Midwinter Is the Time For Special Sales.

Of all the winter months, February is probably the best for holding special sales. This applies to all branches of trade; but it applies with particular force to hardware. There are reasons, and plenty of them.

In the first place, business is always dull in February. Trade flickers fitfully through January, but in the month that follows it dies down to a mid-winter minimum. At no period of the year is it so essential to use exceptional means to stimulate business.

In the second place, a special sale can be conducted to the best advantage at a period when the regular business is slight. More attention can be paid to the sale, and the regular business does not suffer. February is the zero month in the trade calendar; and is, therefore, the best time to conduct special selling campaigns in certain lines.

February, moreover, in most stores is the month following the annual inventory. The dealer knows his stock; he has, perhaps, a fresh and clear recollection of some surprises disclosed by the January stock-taking. At the moment he realizes the need of clearing out broken lines and odd lots that have just been uncovered; and he knows exactly where to put his hands on a few good "loss leaders."

Granted that February is the ideal month for the special sale, it remains for the hardware dealer to select the lines he is to feature. The rule followed by dealers who carry on special sales is to select lines which are not in very great demand in the ordinary course of business yet for which a demand can be created by attractive pricing and pushful selling methods.

It is, for instance, unnecessary to hold special sales of screen doors in early summer or of snow shovels after the first fall of snow. The demand is there already. It does not need special efforts to stimulate it. All you have to do is to show and advertise the goods.

There are other seasons, however, when these goods are not in demand; and it is in these off seasons that sales are advisable.

As an example, watch the advertising columns of any large newspaper in January. See how persistently the dry goods and department stores feature "whitewear sales." The idea looks incongruous. Whitewear does not look like a line to play up in stormy, snowy January. That is just the point, however. There is no natural demand for whitewear in January. Consequently these big advertisers, who have studied the problem intimately, set out to create the demand—by special sales.

The working out of the same idea has resulted in February furniture sales, August overcoat sales, and other regular features in the department store calendar.

The hardware dealer can safely follow this plan in deciding what to feature in his February sale. Pick out a

number of lines which carry a good profit but which are not actively in demand; and feature them at special prices. And select a few strong loss leaders at yet more special prices to lead the procession.

In some stores cutlery and silverware are linked up with special sales in February. Cutlery sells more or less steadily all the year round. In February, however—perhaps in reaction from the Christmas demand—the sale of cutlery is normally quiet. The dealer knows that the line will once more become active later in the year; but, if he is fully awake to trade possibilities, he will not be content to wait for the demand to revive. He will take steps to stimulate the demand, and thus will bridge the gap between Christmas and spring. The special sale, featuring the goods as strongly as circumstances will permit, makes a nice bridge between busy seasons.

As to the methods to be employed in the special sale, they are best summed up in the one word—"Advertise."

Under ordinary conditions, people in February do not extend their shopping much beyond the limits of actual necessity. The man who wants to sell things must employ unusual methods to break down the buyer's indifference. The average person will buy only if he feels it is to his distinct advantage to do so; and the hardware dealer is thus obligated to show the buyer that it is worth while to buy now instead of later.

At other seasons of the year, the store window is the most potent advertising medium. But in mid-winter, particularly in February, conditions are different. Few people walk the streets. Many windows are frosted. If the weather is extremely cold, people hurry along with their faces buried in their coat collars or mufflers, looking neither to right nor left. Folks stick close to home.

That, though, brings its compensations. The evening paper is read more closely than at other seasons. It is therefore through the medium of newspaper advertising that the dealer must make perhaps his strongest appeal in February.

The most effective advertising of a mid-winter special sale is price advertising. And the price advertising must be specific. Give prominence to your selected "loss leaders." Some dealers make a practice of changing these items from day to day, having only a limited number of an article on sale at the special price, or offering that price for a limited time only. A popular stunt is to have just one loss leader for each hour of the store day. Some dealers secure job lots of items quite outside the regular stock, and feature these. I remember one dry goods merchant who featured a cuckoo clock at a nominal price. He had the street in front of his store jammed an hour before the sale started.

The job of the loss leader is to emphasize the idea of price reduction and to attract attention to your sale.

On the general run of sales features the price reduction will be far less drastic. On seasonable lines some dealers make a merely nominal reduction; others make no reduction at all. The

business of the special sale is, primarily, to secure trade that otherwise would not come at all.

As to actual reductions, no specific rule can be laid down. Some dealers assert that it does not pay to give large reductions, that in so doing the dealer's ability to secure the regular price at other times is seriously impaired. Other dealers take the view that the sale should be strictly limited to lines that are slow sellers or that are being discontinued. These are matters of individual policy, to be determined by the dealer himself.

The fact remains, though, that a noticeable reduction is an attraction few people can resist. The fact should, however, be emphasized that the reduction is for a limited period and that after that time it will not be duplicated. Stress that idea throughout your sale. For a week, two weeks only, or whatever the period may be; and after that—never again. Emphasis on that point will help to make your sale a success, and at the same time clear the way for regular prices later on.

A certain hardware dealer makes a practice of holding four special sales in February, one each week. He has followed this practice for several years. "I figured that I couldn't lose," he said. "My clerks didn't have much to do, anyway, and the sales would not interfere with regular business. I started to boom the lines which were not selling to any appreciable extent. The system has proved a big success."

The dealer holds one sale a week. The sale is limited to two days, Friday and Saturday. The dealer's advertising campaign is conducted with spirit, and people attend in droves. Over 50 per cent. of the store's total turnover in February comes from these sales. And the goods that make up this 50 per cent. of the February turnover were lines that formerly didn't sell at all, or at least didn't sell to any appreciable extent.

Remember, always, to make the most of your sale. Put it on half-heartedly, advertise it cautiously, and it will bring small immediate or ultimate results. If you don't believe thoroughly in the mid-winter sale, don't hold one at all. If you undertake one, set out from the very start to make it a success, the sort of sale that people will talk about, that will advertise your store and bring new customers to you.

While window advertising in February is handicapped, it should be utilized. But, with the smaller crowds on the streets and the danger of frosting in some types of windows, elaborate decorative displays are hardly justified. A simple, stocky display that emphasizes price and price reductions, is probably the best sort to use; it requires comparatively little work to put such a display together and under the circumstances will get the maximum of result.

Any time you save on your window should be devoted to interior display. Your newspaper advertising, featuring a limited number of lines, will bring people into your store. There you should confront them with a host of additional offerings. Elaborate care in arrangement is perhaps unjustified; what the situation demands is conspicuously price-ticketing every article. Show the old price, in black figures, crossed out, and the new price in red; unless, of course, you adopt the scheme of featuring some less conventional color in connection with your sale.

The special sale has its by products of business. Thus, the customer attracted by the loss leader is expected to buy some other article at a special price. But he is quite likely to buy some regular line at the regular price. That is why it pays to feature a few articles so drastically cut that people simply can't stay away from your store. Use your sale to bring new customers into your store; and try to make a favorable impression on such customers. The transient customer, properly handled, may become a regular customer.

Then, keep your eyes open for prospects in various lines—paint, stoves, washing machines, and the like. You won't sell these people now, but if they are interested a little, try to interest them still further and get their names and addresses so that later you may follow them up. In this way your special sale, even though the profits are small, will pave the way for future profitable business.

Victor Lauriston.

The good will of every merchant, retailer and producer is now in the balance depending upon whether or not he yields to the temptation to meet lower prices with lower quality. Good will is a priceless asset difficult to obtain, easily lost in times like these.

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.

What Will Get Sales in 1932?

If department store overhead of 1932 were no higher than it was in 1922, stores of this type would now be having a relatively easy time of it. As it is, the difficulties of keeping expenses down in line with sales still looms up as the toughest problem of our day. Retailers who own their own businesses, who have not large outstanding obligations, who are not obliged to pay rents based on 1928 sales or higher, are facing the future with a much fairer prospect than their competitors not so well fixed.

Payrolls have been drastically cut—probably too much for the good of the stores. For two years, the payroll has been a shining mark for the sharp ax used by the expense manager. As a result, much useless work and inefficient help has been properly eliminated. But there is a question whether the ax has not also cut seriously into necessary labor.

One finds sales departments with inadequate sales staffs. One finds cheaper help, cheap in ability as well as in earnings. The stores are not so well kept. Dirt and dust are accumulating. Public toilets and washrooms are often in bad order. Repairs are neglected. There are increasing complaints about unkept promises, forgotten services and all of the other common errors of retail store practice. Probably the pendulum has swung too far. Payrolls, subject to prompt readjustments, have very largely had to bear the heavy brunt of expense reduction, although perhaps less responsible for overhead and its errors than such other items as rent, upkeep, interest charges and unproductive publicity.

Also merchandise stocks are apparently not so well checked and controlled as formerly. Customers are almost constantly complaining about the difficulty of getting ordinary staple goods. Stocks may be heavy, but they seem to lack the most necessary brands, sizes, qualities and colors. This, too, is apparently a result of cutting personnel expense.

Most customers have less buying power than formerly. They are more difficult to please than before. Women are shopping, not for fun, but for values now-a-days. Habits of trading with the store that mother and grandmother traded at are being broken daily. Customers are harder to please. They are fighting hard to get the most possible for their money. They resent suggestions to take wrong sizes or colors not just what they want. They are antagonized, now more than ever, by incomplete stocks in goods that every store should carry. Most of all, more than ever, they are interested in fashion.

Customers may have less to buy with, but they want what they want when they want it. In spite of the declines in purchasing power, there has been no decline at all in the interest in the fashionableness of goods. Many

consumers have been forced to buy cheaper and cheaper goods, but they apparently expect more style in these new goods than in the old. Goods at all price lines must, more than ever be style-right.

The buying of goods for department stores requires fashion sense as much as ever. Consumers are less willing to take a chance on weird styles or to experiment. There is desire for individuality, but there is also a growing recognition that apparel and other goods selected for common use not only mark a person's taste, but also his or her availability and success in both economic and social life. Hence fashion, subtly modified by individuality, rules the current choices of goods.

Finally, the trading-down movement has probably been carried too far. Prices have declined, but stores have also sold goods at quality levels far below these usually handled and far below the price levels resulting from changing conditions. There has been an almost unbelievable cheapening in the qualities of many lines of goods, including not a few well-known brands, apparently for the purpose of meeting competition. This movement is very dangerous. Consumers have a way of finding out. Good will that is the result of unswerving adherence to high standards is being dashed to pieces.

Out of the wreckage there will rise new goods, new price lines and new policies. There is opportunity as well as tragedy in the wreckage that is going on in present-day retailing. Consumers, though forced to consider price, have not lost their interest in quality and every piece of goods, misrepresented or jerry-built for sale purposes, that finds its way into consumers' hands, is likely to serve as a reminder for years to come to trade elsewhere.

Retail business has its share of difficulties and responsibilities for 1932, but the fundamental principles that built retail success in past business depressions hold good, including honest goods, advertised honestly at fair prices. This is the time, of all times, to be frank and straightforward with consumers.

There is one factor that is more important than previous business depressions and that is the factor of fashion. People want goods, but they want them to be in fashion. Goods such as your customers want, quality, fashion, honest advertising, adequate service, prices your customers can afford to pay, will get results in 1932.

Paul H. Nystrom,

Prof. of Marketing, Columbia University.

Blanket Standards Adopted.

Proposed commercial standards for labeling wool and part-wool blankets were adopted last week at a meeting of manufacturers with the division of trade standards of the Bureau of Standards at the Hotel New Yorker, New York City. The new standards provide that no finished blanket containing less than 5 per cent. wool shall carry the word "wool" in any form; blankets containing between 5 and 25 per cent. wool shall be labeled "Part Wool, not less than 5 per cent."; blankets containing more than 25 per cent. wool shall be labeled with the

guaranteed (minimum) wool content in percentage, and blankets containing more than 98 per cent. wool shall be labeled "All Wool." The standards become effective for new production and for the clearance of existing manufacturers' stocks on Dec. 31, 1932.

Call For Straw Hats Improves.

Demand for men's straw hats has improved considerably since the start of the month and substantial orders have been placed by retailers for April 15 delivery. Buying, however, has been delayed and the volume to date is somewhat behind the corresponding period of last year. Major emphasis is placed on body hats, the percentage being estimated at about 60, with Panamas in the lead, Toyos, Milans and leghorns following. The most ac-

tive wholesale ranges are the \$19.50, \$24 and \$30 groups. Prices have held fairly steady since the opening of new lines last Summer.

Men's Wear Orders Heavier.

Orders for men's and boys' Spring wear show substantial gains over the previous week, with strong emphasis placed on warm weather sport clothing. White duck and flannel trousers and sport coats were among the items ordered liberally. Suits and topcoats to retail around \$15 to \$20 were sought, with some commitments made on two-trouser suits to sell at \$25. In furnishings white shirts were the most active styles, with only a few fancies moving. Mesh styles began to receive some attention. Felt hats to retail at \$1.95 and \$2.95 were favored.

MICHIGAN BELL TELEPHONE CO.



Photo Courtesy of The Detroit News

Enjoy Winter Sports in MICHIGAN

ENJOY the outdoor sports that Michigan offers. Tobogganing . . . skating . . . iceboating . . . fishing . . . hunting . . . skiing . . . whatever your favorite winter pastime, there are unexcelled facilities for it in Michigan. No other section offers more.

Get up a party for a week or a week-end. Telephone ahead to assure accommodations. And while you're away, keep in touch with family and office by telephone. Knowing that all is well at home will add to the pleasure of your outing.

Long Distance rates are surprisingly low.



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

HOTEL DEPARTMENT

Hotel Notes of Interest To Every Landlord.

Los Angeles, Feb. 13—Since my five years' sojourn in California quite a number of the fair sex with whom I became acquainted in hotel operation in Michigan have asked me either personally or through the mails to lead them to soft jobs in hotel operation in the Golden State. Now, I aim to be a very willing and accommodating individual under most circumstances but I am free to confess that fraternizing with California hoteliers has not been a long suit since I came out here. I own to having made a few warm acquaintances among the craft here, but it is because I have never asked for any favors of any kind, that I retain their friendship. Asking for jobs for other folks cannot be successfully pursued along the line of friendship. Now I have before me a letter from another Michigander who wants me to acquaint her with the duties and responsibilities of a hotel hostess, in which she has just completed a hotel correspondence course, but doesn't know whether she is following the right lead. This is a subject that has absorbed much careful study on my part, and if I can be utilized in conveying any worth-while ideas on the subject, will be glad of the opportunity to do so. Hotel hostessing or social executiving has become a favorite profession for society women who have lost their husbands in one way or another or are helping living ones to battle with depression, etc. Most of them have been used to luxury, to correct social usage, to make social affairs run more smoothly, to entertaining house parties, to thinking up entertainments and bringing together congenial people. When suddenly thrown on their own resources they are unfitted for office work or most lines of business. So they have created this charming business of their own and have raised it to such recognition that now it really is a profession taught in the schools. Recently I attended a luncheon given at one of the high schools here where the hostess class served and directed the affair and I was more than ever convinced of its possibilities. A hotel executive, commonly supposed to be an accountant or something along those lines, is not a mere individual filling a clerical position, but is in reality a hostess—a landlady—in fact. And within the last few years hotel hostessing has not only become a fine art but an important profession. It has changed hotel life from something rather lonesome and monotonous to one grand, sweet house party. It has made of many of the leading hotels important social centers. Speaking from the standpoint of the guest, when you register at one of the big tourist hotels you may feel you are a stranger in a strange land, a lonely mortal in a great city. In an experience covering a period of a quarter of a century as a commercial salesman I claim to be able to speak from experience. Nowadays when you are beginning to feel sorry for yourself there is a rap on your door and you are handed a handwritten note, written in a feminine hand. It is from the social executive. It welcomes you to the hotel, tells you of certain entertainments and diversions which are planned for the guests, and asks you that you inform the social executive which, if any, of these things interest you. If you wish to be let alone, your privacy will not be intruded upon. But if you yearn to get into the whirl of things, you need only to so indicate, and before you hardly realize it you will know a lot of worth-while, congenial people, and you will have diversions and companions to choose from. It sounds rather easy and luxurious, for the social executive in an important hotel usually has an apartment which would cost us rank outsiders a goodly sum,

but trying to do it, is one thing and accomplishing it is yet another. If you have ever successfully entertained a house party, just imagine entertaining a group at Abe Frank's Ambassador, with oodles of rooms and guests to fill them all. And all the time—day and night. That is why I have written this article. I am not disparaging correspondence schools. They have filled a useful field and will continue to do so. Neither am I discouraging the efforts of a legion of hotel executives' wives, whether they are in Michigan or elsewhere, who are trying every wakeful moment of their existence, to make the patrons of their own caravansary "feel at home," but I am trying to impress upon the minds of social executive graduates from correspondence schools that such duties are rather more than perfunctory. But a profession of this kind is really worth while, and one of my purposes in writing this article is to indicate to the wives and helpmates of a lot of fraternal friends of mine that I am not neglecting them altogether, when summing up my weekly offerings to the mere males who are running hotels and think they are all there is to it.

The executive offices of the Arthur L. Roberts Corporation have recently been transferred from Winona, Minnesota, to Minneapolis. This company operates several hotels in Michigan, and is quite likely to increase its quota as time moves on.

The American Hotel Association is making a strong fight against the proposed tax on phones and electric lights as a means of governmental revenue. Ostensibly this proposed tax is supposed to be paid by the public utilities, but in reality it will be passed on to the users, and the hotel man who is supplying a lot of conveniences to his patrons, without any hope of compensation, knows he is to be placed on the sacrificial altar. Consequently the A. H. A. is again functioning in a substantial manner.

In a recent mention I made of Harry Halfacre, manager of Hotel Pfister, Milwaukee, I neglected to state that he was honored with a re-election as president of the Milwaukee Hotel Association. Also it will interest a lot of Milton Magel's friends in Michigan to know that he has been elected on the board of directors of the same organization. Milton, who was for a long time treasurer of the Michigan Hotel Association, manages the Marquette Tower, one of the de luxe residential hotels of the Schlitz City.

The Book-Cadillac, Detroit, W. J. Chittenden, Jr., resident manager, is inaugurating a new era of reduced prices in its various restaurants. It is a point well taken. One of the largest catering establishments in Los Angeles with the manager of which I have a pleasing acquaintance, a few months ago, reduced its charges materially and reports that a deficit of the year of 1930 of \$120,000 has been reduced to less than one-half of that sum. Given a fair break they hope to get out of the red this year.

There is some opposition expressed by Detroit caterers to the establishment of a restaurant in the postoffice in that city. Of course, it is for the service of employes only, but it looks like an infringement on the rights of private operators.

L. Behringer, manager of Hotel Huron, Ypsilanti, accompanied by his wife, has been making a visit at Wilmington, Delaware, among relatives and old associates.

George Kelley, a newspaper and advertising man from Kansas City, has assumed the duties of promotion manager of Webster Hall, Detroit. This hotel, now operated by the Transcon-

tinental Hotels, is under the management of Franklin Moore, with whom Mr. Kelley was formerly associated in the flying service.

A. B. Riley, who was at one time manager of Hotel Bancroft, Saginaw, and afterwards connected with various Detroit hotels, among them the Savoy—now the Detroit, is running the Fairgrounds Hotel, St. Louis. Recently he visited his son, J. A., manager of Hotel Westlake, formerly well known in Michigan operating circles.

T. J. Sullivan formerly with one of the leading hotel auditing companies, of Chicago, has gone to the Book-Cadillac, Detroit, as general auditor, succeeding Norman A. Wright, who has filled the position since 1925.

Dower rights of Mrs. Narcissa Tuller, in the Hotel Tuller, Detroit, were established a short time since by Judge Guy A. Miller, who gave her six months in which to redeem the property. The decision was the outcome of Mrs. Tuller's suit to set aside the foreclosure by which it passed to the Detroit Trust Company as trustee for the bondholders. The attorney for Mrs. Tuller announced that plans are under way for her to recover the hotel through a new financing program. Under this decision the hotel will continue operation under Receiver Walker, with L. MacGregor as manager.

I notice that Josephus Daniels, a former Secretary of the Navy, has been elected president of the Sir Walter Raleigh Hotel, at Raleigh.

The shipping of California-raised lettuce has increased from 6,350 carloads in 1920 to over 50,000 carloads in 1931. Why this increase in the production of lettuce? It is surely the result of so many Americans going upon a vegetable diet, as they have been doing of late years under medical advice.

Hotel and Restaurant Equipment
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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

Advertising has also played a prominent part in the creation of a great lettuce market, the growers having appropriated \$200,000 to acquaint people with the healthful qualities of this particular vegetable. Standardized packing was also adopted by the producers



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.

who lined their crates with waxed paper and assured the buyer of quality. Along these lines I might also mention the fact that caterers everywhere assert that there is a rapidly increasing demand for raw vegetable salads of every description, which should be sufficient notice to restaurant operators to be abreast of the times in preparing these dishes, and giving publicity of the fact that they are to be had.

One of the things in hotel investments which seems like real tragedy to me is the fact that depreciation of physical properties is not fully considered. Here we have a wonderfully beautiful hotel structure, strictly up to the minute, and to-morrow it is passe. You yourself realize that many a hotel which you visited yesterday seems very much out of date and yet the changes are mere minor ones. The successful operator will watch these little details and supply the trifling conveniences, such as corkscrews, receptacles for razor blades, etc., without being compelled to do so as a military necessity.

California courts have assumed the position that hotel operators are responsible for about everything which takes place in their caravansaries and making it decidedly embarrassing in many instances. For example a guest in one Los Angeles hotel made the claim that he had suffered a loss through pilfering from his room. According to the landlord, two safety locks were provided for each entrance door, as an evidence of a special desire on the part of the hotel man to protect the occupant. In this particular instance it was found that one of the said locks was defective, and the court held that while the law required only one lock, where more than that number were provided it was optional with the guest to utilize but the one and this one proving defective, the responsibility was placed upon the hotel. Of course any judge who would hold to a position like that is a fit subject for a detention hospital, but the hotel man has to pay just the same or go to an endless expense to try and secure justice in a higher court.

The present riot of insane ideas being inculcated in Washington from the President down to the legislator from Hoopole township, just simply demonstrates the fact that the dear people get just about the kind of government they deserve. The public who pays never seems to take any interest in knowing or caring who pays out their money, so long as they are permitted to turn over and go to sleep. The farmer is another poor sucker. He is supposed to have his sayso in the affairs of the government, and the wary politician sees to it that the smoke screen is so adjusted that the farmer imagines he sees something until after his vote is counted. The bureaucrats put on the finishing touches and the farmer is away "over the hills to the poorhouse." How many of us know that for the past fiscal year the President not only drew a salary of \$75,000, an additional amount of \$25,000 for traveling expenses, and the upkeep of the White House was in excess of \$450,000. One hundred employees to await the pleasure of one small family. And yet they are even agitating the subject of an increase in this allowance—because of financial depression, I presume. Frank S. Verbeck.

Cheboygan—Announcement of the sale of the Northern Hotel to O. P. Welch has been made as the receivership action of Welch, McIntyre and Welch, former owners, was settled in Judge V. D. Sprague's special term of circuit court at St. Ignace. In the matter of the Hotel Grand, of Mack-

inac Island, it was announced that the bankruptcy action will be discontinued and a settlement made out of court.

Albion—The Superior Hotel 316 1-2 South Superior street, which has been operated for about two years by William R. Winslow, has been closed and Mr. and Mrs. Winslow are now residing about a mile East of Albion on US 12 highway.

Lively Meeting of Kalamazoo U. C. T.
Kalamazoo, Feb. 15—Kalamazoo Council, No. 156, U. C. T., was doubly honored by having as their guest speaker Brother Trace, Secretary of Zanesville Council, No. 20, who came to Kalamazoo as a representative of the Supreme Council; also a delegation of ten counselors and their wives from Battle Creek Council, No. 253, to attend the evening programme Saturday, Feb. 13, which was our regular monthly meeting date. A bounteous dinner with valentine novelties was served by Mrs. H. L. Chivington and her committee of the Ladies Auxiliary, after which the Council and Auxiliary meetings took place, followed by a dancing party.

Brother Trace enlightened the members on the subject of increased assessment, which has been brought about by greater liabilities caused by the automobile and the meeting was given over to general discussion.

Earl Fraker gave a few remarks on team work, he being chairman of that committee.

It was voted to entertain the ladies at a banquet dinner to be served by the men in conjunction with our March meeting, G. E. Ranney being appointed chairman for the occasion.

Work on the State convention meeting to be held in June is steadily bringing forth results which Chairman D. L. Goodrich says will be a grand and glorious convention.

Kalamazoo Council extends an invitation to all counselors to visit our meetings, which occur on the second Saturday of the month in the Odd Fellows temple on West Cedar street. Frank Saville.

Silver Advance Helps Hollow Ware.

Encouraged by the rise in bullion prices, manufacturers of sterling silver hollow ware look for a sharp increase in demand over the next two weeks. A few retailers have reordered on regular Spring merchandise to protect themselves against possible price increases. Others are expected to take similar steps as soon as they are convinced the rise in the primary market is permanent. As yet there has been little talk of advancing prices on finished sterling ware, but producers point out that further increases of 5 to 10 per cent, in raw material may force such a step. Goods to retail at \$5 to \$7.50 were in demand from stores yesterday.

State Bank of Coloma to Re-open.

Coloma, Feb. 15—The State Bank of Coloma closed Dec. 17. The officers of the bank have been working for the banking department of the State. The banking department requires 95 per cent. of the depositors to sign the agreement. Up to last night over 93 per cent. of depositors had signed up and I understand by Tuesday evening they will have more than 96 per cent., so the re-organization and re-opening of the bank is assured. This information comes to me second-handed, but I have every reason to believe it is dependable. Never in the history of any community have the business men, merchants and citizens generally rallied as the people of Coloma did in this matter to maintain their bank.

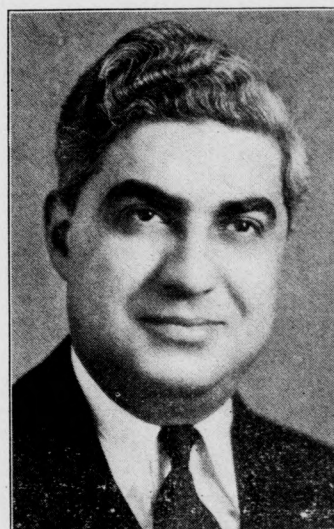
MEN OF MARK.

Simon Shetzer, Treasurer I. Shetzer Co., Detroit.

There is plenty of work to be done for the retail stores and for the Detroit market. Groggy businesses to be rehabilitated, useful merchandising ideas to be perfected and applied, new selling plans and drastic changes to be inaugurated, so that the retail stores may be all set for the new era that is dawning on the industrial horizon.

Which brings to mind that organizations, like individuals, all too often fail to receive the credit their efforts and accomplishments merit. But from time immemorial this never acted as a deterrent to those loyal souls in the fulfillment of their ideals and their avowed duty to their fellowmen.

Year in and year out the Wholesale Merchants Bureau of the Detroit Board of Commerce has striven earnestly to co-operate with the interests of the retail merchants. The board has worked diligently to improve and increase transportation facilities, to acquire and disseminate practical mer-



Simon Shetzer.

chandising standards, to transpose business from the old to the new order. These are but a few of the many things it has done unobtrusively, without blare of trumpets, for the service of the trade.

The election of Simon Shetzer as head of the wholesalers for the ensuing year was an unusually happy one. Mr. Shetzer is possessed of youth, experience, ability and demonstrated leadership qualities. Simon, more familiarly known as "Si" Shetzer, is treasurer of the I. Shetzer Co., 142 East Jefferson avenue, Detroit, wholesale distributors of men's furnishing goods. He is a native Detroiter, is possessed of a rare intellectual and business background, and is the youngest man ever elected to the office of president of the Wholesale Merchants Bureau, which also automatically makes him a director of the Detroit Board of Commerce.

Born Jan. 16, 1900, he attended the public schools in Detroit, passing the grammar grades and high school with high honors. At the age of 21 years he graduated from the University of Michigan, College of Law, with high distinction, receiving his A.B. degree. From Michigan "Si" trekked to Har-

vard and three years later graduated with highest scholastic honors, adding a L.L.D. degree to his collection.

Returning to Detroit in 1924 he practiced law until 1926, when he joined the organization headed by his father, Isaac Shetzer. At that time the firm carried general lines of men's and women's furnishing goods. Simon's commercial and law training peculiarly fitted him for the duties of credit manager, a department he has administered for the past six years.

Gradually the merchandising methods of the house have been changed to meet new conditions. Many lines were discarded and specialty lines representing Nationally known manufacturers were substituted for general makes of unknown producers. Additional salesmen were added and the logical business expansion followed, much of which is attributable to "Si" Shetzer's enthusiasm and progressive business vision.

Mr. Shetzer is a member of the National Wholesale Dry Goods Institute, a member and chairman of the committee of investigation and prosecution of commercial frauds and former president of the Detroit Association of Credit Men. He was at different times president, vice-president and secretary of the Wholesale Dry Goods and Apparel Association. He holds a membership in the Phi Beta Kappa, which carries with it the highest scholastic honor and he also belongs to the Phi Sigma Delta fraternity.

In 1925 he married Gloria Joy Zeitsman, of Columbus, Ohio. They have one daughter, Elizabeth Ruth, three years old.

"Si" Shetzer's only hobbies are his family and the advancement of the business interests of the I. Shetzer Co. That under his guidance the Wholesale Merchants Bureau will attain a banner year in progress and achievements is the prediction of all who know the smiling, genial, accomplished "Si" Shetzer.

Sharing is the great and imperative need of our time. An unshared life is not living. He who shares does not lessen but greatness his life, especially if sharing be done not formally nor conventionally, but with such heartiness as springs out of an understanding of the meaning of the religion of sharing.—Rabbi Stephen S. Wise.

We appreciate calm only after storm.

United Securities Company

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Wishes to Announce the Appointment of

Guy E. Northrup

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Who Will Be Associated With

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Grand Rapids

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.

Prescription Liquor Used Mostly as Beverage.

More than 90 per cent. of the prescriptions issued by doctors for prescription liquor to-day are "bootleg" prescriptions for whiskey intended to be consumed as a beverage, Dr. Arthur D. Bevan, of Chicago, former president of the Chicago Medical Association, declared Feb. 3 in testimony before the Senate Manufactures subcommittee considering legislation for manufacture and sale of 4 per cent. beer.

Pointing out that a doctor receives \$3 per prescription, Dr. Bevan said that a physician can make \$1,200 annually out of such prescriptions, and that there is a "terrific temptation" among doctors with an income of less than \$2,500 to make this additional money. He expressed the belief that the product furnished is frequently furnished by a bootlegger to a druggist, and that these divide their profits.

Dr. William F. Lorenz, of the medical faculty at the University of Wisconsin, took exception to the statements. "My professional experience would certainly not justify any such accusation," he said. "I am amazed at anyone maligning the medical profession to that extent. That we may have no blackguards in the profession, I won't say, but I certainly don't believe that it applies to the profession as a whole."

Dr. Bevan, appearing before the Committee in favor of prohibition, declared that he was "convinced that alcohol is a narcotic which should be controlled just as other narcotics should be controlled."

Dr. Lorenz, on other other hand, said that in the light of his personal experience he, although once favoring prohibition, had changed his mind and believed that the Eighteenth Amendment should be repealed.

"I feel the entire thing is wrong in the present situation," he said. He said there is much more drinking among young people in schools and colleges now than formerly.

Dr. Bevan told the Committee of physicians receiving as much as \$1,200 a year from liquor-prescription fees. He pointed out that many physicians earned less than \$2,500 a year and that the temptation is great make the extra \$1,200 a year. More than 90 per cent. of these are not scientific medical prescriptions, but are "bootlegging"

prescriptions, he said, explaining that he did not mean to cast reflection upon the medical profession.

In Germany, about 50 per cent. of the students attend to their work and drink little, while 50 per cent. drink a great deal and do not attend to their work, Dr. Bevan told the Committee. Post-mortems in Germany disclosed a marked effect of alcohol on the heart, kidneys and stomach, he explained.

"Cirrhosis is a very common thing in Germany also," the Chicago doctor continued. "It is more apt to be produced by hard liquors but wines, containing 10 to 20 per cent., and beer containing 3 to 5 per cent., used in sufficient quantities will produce cirrhosis."

Senator Hatfield (Rep.), of West Virginia, enquired if 4 per cent. beer used over a long period of time would not produce the effect disclosed by post mortems in Germany, which the witness had described.

"That's true because in Germany the beer contains from 3 to 4 per cent. of alcohol," replied Doctor Bevan. He explained that one-tenth of 1 per cent. of alcohol in the blood is the beginning of drunkenness, two-tenths of 1 per cent. is a state of drunkenness, and five-tenths of 1 per cent. is the point apt to result in death.

"It isn't very difficult to produce the fatal amount with strong wine, but it is difficult to produce it with beer," he said. "Seven or eight quarts of beer would be required to produce a profound anaesthetic effect."

Dr. Bevan testified that the effect of excessive drinking by parents was a possibility of producing children weak mentally and easily acquiring the excessive alcoholic habit.

Asked whether 4 per cent. beer would in his opinion satisfy the drinkers of alcohol, he said: "That is a matter that varies with the individual. In beer drinking countries there are many who drink little. On the other hand, there are individuals who begin by drinking beer and take the stronger liquors. What the percentage is, I don't know, but there is a definite percentage."

"I am convinced that alcohol is a narcotic which should be controlled just as other narcotics, such as opium, should be controlled," Dr. Bevan stated. "It should be controlled because it is a habit-forming drug which affects a great percentage of individuals in our communities."

"Such control doesn't mean tyranny," he continued. "It means science, evolution, civilization. I have no question but what ultimately opium will be eliminated from our civilization. I have no question but what the evil effects of alcohol also will be eliminated from our modern civilization."

Questioned as to how this would be brought about, he said: "There will be some form of law that will be backed by science and the education of the people." He emphasized that the solution depends on the education of the people in regard to the scientific aspects of the case. "It is often necessary to protect the individual against himself," he asserted.

Reverting to a former statement by the witness, Senator Metcalf (Rep.), of Rhode Island, asked: "You say that 90 per cent. of all the prescriptions for alcohol are illegally issued?"

"Not illegally issued, but they are bootlegging prescriptions intended to be consumed as a beverage," Dr. Bevan answered. He explained that doctors receive \$3 for a prescription, adding that "not an inconsiderable part of the alcohol in a drug store finds its resting place and consumption in that way."

Dr. Evans stated that prohibition has made liquor more expensive and "has cut out a lot of drinking" on that account. He emphasized that his remarks regarding prescriptions had not been aimed against the medical profession. "The doctors represent as fine a group as any profession," he said. "It is too great a temptation, that is all."

Dr. Lorenz, questioned by Senator Blaine, stated that he was a member of the medical school faculty at the University of Wisconsin and had particular experience in the treatment of mental disorders.

Senator Blaine asked as to the opinion of the witness concerning the statement that 90 per cent. of prescription whisky issued was the "result of a conspiracy to violate the law."

Dr. Lorenz responded: "I was very much amazed to hear that statement. I certainly cannot concur in that statement. My professional experience would certainly not justify any such accusation. I am amazed at anyone maligning the medical profession to that extent. Many prescriptions are written but in a great majority of cases in the belief that they are for the treating of a patient according to his needs. That we may have some blackguards in the profession, I won't deny, but I certainly don't believe that it applies to the profession as a whole. I think the profession resents the idea that they are in any sense bartenders serving in that capacity."

Asked by the Committee Chairman, Senator Metcalf, as to the bill before the Committee for 4 per cent. beer, Dr. Lorenz said he had never seen a mental or a nervous disease due to beer drinking. "I have seen many due to excessive alcoholism from distilled forms." He testified that excessive beer drinking will cause certain kidney

and liver changes but only when excessive.

He stated that he would not regard alcohol as a good food, but that he considers beer "as a food and a good beverage."

"Do you think that alcohol has a place in the profession in the treatment of disease? questioned Senator Hatfield.

"Many other things could be used probably to better advantage than alcohol," the witness replied.

"Do you feel that the Eighteenth Amendment should be repealed?" continued the West Virginia Senator.

"Yes, sir, I do," was the reply, explaining that he came to his conclusion late because he had thought there was a lot of merit in prohibition. Dr. Lorenz said there had been a marked reduction in the number of mental diseases due to alcoholism from 1906 on due to temperance efforts, that during and following the war to 1921 and 1922 there had been a continued falling off in the number of cases of severe alcoholism with mental disorders.

"Since 1921 and 1922 the curve has been going steadily up until we have passed the number of cases of insanity due to alcoholism reached under the teachings of temperance," he said. He expressed the belief that if beer were available the public would not seek the use of distilled or spirituous liquors as at present. "I do not think beer drinking is a habit in the sense of being a drug addiction," he remarked. "It is quite different from the drinking of hard liquor, which can become a drug addiction."

"I haven't any bias," he told the Committee. "In the light of my personal experience, I have changed my opinion. I feel the entire thing is wrong in the present situation. I am reflecting my personal experience at a large University where there are many students, I believe there is less alcoholism at our university than at any other but there is some. It is particularly a serious thing from the social standpoint to see drinking done now by girls who ordinarily, of course, would have resented the thought of anyone taking whiskey or gin bucks."

"Do you believe there is more drinking done by young people in our schools and colleges to-day?" asked Senator Metcalf.

PUTNAM'S EASTER TOY ASSORTMENT



24 Lbs. of
ASSORTED
EGGS
and
24 ASS'T TOYS

Not Too
Many For
Any Dealer.

PUTNAM FACTORY

National Candy Co., Inc.

Grand Rapids, Mich.

"I know it," Dr. Lorenz replied. "I know that to be a fact. It is not a matter of speculation. It is so obvious that it is an undisputed fact."

Japanese Grass Rugs Bought.

Competition from Japanese products cut into the sales volume of domestic grass rug manufacturers this month. The Japanese merchandise, which buyers claim is available at 10 per cent. under domestic wholesale levels, has received a generous part of the business usually placed with manufacturers. Sales by domestic producers during the last two weeks, a period when buyers ordinarily fill in on Summer requirements, have been substantially under 1931 volume. Fiber rug manufacturers are enjoying a demand comparable to last year's and are not affected by the foreign competition.

Something New in Wrappings.

Transparent wrapping materials have in recent years made possible many new packaging. They have, in fact, profoundly affected the whole trend of merchandising.

Now a new transparent wrapping, for which advantages are claimed, is ready for use. It is made from cotton instead of wood fiber, as most such wrappings are. It is almost perfectly transparent, is undamaged by water, does not become brittle in extreme cold, and is not discolored by extreme heat.

Chemically, it is cellulose acetate, one of the important materials of the rayon group and the principal material of safety (non-inflammable) photographic film.

Merchandise Managers Learned Last Year That—

The shrinkage of surplus and the passing of dividends make the making of a profit imperative.

It is necessary to turn from profitless volume price promotions back to

the idea of buying and selling for profit.

To get away from the lowest price lines and push medium priced merchandise.

To produce profit and volume through item promotion.

To recover lost sales and good will through complete stocks of staple and wanted style-right merchandise.

To put more "sell" into the organization and into the advertising.

To revalue the buyer and his responsibility for results.

To realize the shorter selling life of merchandise and the value of low, complete stocks and fast turnover.

To develop a balanced job through painstaking attention to details in execution that "will tax our capacity for hard work."

To save something each month develops self-control. The power frees one from fear and gives abiding courage. Such moral strength is of far greater value than the mere possession of the money that has been saved.—Samuel W. Reyburn.

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		Benzoin Comp'd.	
Boric (Powd.)	11 1/4 @ 26	Cubebs	5 00 @ 25	Buchu	2 16
Boric (Xtal)	11 1/4 @ 26	Elgeron	4 00 @ 25	Cantharides	2 16
Carbolic	3 1/2 @ 43	Eucalyptus	1 00 @ 25	Capsicum	2 16
Citric	4 0 @ 65	Hemlock, pure	2 00 @ 25	Catechu	2 16
Muriatic	3 1/2 @ 10	Juniper Berries	4 00 @ 25	Cinchona	2 16
Nitric	9 @ 15	Juniper Wood	1 50 @ 17 1/2	Colchicum	2 16
Oxalic	15 @ 25	Lard, extra	1 55 @ 16 1/2	Cubebs	2 16
Sulphuric	3 1/2 @ 10	Lard, No. 1	1 25 @ 14 1/2	Digitalis	2 16
Tartaric	35 @ 45	Lavender Flow	6 00 @ 25	Gentian	2 16
Ammonia		Lavender Gar'n	1 25 @ 15 1/2	Gualac	2 16
Water, 26 deg.	06 @ 13	Lemon	2 00 @ 25	Gualac, Ammon.	2 16
Water, 18 deg.	5 1/4 @ 18	Linseed, boiled, bbl.	@ 61	Iodine	2 16
Water, 14 deg.	5 1/4 @ 13	Linseed, raw, bbl.	@ 58	Iodine, Colorless	2 16
Carbonate	20 @ 25	Linseed, bld., less	63 @ 76	Iron, Clo.	2 16
Chloride (Gran.)	08 @ 18	Linseed, raw, less	65 @ 73	Kino	2 16
Balsams		Mustard, artifi. ca.	@ 30	Myrrh	2 16
Copaiba	50 @ 80	Neatsfoot	1 25 @ 13 1/2	Nux Vomica	2 16
Fir (Canada)	2 75 @ 3 00	Olive, pure	3 00 @ 5 00	Opium	2 16
Fir (Oregon)	65 @ 1 00	Olive, Malaga,	2 50 @ 3 00	Opium, Camp.	2 16
Peru	2 00 @ 2 20	yellow	2 50 @ 3 00	Opium, Deodora'd	2 16
Tolu	1 50 @ 1 80	Olive, Malaga,	2 50 @ 3 00	Rhubarb	2 16
Barks		Paints		Miscellaneous	
Cassia (ordinary)	25 @ 30	Lead, red dry	12 @ 12 1/2	Acetanalid	57 @ 75
Cassia (Salign)	40 @ 60	Lead, white dry	12 @ 12 1/2	Alum	05 @ 13
Sassafras (pw. 50c)	@ 40	Lead, white oil	12 @ 12 1/2	Alum, powd.	05 1/2 @ 13
Soap Cut (powd.)	30c 15 @ 25	Ochre, yellow bbl.	@ 2 1/2	Bismuth, Subni-	
Berries		Ochre, yellow less	3 @ 6	trate	1 72 @ 2 00
Cubeb	@ 75	Red Venet'n Am.	3 1/2 @ 7	Borax xtal or	
Fish	@ 25	Red Venet'n Eng.	@ 8	powdered	06 @ 13
Juniper	10 @ 20	Putty	@ 8	Cantharides, po.	1 25 @ 1 50
Prickly Ash	@ 50	Whiting, bbl.	@ 4 1/2	Calomel	2 12 @ 2 40
Extracts		Whiting, 5 1/4 @ 10		Capsicum, pow'd	43 @ 55
Licorice, box	1 50 @ 2 00	Rogers Prep.	2 45 @ 2 65	Carbuncle	3 00 @ 3 00
Licorice, powd.	50 @ 60	Wintergreen, sweet		Cassia Buds	35 @ 45
Flowers		birch	3 00 @ 3 25	Cassia	35 @ 45
Arnica	75 @ 80	Wintergreen, art	75 @ 1 00	Chalk Prepared	14 @ 16
Chamomile Ged.	35 @ 45	Worm Seed	6 00 @ 6 25	Chloroform	47 @ 54
Chamomile Rom.	@ 90	Wormwood	7 00 @ 7 25	Choral Hydrate	1 20 @ 1 50
Gums		Potassium		Cocaine	12 85 @ 13 50
Acacia, 1st	@ 50	Bicarbonate	35 @ 40	Cocoa Butter	40 @ 85
Acacia, 2nd	@ 45	Bichromate	15 @ 25	Corks, list, less	30 @ 10
Acacia, Sorts	20 @ 30	Bromide	43 @ 51	Copperas	3 1/2 @ 10
Acacia, Powdered	25 @ 35	Bromide	54 @ 71	Copperas, Powd.	@ 10
Aloe (Barb Pow.)	35 @ 45	Chlorate, gran'd	21 @ 28	Corrosive Sublim	1 37 @ 1 60
Aloe (Cape Pow.)	25 @ 35	Chlorate, powd.	16 @ 23	Cream Tartar	25 @ 40
Aloe (Soc. Pow.)	75 @ 80	Or Xtal	17 @ 24	Cuttle bone	40 @ 50
Asafoetida	50 @ 60	Cyanide	33 @ 90	Dextrine	6 1/2 @ 15
Pow.	@ 75	Iodide	4 06 @ 4 28	Dover's Powder	4 00 @ 4 50
Camphor	80 @ 1 00	Permanganate	22 1/2 @ 35	Emery, All Nos.	10 @ 15
Gualac	@ 60	Prussiate, yellow	35 @ 45	Emery, Powdered	@ 15
Gualac, pow'd	@ 70	Prussiate, red	70 @ 75	Epsom Salts, bbls.	@ 3 1/2
Kino	@ 25	Sulphate	35 @ 40	Epsom Salts, less	3 1/2 @ 10
Kino, powdered	@ 1 20	Roots		Ergot, powdered	@ 4 00
Myrrh	@ 60	Alkanet	30 @ 40	Flake, White	15 @ 20
Myrrh, powdered	@ 75	Blood, powdered	30 @ 40	Formaldehyde, lb.	09 @ 25
Opium, powd.	21 00 @ 21 50	Calamus	25 @ 65	Gelatine	60 @ 70
Opium, gran.	21 00 @ 21 50	Elecampane, powd.	20 @ 30	Glassware, less 55%	
Shellac, Orange	40 @ 50	Gentian, powd.	15 @ 25	Glassware, full case 60%.	
Shellac, White	55 @ 70	Ginger, African,		Glauber Salts, bbl.	@ 03
Tragacanth, pow.	1 25 @ 1 50	powdered	20 @ 25	Glauber Salts less	04 @ 10
Tragacanth	1 75 @ 2 25	Ginger, Jamaica,	40 @ 50	Glue, Brown	20 @ 30
Turpentine	@ 25	powdered	35 @ 40	Glue, Brown Grd	16 @ 22
Insecticides		Goldenseal, pow.	2 50 @ 3 00	Glue, White	27 1/2 @ 25
Arsenic	7 @ 20	Ipecac, powd.	3 00 @ 3 60	Glue, white grd.	25 @ 35
Blue Vitriol, bbl.	@ 06	Licorice	35 @ 40	Glycerine	15 @ 35
Blue Vitriol, less	07 @ 15	Licorice, powd.	15 @ 25	Hops	75 @ 95
Bordea, Mix Dry	10 1/2 @ 21	Orris, powdered	35 @ 40	Iodine	6 45 @ 7 00
Heliole, White		Poke, Powdered	25 @ 40	Iodoform	8 65 @ 9 00
powdered	15 @ 25	Rhubarb, powd.	@ 1 00	Lead Acetate	17 @ 25
Insect Powder	30 @ 40	Rosinwood, powd.	@ 50	Mace	@ 1 50
Lead Arsenate, Po.	11 @ 25	Sarsaparilla, Hond.	@ 1 10	Mace powdered	@ 1 50
Lime and Sulphur		ground	@ 1 10	Menthol	4 83 @ 5 00
Dry	09 @ 23	Sarsaparilla, Mexic.	@ 60	Morphine	13 53 @ 14 33
Paris Green	25 @ 45	Squills	50 @ 70	Nux Vomica	@ 25
Leaves		Squills, powdered	70 @ 80	Nux Vomica, pow.	15 @ 25
Buchu	@ 50	Tumeric, powd.	15 @ 25	Pepper, Black, pw.	35 @ 45
Buchu, powdered	@ 60	Valerian, powd.	@ 50	Pepper, White, po.	55 @ 65
Sage, Bulk	25 @ 30	Seeds		Pitch, Burgundy	10 @ 20
Sage, 1/4 loose	@ 40	Anise	15 @ 20	Quassia	15 @ 20
Sage, powdered	@ 35	Anise, powdered	@ 25	Quinine, 5 oz. cans	@ 57
Senna, Alex.	50 @ 75	Bird, 1s	13 @ 17	Rochelle Salts	21 @ 31
Senna, Tinn. pow.	30 @ 35	Canary	10 @ 15	Saccharine	2 60 @ 3 75
Uva Ursi	20 @ 25	Caraway, Po.	25 @ 25	Salt Peter	10 @ 22
Oils		Cardamon	2 00 @ 2 25	Selditz Mixture	30 @ 40
Almonds, Bitter,		Coriander pow.	30 15 @ 25	Soap, green	12 1/2 @ 25
true, oz.	@ 50	Dill	15 @ 20	Soap, mott cast	@ 25
Almonds, Bitter,		Fennell	20 @ 30	Soap, white Castile,	
artificial	3 00 @ 3 25	Flax	6 1/4 @ 15	case	@ 15 00
Almonds, Sweet,		Flax, ground	6 1/4 @ 15	Soap, white Castile	
true	1 50 @ 1 80	Foenugreek, powd.	10 @ 20	less, per bar	@ 1 60
Almonds, Sweet,		Hemp	8 @ 15	Soda Ash	3 @ 10
imitation	1 00 @ 1 25	Lobelia, powd.	@ 1 100	Soda Bicarbonate	3 1/2 @ 10
Amber, crude	75 @ 1 00	Mustard, yellow	10 @ 20	Soda, Sal	03 1/2 @ 08
Amber, rectified	1 50 @ 1 75	Musard, black	20 @ 25	Spirits Camphor	@ 1 30
Anise	1 25 @ 1 60	Poppy	15 @ 25	Sulphur, roll	4 @ 11
Bergamont	5 00 @ 5 20	Quince	2 00 @ 2 25	Sulphur, Subl.	4 1/2 @ 10
Cajeput	1 50 @ 1 75	Sabadilla	30 @ 40	Tamarinds	20 @ 25
Cassia	2 25 @ 2 60	Sunflower	12 @ 18	Tartar Emetic	50 @ 60
Castor	1 35 @ 1 60	Worm, American	25 @ 30	Turpentine, Ven.	50 @ 75
Cedar Leaf	2 00 @ 2 25	Worm, Lavant	5 00 @ 5 75	Vanilla Ex. pure	1 50 @ 2 00
Citronella	75 @ 1 20	Tinctures		Vanilla Ex. pure	2 25 @ 3 50
Cloves	2 50 @ 2 80	Aconite	@ 1 80	Zinc Sulphate	06 @ 11
Cocoonut	23 1/4 @ 25	Aloe	@ 1 56	Webster Cigar Co. Brands	
Cod Liver	1 60 @ 1 75	Asafoetida	@ 2 23	Websterettes	33 50
Croton	8 00 @ 8 25	Arnica	@ 1 50	Cincos	33 50
		Belladonna	@ 1 44	Webster Cadillacs	75 00
		Benzoin	@ 3 23	Golden Wedding	
				Panatelias	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

Raisins

DECLINED

Dry Lima Beans
Mich. Red Cherries

AMMONIA

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



MICA AXLE GREASE

43, 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
Musselman, 12-38 oz., doz.	2 00

BAKING POWDERS

Royal, 2 oz., doz.	91
Royal, 4 oz., doz.	1 80
Royal, 6 oz., doz.	3 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 50
KC, 5 lb. size	6 50
KC, 10 lb. size	6 50

BLEACHER CLEANSER

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

BLUING

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

BEANS and PEAS

100 lb. bag	
Brown Swedish Beans	8 50
Dry Lima Beans 100 lb.	6 90
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.	3 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, 1ge.	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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED FRUITS

Hart Brand	
Apples	
No. 10	4 95

Blackberries

Pride of Michigan	3 25
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Cherries

Mich. red, No. 10	6 25
Red, No. 2	3 00
Pride of Mich. No. 2	3 50
Marcellus Red	2 55
Special Pie	1 35
Whole White	3 25

Gooseberries

No. 10	8 50
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Pears

Pride of Mich. No. 2 1/2	3 60
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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, Minced, 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 50
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4, Star	2 75
Shrimp, 1, wet	2 00
Sardines, 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, 1m, 1/4, ea.	10 22
Sardines, 1m, 1/4, ea.	25
Sardines, Cal.	1 10
Tuna, 1/2 Van Camps,	
doz.	1 85
Tuna, 1/4s, Van Camps,	
doz.	1 35
Tuna, 1s, Van Camps,	
doz.	3 60

CANNED MEAT

Bacon, Med. Beechnut	2 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 50
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 20
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/2s	2 85
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/2 Libby	90
Potted Meat, 1/4 Qua.	75
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/2	1 00
Vienna Sausage, 1/2	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	
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Baked Beans

Medium, Plain or Sau.	70
No. 10 Sauce	4.00

Lima Beans

Little Quaker, No. 10	11 50
Little Quaker, No. 1	1 45
Baby, No. 2	2 25
Baby, No. 1	1 45
Pride of Mich. No. 2	1 80
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 65
Little Dot, No. 1	1 80
Little Quaker, No. 1	1 65
Little Quaker, No. 2	2 35
Choice, Whole, No. 2	2 20
Choice, Whole, No. 1	1 35
Cut, No. 10	9 50
Cut, No. 2	1 75
Cut, No. 1	1 35

Pride of Mich. No. 2	1 45
Marcellus, No. 2	1 30
Marcellus, No. 10	7 25

Wax Beans

Little Dot, No. 2	2 65
Little Dot, No. 1	1 80
Little Quaker, No. 2	2 35
Little Quaker, No. 1	1 65
Choice Whole, No. 10	12 50
Choice Whole, No. 2	2 20
Choice, Whole, No. 1	1 35
Cut, No. 10	9 50
Cut, No. 2	1 75
Cut, No. 1	1 35
Pride of Michigan	1 45
Marcellus Cut, No. 10	7 25

Beets

Small, No. 2 1/2	3 00
Extra Small, No. 2	2 80
Fancy Small No. 2	2 25
Pride of Michigan	2 50
Marcellus Cut, No. 10	5 00
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 60
Golden Ban., No. 10	10 00
Little Quaker, No. 1	1 35
Country Gen., No. 1	1 25
Country Gen., No. 2	1 45
Pride of Mich., No. 1	95
Marcellus, No. 2	1 15
Fancy Crosby, No. 2	1 45
Whole Grain, 6 Ban-tam, No. 2	1 80

Peas

Little Dot, No. 2	2 40
Little Quaker, No. 10	11 25
Little Quaker, No. 2	1 15
Little Quaker, No. 1	1 45
Sifted E. June, No. 10	9 75
Sifted E. June, No. 2	1 75
Sifted E. June, No. 1	1 25
Belle of Hart, No. 1	1 75
Pride of Mich., No. 2	1 50
Marcel. E. June, No. 2	1 35
Marcel. E. Ju., No. 10	7 50
Templar E. J., No. 2	1 30
Templar E. Ju., No. 10	7 00

Pumpkin

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

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3	1 35
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Succotash

Golden Bantum, No. 2	2 25
Hart, No. 2	2 10
Pride of Michigan	1 95
Marcellus, No. 2	1 35

Tomatoes

No. 10	5 90
No. 2 1/2	3 85
No. 2	1 60
Pride of Mich., No. 2 1/2	2 00
Pride of Mich., No. 2	1 35

CATSUP

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

CHILI SAUCE

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

OYSTER COCKTAIL

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

CHEESE

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

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

CHEWING GUM

Adams Black Jack	65
Adams Bloodberry	65
Adams Dentyne	65
Adams Calif. Fruit	65
Adams Sen Sen	65
Beeman's Pepsin	6

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

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

Sage	
East India	10

Tapioca	
Pearl, 100 lb. sacks	7 75
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.	10

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

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

Safety Matches	
Red Top, 5 gross case	4 75

MULLER'S PRODUCTS	
Macaroni, 9 oz.	2 30
Spaghetti, 9 oz.	2 20
Elbow Macaroni, 9 oz.	2 20
Egg Noodles, 6 oz.	2 20
Egg Vermicelli, 6 oz.	2 20
Egg Alphabets, 6 oz.	2 20
Egg A-B-Cs 48 pkgs.	1 80

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

Salted Peanuts	
Fancy, No. 1	8

Shelled	
Almonds Salted	95
Peanuts, Spanish	
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, Stuffed, doz.	1 15
8 oz. Jar, Stuffed, doz.	2 25
16 oz. Jar, Stuffed, doz.	4 20
1 Gal. Jugs, Stuffed, dz.	2 40

PARIS GREEN	
1/2 lb.	34
1 lb.	32
2 1/2 and 5 lb.	30

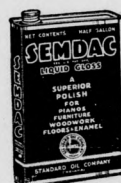
PETROLEUM PRODUCTS	
Including State Tax	
From Tank Wagon	
Red Crown Gasoline	15.3
Red Crown Ethyl	18.8
Stanoline Blue	13.3

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



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
Pinol, 4 oz. cans, doz.	1 45
Pinol, 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 1/4
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 1/4
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, Cert., Skinned	@16
Ham, dried beef	@26
Knuckles	@26
California Hams	@12 1/2
Picnic Boiled	@25
Hams	@20
Boiled Hams	@23
Mince Hams	@16
Bacon 4/6 Cert.	@16

Beef	
Boneless, rump	@22 00
Kump, 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	
anulated, 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 1/4

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.	

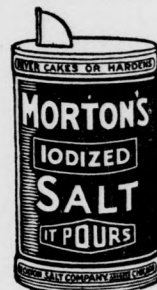
Mackerel	
Tubs, 60 Count, fy. fat 6 lb.	
Pails, 10 lb. Fancy fat 1 50	

White Fish	
Med. Fancy, 100 lb.	13 00
Milkers, bbls.	13 50
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	
Blackne, per doz.	1 30
Black Silk Liquid, dz.	1 30
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 30
Enameline Liquid, dz.	1 30
E. Z. Liquid, per doz.	1 30
Radium, per doz.	1 30
Rising Sun, per doz.	1 30
654 Stove Enamel, dz.	2 80
Vulcanol, No. 10, doz.	1 30
Stovoll, 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.	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



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	3 40
96, 1/4 oz. packages	4 00

CLEANSERS



WASHING POWDERS	
Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2
Brillo	85
Climoline, 4 doz.	3 80
Grandma, 100, sc	3 10
Grandma, 24 Large	3 10
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
Wyandot. Deterg's, 24s	2 75

SOAP	
Am. Family, 100 box	5 60
Crystal White, 100	3 50
Big Jack, 60s	4 30
Fels Naptha, 100 box	5 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	5 00
Pummo, 100 box	4 80
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Trilby Soap, 100, 108	7 20
Williams Barber Bar, 95	5 00
Williams Mug, per doz.	4 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.

Prices and Wages Find Operating Level.

Swallowing the dictionary the other day, we ran across the word "economics" and found that the Greeks had a word for it. Its first use was "the science or art of housekeeping." In fact, the very word "economic" meant orderly, methodical housekeeping. Evidently the wide world has made a sorry mess of housekeeping in the art of managing the business affairs of mankind. An "economist" is one who manages household affairs—a housekeeper; but unfortunately, the majority of them have been found possessing very disorderly mental homes.

We believe that the time has come for spring housecleaning, not only the world over but in every store and business. Let's therefore think of economics as "housekeeping" and we get right back to a simple fundamental we can all understand.

The shoe house is pretty much in order. All the housekeepers are back in the shoe house after the bitter experiences of taking the money elsewhere in 1929, 1930 and 1931. There is a welcome on the mat for customers and the shoe industry stands ready to supply the wants of 124 million customers. We hope to see prices, wages and credit conditions set right for a growing Spring business. There is a constant and anxious desire on the part of millions of people for shoes and as long as these wants have not dried up and died, there is a possibility of spring business.

Recently Hugh Bancroft made a talk on "Fighting Economic Law" before the Washington Bond Club. Later he was called upon to interpret the operation of economic forces. Here is a typical letter that came to him:

"I cannot understand how reducing wages will help matters. Reduced wages mean still less purchasing power. How can business get better unless purchasing power is increased?"

And here is his reply:

"This is quite a plausible line of thought, but superficial and shallow, and as applied to the present situation entirely fallacious. Paradoxical as it may seem, widespread downward readjustment of wage scales is a necessary prerequisite to an increase of effective purchasing power and a decrease of unemployment.

"Twenty dollars will buy five pairs of shoes if shoes are \$4 a pair, but \$18 will buy six pairs of shoes if shoes are \$3 a pair. When six pairs of shoes are sold where five were being sold, there is more work, not only in the shoe factory but also in transporting and merchandising the shoes. And there is an increased demand for leather and hides and everything that goes into making shoes.

"The present low state of production and consumption goes back to the collapse in the price of raw materials and the consequent inability of that very large part of the population who

get their living from producing raw materials to buy the things they require and desire at anything like the old prices.

"Business cannot begin to pick up until the prices of the things they want to buy get down to a more reasonable relationship to the prices of the things they have to sell. The principal reason why prices have not yet been properly readjusted is because there has not yet been a sufficient downward adjustment of wage scales. The greater part of the difference between the price of basic raw materials and the price to the consumer of the finished article is represented by wages and salaries paid all along the line in the numerous processes of manufacture and distribution."

There will be plenty of economists who will challenge the statement by Hugh Bancroft but there is so much truth in the above paragraphs that it is well to understand that there is a relationship between the price of basic raw shoe stocks and the ultimate price paid by the consumer. As an industry we have got to forget what the cynic says: "One pair of shoes is a necessity, two are a convenience, three are a luxury—six or seven are a nuisance." As an industry we have got to work for an expansion of human wants, for we have had contraction enough. Hoarding has been more than just money. The public has been hoarding its old shoes, clothes, equipment—to the point of analysis of business.—Boot and Shoe Recorder.

A Few Lines From Grand Rapids Council.

The February meeting of Grand Rapids Council, No. 131, was held in the temple of the Loyal Order of Moose last Saturday evening. The meeting was a "hummer" and those of you who were not present missed one of the best debates (wholly impromptu) that we have listened to for "many moons." It was quite educational and the time involved wrecked the plans of the Ladies Auxiliary to hold a card party after the meeting, but all present will concede that it was some debate and I think much worth while.

The interest continues in the Team Work in Business Program. It is to be regretted that Brother DeGraff cannot devote as much time to it as formerly. However, he has a very capable assistant in the person of John B. Olney. We all regard this as a strong combination in leadership and the members will back them to the limit.

The plans for the annual ball and homecoming party, to be held the evening of March 5 (Saturday), are nearly complete and we predict it will be some party. Duin's orchestra will furnish the music and the refreshments will be supervised by the ladies of the committee. The program is such that it should appeal to all. Even the non-member guests will be specially provided for and we urge you to bring your friends, as well as your families.

As a Council, we rejoice in the additional members we received into membership. The class consisted of the following: Herbert Hudnut, residing at 1753 Nelson avenue, and

representing Ransom & Randolph; Elmer J. Nylander, residing at 1038 Franklin street, and employed as salesman for the well-known firm of Hazeltine Perkins Drug Co.; Thomas F. Fishleigh, residing at 2307 Francis avenue, and representing S. F. Whitman & Co., of Philadelphia. Also Brother Hazelton S. Penny, living at 852 Lyon street, was reinstated. We cordially welcome all these members into the order and feel that it is considerably strengthened by the addition.

The next meeting will be held the morning of March 5 at 9 a. m. This is the annual meeting and election of officers and it will be a very important meeting. The annual reports will be interesting, especially the membership and financial reports. A new start is always fascinating and it has the appearance of a big year for Grand Rapids Council.

We chronicle with regret the illness of two stalwart brothers who have passed through all the offices of Grand Rapids Council and who have accepted their experience as a training school for larger service. Walter S. Lawton, living at 911 Wealthy street, has been confined to his home for several days and Robert E. Groom, residing at 914 Neeland avenue, has been compelled to spend a week indoors. Both brothers have been afflicted with heavy colds, but are rapidly improving.

Mr. and Mrs. Walter E. Lypps drove to Detroit last Saturday to spend Saturday and Sunday with their daughter Marion.

The Salesmen's Club of Grand Rapids, which is affiliated with Grand Rapids Council, has shown some real speed recently. At the election of officers for the coming year last Saturday it required just one minute to nominate, elect and obligate all the officers who direct the affairs of the Club. The committee who made this record consists of B. C. Saxton and J. A. Vanderwerf. The Club held a card and dancing party in the evening at the home of the Husted Sisters on Turner avenue. The purpose of the card party was to promote sociability and establish a scholarship fund to assist needy students who are worthy of such assistance. Amos Graves directed this affair with his usual pep and efficiency and brought out talent we did not know we had. Raymond Shinn and wife did a fancy dance act on the ball room floor which was a surprise to

their friends. Also the financial secretary, R. W. Radcliffe, and dancing partner seized this opportunity to rehearse one of their classic dances; the rehearsal being held in the hallway, instead of the ballroom. One of our loyal members arose from a bed of illness to attend this party and was completely healed of her malady during the evening by the good cheer and good fellowship which prevailed. The name of this member is Mrs. Catherine Field, who has been a faithful member for several years. L. L. L.

Fixing Charges For Outside Calls.

(Continued from page 6)

It is a happy comment on the progress which has been made in municipal government that the present day American municipality is far from adopting the tactics of Mr. Curtius and in fact has been most generous in its treatment of those who call for fire department assistance from outside the corporate limits.—Fire Protection.

Hose Sales Continue Spotty.

While hosiery sales in the primary markets continue spotty, low priced fancy half hose and mesh and lace full fashioned styles have forged ahead during the last two weeks. The quotations on fancy half hose offered by the mills which are doing a large business, were said to be extremely low and disturbing to competitors but they are providing enough business to keep such mills operating for several months. Mesh and lace styles are expected to provide about 25 per cent. of the full fashioned business for Spring, with a stronger popularity for the laces indicated for Fall.

Launch Wall Paper Sales Drive.

Opening of the active season for home decoration has prompted wall paper retailers to promote the sale of Colonial and Federal period designs in their merchandise. The trade feels that it is in a better position to benefit from the Washington bicentennial celebration than almost any other industry. Plans now drawn up by many retailers of wall coverings contemplate the promotion of the Colonial and Washington themes in decoration for more than eighteen months. Manufacturers are co-operations with the retailers in promotional activities and are offering appropriately designed wall papers in retail ranges of 25 cents and up.

Positive protection
plus profitable investment
is the policy of the

MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY
Mutual Building . . . Lansing, Michigan

OUT AROUND.

(Continued from page 9)

that you are his neighbor and friend, and he is pleased to know that he does not have to go out of his home town to trade.

Then it behooves the merchant to advertise. Blow your own horn or it will not be blown; people won't know you are on earth. A merchant may have a fine stock and a beautiful store, but it is not getting business to sit around and whisper these things into the ears of your clerks that they may smile and agree with you at \$25 per week. You may be prepared to accommodate the public, but it requires something on the outside to bring the people to your store.

Mills will not grind without water on the wheels; to sit around with your clerks and look each other in the face without having sent out an attractive invitation to the people of the city and vicinity to the effect that you are offering merchandise that they want means that your doors will creak and rust on their hinges, because you feel that it is too expensive to tell the people what you are doing or what you can do for them.

If you do not advertise in this day and generation, there will be no paths worn to your door, but the tracks will be seen leading out of your town or to the merchant who is lustily blowing his horn through the newspaper.

A good merchant is everybody's friend; genial traits make good impressions. Be not avaricious and treat your competitors fairly. You need your competitor's assistance, and he needs yours to keep the trade at home.

Mingle with the people, be active in the affairs of the city, town or village in which you live; help in those enterprises which tend to upbuild the community. Be a live wire, and people will know that you do things, and doing things, they will come to you and ascertain what you can do for them when they want merchandise.

In treating with your rural trade, you should take an interest in the farmer, attend his gatherings occasionally, get better acquainted, and aid him in securing good roads through state and county. Assist him in corn shows and fairs, visit the country churches occasionally, aid them in their church activities. This is especially of importance to the merchant in towns of 25,000 or less. It has a strong influence in keeping the country trade in the home town. Above all, when business seems dull, don't be the first to cry. It has a bad effect on trade; it breeds forebodings of things that never happen.

You drive away those who would buy perhaps were it not for your pessimism. Remember that a meowing cat catches no mice.

Be active in serving the people not only as a merchant, but in the various walks of life. Give your trade the best values that you can; study the prices

and qualities of your neighboring cities carefully, then advertise.

E. A. Stowe.

Co-operation Links Up With Individualism.

(Continued from page 12)

This way lies business building and profit, especially in Madison, as my own experience amply demonstrated.

Members pay \$12.50 per month each. Manufacturers contribute \$2,500 per year. Advertising costs \$5,000 per year, and the remaining \$4,700 cares for needful salaries and expenses. Activities include information and regulation, window trimming instruction and assistance, watchfulness of legislation, standardized accounting and other activities. There is here a good beginning and development is promising.

The advertising being done at headquarters should be done somewhat better, more painstakingly. Greater skill should be used in allowance of white space, to raise the advertisement out of the mass of its surroundings. Simultaneously, more detailed description should be inserted. Hams should be described as to flavor, fat, sweetness, juiciness; oranges should be more than Sunkist Californias; how many Winesap apples in the box and what is Winesap anyway? Is No. 1 grade mixed nuts good enough for Madison? What consumer knows what No. 1 is? Tell her—and tell her also, at the same time, about the Fancy nuts and what they are. Nothing is so disappointing as ordinary mixed nuts at festival times. Describe the "99 1/2" coffee. Mail order folks have long known that women will read endless description if it be clear and intelligent.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 3)

Henry Eickenroth, Pierson	132.25
Paul Eickenroth, Coral	58.16
Mrs. Albert Eade, Pierson	20.93
Frank Kawkowski, Sand Lake	50.62
Howard French, Cedar Springs	108.47
Clarence Gates, Howard City	33.00
Frank Golombeski, Sand Lake	181.74
Leo Gillett, Sand Lake	14.36
William Garbow, Pierson	45.77
John Henkel, Pierson	13.16
Hoyt & Lafond, Pierson	7.67
O'Donnell State Bank, Howard City	5.50
John Hice, Cedar Springs	13.44
Ralph Jennings, Howard City	24.09
Jones Bros., Sand Lake	29.28
William Krueger, Pierson	23.46
August Nock, Pierson	25.84
Long Laneski, Sand Lake	29.72
Fred Lucht, Sr., Pierson	68.11
Fred C. Ledger, Sand Lake	94.04
F. B. Long, Grand Rapids	112.22
James Lynch, Coral	19.05
Mrs. C. Mills, Sand Lake	6.04
Paul Motz, Pierson	51.00
Howard Mount, Greenville	37.64
Ed Nelson, Sand Lake	43.20
Ernest Nix, Coral	110.21
Leroy Paulen, Pierson	21.18
Albert Paepke, Pierson	30.16
J. D. Pardee Estate, Trufant	65.44
C. B. Roy, Howard City	149.52
Sid Reynolds, Howard City	80.60
Geo. W. Rader, Pierson	49.41
Ben Robinson, Cedar Springs	64.67
Raymond Shattuck, Sand Lake	17.50
Frank Steork, Pierson	46.12
Mrs. C. Sheets, Rockford	56.40
Mrs. B. L. Schermerhorn & Moore, Greenville	374.29
Edw. Studer, Pierson	29.35
Mrs. Henry Schuermann, Carrollton	35.35
Wm. Seibert, Pierson	40.00
Wm. A. Solomon, Jr., Pierson	6467.55
Wm. A. Schaub, Pierson	113.96
C. Timerson's Trufant	11.00
Geo. Tortellett Est., Sand Lake	38.54
Mrs. Minnie Totten, Belding	31.37
Geo. Thaler, Coral	37.84
Fred Van Sickle, Pierson	71.05
Mrs. Jennie Wilcox, Howard City	49.66
Alonso Becker, Gowen	29.15
Ernie Christiansen, Lakeview	30.00
Clair Nielsen, Trufant	25.50
Nalmer Hansen, Trufant	92.75
Jay Hansen, Trufant	101.85
Jens Frandsen, Trufant	24.70
Chris Larsen, Trufant	56.55

Sam Johnson, Trufant	94.95
Jens Christiansen, Trufant	23.25
Jens Sorensen, Trufant	48.44
Exchange State Bank, Sand Lake	364.41
Cedar Springs State Bank, Cedar S.	70.00
Frank Rushmore, Sand Lake	296.63
O'Donnell State Bank, Howard C.	9,616.54
Feb. 3. We have received the schedules, order of reference, and adjudication in the matter of the Kneec Co., Bankrupt No. 4783. The bankrupt concern is a resident of Grand Rapids. The schedules show assets of \$27,255.33, with liabilities listed at \$88,580.39. The list of creditors of said bankrupt is as follows:	
Henry Heemstra, Grand Rapids	28
Lou Colligan, Grand Rapids	20.30
H. H. Bush, Grand Rapids	46.55
Lawrence Bush, Grand Rapids	16.80
Frank Rysdyke, Grand Rapids	33.45
Henry Heemstra, Grand Rapids	4.60
Edith Porritt, Grand Rapids	5.09
A. Buikema, Grand Rapids	36,410.98
Old Kent Bank	15,550.00
George C. Ogden, Grand Rapids	175.00
Chas. Alexander & Co., Grand R.	72.89
Bratt, Here, Grand Rapids	38.00
Barlay, Ayers & Bertsch, G. R.	55.67
Behler Young Co., Grand Rapids	860.39
Bixby Office Supply Co., G. R.	20.60
Blue Print Service Shop, Grand R.	7.59
Bond Welding Shop, Grand Rapids	10.55
Chicago Pump Co., Chicago	15.00
Cities Service Oil Co., Grand Rap.	15.00
Consumers Power Co., Grand R.	20.83
Columbus Humidifier, Columbus	53.25
De Bonte, Grand Rapids	5.85
Denison, Dykema & Co., Grand R.	54.79
Detroit Michigan Stove Works, Detroit	4.60
Dunham Co., Grand Rapids	3.06
Louis Ebling, Grand Rapids	18.35
Elliott Addressing Machine Co., Cambridge	52.25
Sylphon Fulton, Knoxville	6.00
Petuz & Zum Walt, Grand Rapids	18.40
Forbes Stamp Co., Grand Rapids	2.05
French Stamats Co., Cedar Rapids	7.50
Gallmeyer & Livingston, Grand R.	29.35
Gelders Electric Co., Grand Rap.	3.43
Wm. P. L. Gibson, Grand Rapids	150.00
G. R. Ass'n of Commerce, Grand R.	64.59
G. R. Gravel Co., Grand Rapids	3.40
G. R. Art Glass & Mirror Works, Grand Rapids	3.50
Graybar Electric Co., Grand Rapids	4.45
Heat Equipment Corp., Grand Rap.	568.01
Home Fuel Co., Grand Rapids	55.50
W. C. Hopson & Co., Grand Rap.	301.77
Ideal Foundry, Grand Rapids	68.88
Indoor Trash Burner, Omaha	9.00
International Heater Co., Utica	56.60
Jannette Mfg. Co., Chicago	44.16
Knappen, Uhl & Bryant & Snow, Grand Rapids	250.00
Milton, Kneec, Grand Rapids	1,584.00
Kreuter, Fassen Co., Grand Rapids	49.64
Lakewood Lumber Co., Grand R.	20.52
Lakeside Co., Hermannville	473.80
Lamberts & Kamminga Co., G. R.	235.38
Lennox Furnace Co., Marshalltown	1,896.51
Lewis Electric Co., Grand Rapids	8.25
Merchants Service Bureau, G. R.	12.50
Mich. Bell Tele. Co., Grand Rap.	97.35
Michigan Hardware Co., Grand R.	22.83
Modine Mfg. Co., Racine	96.25
Mueller Steam Specialty Co., N. Y.	2.84
New York Blower Co., Chicago	142.60
Penn Elec. Switch Co., Des Moines	50.59
Page Hardware, Grand Rapids	4.15
Pioneer Heat Regulator Co., Dayton	101.98
C. O. Porter Mach. Co., Grand R.	3.60
Preferred Auto Ins. Co., Grand R.	31.15
Ransom's Garage, Casnovia	3.50
Rhodes Mfg. Co., Grand Rapids	3.25
Ranville, Grand Rapids	14.04
Rempis, Duus Foundry, Grand R.	28.27
Richards Mfg. Co., Grand Rapids	1,815.25
Richardson & Boynton Mfg. Co., Chicago	264.60
Schulling Co., Grand Rapids	1.50
John Seven Co., Grand Rapids	79.26
Smith Show Window Service, G. R.	8.00
H. B. Smith Co., Westfield	65.63
Somers, Inc., Detroit	370.92
Sprayer Supply Co., Grand Rapids	.95
Standard Sanitary Mfg. Co., G. R.	62.92
Terre Haute Boiler Works, Terre Haute	560.03
Time-O-Stat Control Co., Elkhart	7.17
Togan Stile, Inc., Grand Rapids	29.01
Tuttle Register Dust Catcher Co., Louisville	3.75
Universal Car & Service Co., Grand Rapids	75.00
Unger, Fales, Grand Rapids	80.57
Radiator Co., Detroit	4.11
Western Union, Grand Rapids	6.00
White Printing Co., Grand Rapids	11.10
Wolverine Brass Works, Grand R.	29.68
Worcester Brush & Scraper Co., Worcester	18.60
Geo. B. Kingston, Grand Rapids	9,125.00
Detroit Michigan Stove Co., Detroit	200.00
Benjamin Usher Co., Grand Rapids	180.00
Warren Webster Co., Camden	318.85
Richards Mfg. Co., Grand Rapids	225.00
Heat Equipment Corp., Grand R.	75.00
International Heater Co., Utica	3,899.00
Citizens Industrial Bank, G. R.	312.80
Union Investment Co., Detroit	2,730.07
American Home Security Bank, H. H. Bush, Grandville	400.00
Ralph Kneec, Grand Rapids	125.60
Salvation Army, Grand Rapids	750.00
Geo. Davenport, Grand Rapids	80.00
J. O. Craig, Grand Rapids	100.00
J. W. Loeks, Grand Rapids	90.00
Carroll F. Sweet, Grand Rapids	950.00
R. N. Childs, Grand Rapids	35.00
L. B. Ely, Detroit	70.00

Orrie Dykman, Grand Rapids	70.60
J. Schipperkottter, Grand Rapids	115.00
F. Rysdyke, Grand Rapids	140.00
Old Kent Bank, Grand Rapids	
C. F. Allen, Grand Rapids	330.75
Edwin Bletcher, Grand Rapids	31.00
H. F. Vonk, Grand Rapids	
Homer Lyon, Grand Rapids	36.00
Second Church of Christ, G. R.	254.10
Lennox Furnace Co., Marshalltown	
Ed Dahrooge Co., Grand Rapids	900.00
Citizens Indus. Bank, Grand R.	2,552.94
In the matter of Burt Hiller, Bankrupt No. 3954. The final meeting of creditors in this matter has been called will be approved at such meeting. There for Feb. 25. The trustee's final report may be a dividend for creditors.	
In the matter of the Kneec Co., Bankrupt No. 4783. The first meeting of creditors has been called for Feb. 22.	
In the matter of Bert Carr, Bankrupt No. 47821. The first meeting of creditors has been called for Feb. 22.	

GREENE SALES CO.
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Reduction — Money-raising or
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Sand Lime Brick

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Nothing as Fireproof
Makes Structure Beautiful
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No Cost for Repairs
Fire Proof Weather Proof
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Brick is Everlasting
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SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

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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.

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

For Sale—Grocery and meat market in good location. Bargain if taken at once. Address No. 500, c/o Michigan Tradesman. 500

For Sale—Stein's Men's Wear Shop, Harbor Springs, Michigan. Sick at home. Must sell at once. J. F. Stein, Harbor Springs, Mich. 501

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

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

In a previous issue we listed the Hires Turner Glass Co., of Philadelphia, as a concern which in the use of the words "Copper back mirrors" to designate mirrors backed mechanically rather than electrolytically, had been condemned by the Federal Trade Commission. We have since been advised that while a complaint has been filed by the Commission, no hearing or order thereon has as yet been made; that the Hires Turner Glass Co. is vigorously contesting the position taken by the Commission and that the matter is still in litigation. We regret the report of this case under the heading In the Realm of Rascality and as something already condemned, especially in view of the high reputation in the industry enjoyed by the Hires Turner Glass Co.

Kalamazoo, Feb. 12. — Subject: Thomas Duys, Alias T. Duys, Alias T. Boutsma, Alias A. Boutsma, Alias ???

This is to advise that the above named subject, largely through our efforts, with the assistance of the National Hotel Association, and two of the state associations, has been sentenced by the circuit judge of this county on a forgery charge to Jackson prison for from one to fourteen years; having obtained money by presenting a \$200 check drawn on a Detroit bank in which he had no account.

It appears that this party has been especially active among the hotels, having jumped several bills and presented several checks without having funds to meet same. He has operated in Buffalo, New Orleans, Chicago, Cincinnati, St. Louis, Detroit, and undoubtedly numerous other places.

His photograph is in the possession of Paul N. Tedrow, Prosecuting Attorney of Kalamazoo county, and same can be secured for identification if others are looking for him.

He is 29 years old, but looks older, is 5 feet 11 1/4 inches tall, weighs 177 pounds, has light hair, is a Hollander by birth and talks with a decided Holland accent, is well dressed and gentlemanly appearing. A clever and smooth operator. We have a feeling that he is wanted in numerous places. J. Chas. Ross.

Lake, Feb. 10—Well I am having some fun out of the Scotty McLaren deal. He was over to Mecosta, got D. E. Wilbur, the deputy sheriff, talked up to take him around and help him trim the merchants there. The first man he called on was Arthur Royce, who takes your paper. He picked up the paper, read my letter to you that you printed in the Realm of Rascality. McLaren says that must be a mistake, walked out of the store and tore the gravel road up for over a mile getting away. This is what Jimmy McDonald, Symon Bros. salesman, told me.

George Scott.

Katherine Steel, trading as Victoria Manufacturing Co., Detroit, advertising-vendor of a treatment for fits, epilepsy and convulsions, has entered into a stipulation with the Federal Trade Commission whereby she asserts she has discontinued advertising the treatment and agrees that she will not

hereafter advertise or sell it in interstate commerce.

So-called lip reducing cream, masaging cream, and "gland aid tablets", and a hair tonic, are the commodities involved in a series of stipulation agreements made between the Federal Trade Commission and various advertiser-vendors. Names of the advertisers and details of these cases are as follows:

Nell Cameron, trading as Cloree, of New York, advertising and selling a cosmetic preparation called "Cloree Lip Reducing Cream", declared she has discontinued all advertising and will not again advertise this article under that name or any other name. She also agrees to discontinue its sale except to fill unsolicited orders.

C. A. Davis, trading as Jennie L. Cook Co., Los Angeles, and selling a bust developing and restoration treatment consisting of a massage cream called "Orange Flower Flesh Food", a tonic designated "Gland Aid Tablets," and a laxative tablet, will no longer advertise that the respondent is a woman, or that statements made in the respondent's literature are from one woman to another, or that Jennie L. Cook Co. or any other enterprise operated by the respondent under any name, is composed of Parisian beauty culturists. The treatment will no longer be advertised as Parisian, French, scientific, made according to a French formula, a constitutional vitalizer or as a tissue builder. It will no longer be said that by use of the treatment a perfect figure can be developed, or that the human body can be properly proportioned and grace be acquired. Various other misrepresentations regarding filling up of hollows in the body, acquiring power or strength, and removing wrinkles, will be discontinued.

A. R. Smith, trading as Sunlight V Laboratory, Ramsey, Illinois, advertising and selling "Sunlight Hair Tonic", will cease stating in advertising that application of such preparation to the hair will restore color, or that all shades of color can be obtained from one bottle of it. It will not be advertised further that application of the preparation to the hair will produce a natural color, or restore vigor or lustre, or that the preparation is the only one designed for this purpose that is harmless. It will not be said that the tonic is a cure for unsatisfactory hair. This respondent agrees to stop using the word "laboratory" as part of his trade name.

A. Alvin Guto, who conducted collection activities in this city under the style of the Grocers Protective Bureau and Guto's Service, never filed a \$5,000 bond with the county clerk, as required by law. The statute covering this point is Act No. 210, Public Acts of 1925. The law provides that collectors shall file a \$5,000 bond with two sureties or the guaranty of a surety company. Failure to comply with the law is punishable by a fine of \$25 to \$100 or 90 days confinement in the county jail. Complaint can be made to the prosecuting attorney. As soon

as the Realm of Rascality had its attention called to the illegal career of this man, because he was not settling with his clients for collections made in their behalf, the trade was promptly warned of his shortcomings. In the light of the disclosures made in this week's paper, the clients now have a right of action against him by applying to the prosecuting attorney.

Flint To Try Out Sunday Closing.

Following a long debate by commissioners and auditors the city commission passed the Sunday closing ordinance for grocery and meat stores, to go into effect March 10, and recommended that any opponents to the ordinance file a referendum within thirty days.

Such a referendum would have to be filed before Feb. 29, however, in order to permit the necessary action by the commission and an elapse of thirty days before the election on April 4.

Leading the opposition to the ordinance was Rev. Hugh L. Peden, pastor of the Seventh Day Adventist church at 709 Stockton street. Commissioner Tip O'Neill also opposed the measure. Rev. Peden objected to the action on the grounds that it was a religious question, beyond the jurisdiction of any legislative body. He quoted from an address of William Lloyd Garrison.

"The whole trend to-day is to direct people into the church on Sunday with a policeman's club," the pastor objected. "I'm a pastor and I have a full church every Saturday morning. I don't have to appeal to the law to get it, either. Our Government is a civil and not a religious institution, as Garrison said, and the Government has no right to direct the religious activities of its people."

Commissioner O'Neill said he was born a Canadian and had been brought up to the Canadian custom of observing Sunday by closing places of business. But he believed, he said, that it was a characteristic American right to disregard the observance, if desired. He pointed out that there was nothing to prevent a group of Seventh Day Adventists from opening grocery stores and also pointed out the possibility that grocers would lend quantities of groceries to neighbors on Sunday to be paid for later in the week. Commissioner O'Neill suggested that the action be held and that it be laid before the people in a referendum.

Commissioner Jay H. French countered with a statement that, since 16,000 persons had signed petitions for the action, it must have support among the voters. He declared, therefore, that it was unnecessary to put the matter to popular vote. It was his suggestion that, if the commission would call a referendum, it vote on it first. Mayor William H. McKeighan agreed and the commission so voted unanimously.

Sponsored by the Flint organization of the Home Defense League, made up of grocers, the ordinance provides for the prohibition of the opening of establishments for the sale of groceries or meats. Previous to its introduction to the commission, the measure was supported by the signatures of 16,000 customers who were shown petitions in grocery stores. Fifty churches al-

lowed the petitions to be circulated at services and sixty ministers signed.

The ordinance provides "that nothing in this ordinance shall apply to persons who conscientiously believe the seventh day of the week to be the Sabbath and who actually refrain from secular business on that day." Lansing has a similar ordinance which was confirmed in a supreme court decision.

Causes of the Present Business Depression.

Ypsilanti, Feb. 9—Norval Hawkins, formerly of Ypsilanti and now well known in the advertising world, was the principal speaker at the annual dinner meeting of the Ypsilanti Credit Bureau, held in the Hotel Huron and attended by representatives of manufacturing, retailing and professional interests of the city.

Mr. Hawkins, speaking on the causes of the economic depression, listed a number of these and suggested the reasons for their existence. Among the several causes which he listed as being responsible for the present condition of business were alleged mismanagement of the Federal Reserve System, lack of proper supervision by various state banking departments over the conduct of banks, and the many industrial mergers which he believed were made solely for the purpose of putting out new issues of stock and creating a profit for the persons handling such issues. He, of course, exempted from such accusations all mergers which were legitimately made for more efficient conduct of business. Misuse of installment buying was listed as another potent factor in the economic crash which engulfed the country more than two years ago.

A tie-up of the local credit bureau with the Michigan Credit Adjustment Co., providing more efficient collection service for members of the local organization, was announced at the meeting.

Lester Miller, Frank Jackson and Miss Jeanette Renton were elected as members of the advisory board of the credit bureau.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

Birmingham Savings Bank, Birmingham.
Federated Holding Co., Battle Creek.
Leonard Van Dyke Land Co., Detroit.
Bonbright & Co., Detroit.
Newark Shoe Stores, Inc., Detroit.
Independent Threshing Assn., Covington.
Cigarette Sales Co., Detroit.
Bliss Manufacturing Co., Grand Rapids.
Wolverine Boiler Works, Detroit.
Llewellyn Sales Co., Detroit.
Sylvania-Detroit Co., Detroit.
Smith-Sparks Construction Co., Ltd., Houghton.
Barry Oil & Development Corp., Hastings.
Kent Iron & Metal Co., Grand Rapids.
Clute Drug Co., Flint.
Best Foods, Inc., Detroit.
Guardian Detroit Bank, Detroit.
Detroit Paint Manufacturing Co., Detroit.
Hess Realty Co., Detroit.
Peoples Wayne County Bank, Detroit.
Howie Paint & Glass Co., Detroit.
Lake States Public Service Co., Escanaba.
Motor Car Equipment Corp. of Michigan, Detroit.
Co-operative Motor Service, Inc., Monroe.
O'Connor Studio, Detroit.
Brasie, Hull & Co., Detroit.
William H. Fox Co., Detroit.
Wisconsin Glue Co., Grand Rapids.
Skandia Creamery Co., Skandia.
Wise & Eddy Paint & Wall Paper Co., Saginaw.

Your Customers Know

that the **quality** of well-advertised brands must be maintained. You don't waste time telling them about unknown brands.

You reduce selling expense in offering your trade such a well-known brand as

K C Baking Powder

Same Price
for over 40 years

25 ounces for 25c

The price is established through our advertising and the consumer knows that is the correct price. Furthermore, you are not asking your customers to pay War Prices.

Your profits are protected.

*Millions of Pounds Used by Our
Government*

Wholesale Only

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

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ALFRED J. BROWN SEED CO.

25-29 Campau Ave.

GRAND RAPIDS, MICH.

Wholesale Only

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Our sales policy

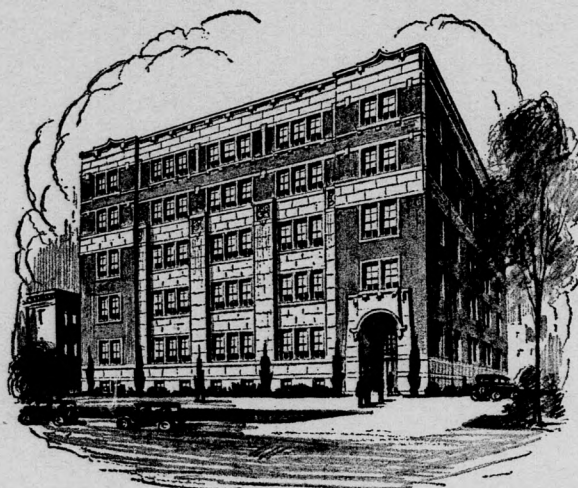
- 1 To sell no chain stores
- 2 To sell no "co-ops"
- 3 To sell no desk jobbers
- 4 To back every package with a solid guarantee



This policy backed by a quality product like Purity Oats is your weapon against "bargain sales" and other types of indiscriminate selling.

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Mutual Building



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Michigan's **largest** Mutual Fire Insurance Company and Michigan's **largest** Mutual Insurance Agency, occupying the first two floors and basement of this (their own) building. Employing over one hundred and twenty-five people. Five telephone trunk lines are available for quick service to assureds.

The Company
MICHIGAN MILLERS MUTUAL FIRE
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(Organized 1881)

The Agency
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(Organized 1921)

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INSURANCE COMPANY

(Organized 1912)

Insurance in all its Branches

We Give You Service
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No Risk Too Small

No Risk Too Large

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