

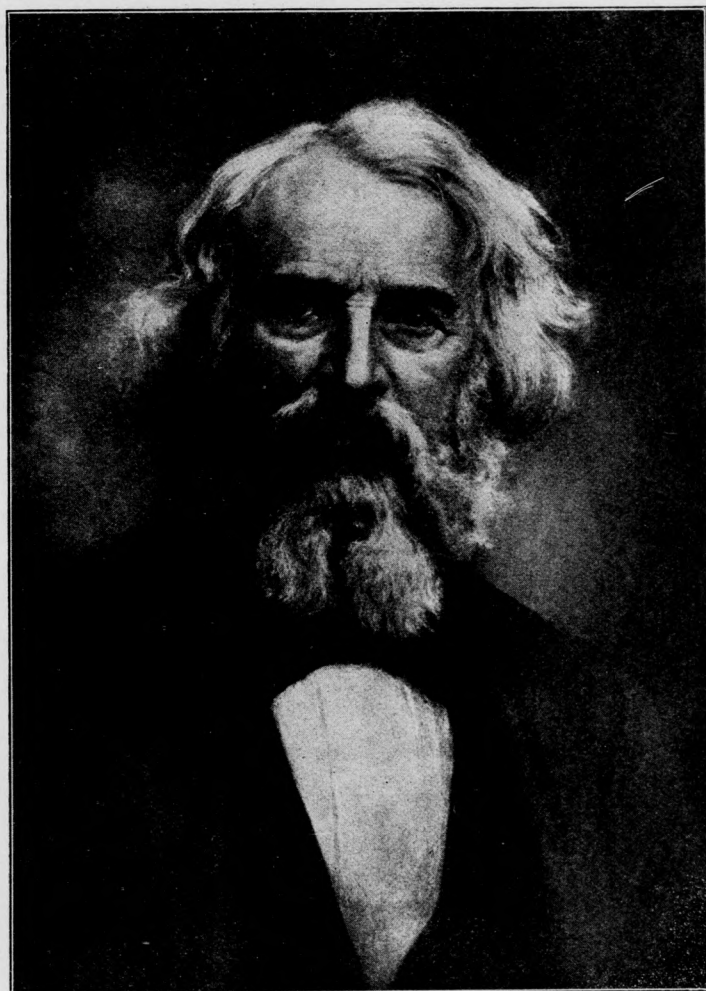
MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 24, 1932

Number 2527



HENRY W. LONGFELLOW

Born Feb. 27, 1807; died March 24, 1882.

THE ARROW AND THE SONG

I shot an arrow into the air
It fell to earth, I knew not where.
For, so swiftly it flew, the sight
Could not follow it in its flight.

I breathed a song into the air
It fell to earth, I knew not where;
For who has sight so keen and strong
That it can follow the flight of song?

Long, long afterward, in an oak
I found the arrow, still unbroke;
And the song, from beginning to end,
I found again in the heart of a friend.



What do you do
with a profitable
item?

YOU put it where every-
body can see it! You push
it! For the faster it moves
the more profits you make!
Royal Baking Powder is
profitable. It's popular. An
old-time favorite. It's well
advertised. Requires little
effort to sell!

So, treat it like the old friend
it is! Give it good display.
Put it on the counter and in
the window. Put it where
they can see it. Recommend
it. You'll be surprised to see
how fast it moves. And more
sales mean more profits.

ROYAL BAKING POWDER

A Product of
STANDARD BRANDS
INCORPORATED



Order from your jobber.

Wholesale Only

DISTRIBUTORS of PINE TREE Brand FARM SEEDS

Vigoro

Inoculation

Semesan

Bulk

GARDEN SEEDS

Packet

Vegetables and Flowers

We specialize in

LAWN GRASS and GOLF COURSE Mixtures

SEEDS

Write for our special prices

INSTANT SERVICE

Telephone 4451

ALFRED J. BROWN SEED CO.

25-29 Campau Ave.

Grand Rapids, Mich.

Wholesale Only

Wholesale Only

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

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



A complete line of canned vegetables and fruits

Home Baker Flour

Made from the high-
est grade of Kansas
Hard Wheat and mill-
ed with one thought
in mind—Quality.

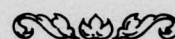
The Consumer is
convinced these state-
ments are true. This
is indicated by a 300%
increase last year over
the previous year's sales.

*Sold only by Independent
Merchants.*

Quality Guaranteed.

Priced low.

An asset to any business.



LEE & CADY

MICHIGAN TRADESMAN

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

SOME TRENDS IN TRADE.

Sidelights on the General Business Situation.

The credit expansion bill is obviously the news of the week. Formally it provides means for meeting the needs of banks in exceptional circumstances by making eligible for rediscount billions of assets which under existing law are without collateral value for reserve credit.

Actually it validates these assets as promissory note security for one year, when approved by associated bank directorates, at the rate of not less than 1 per cent. more than the current discount rate. It also authorizes the Federal Reserve Board to allow Reserve banks to use direct obligations of the United States as collateral for note issues. The latter provision seems to permit almost unlimited expansion of Federal note currency, but Senator Glass, one of the authors of the bill, declares that no excessive inflation will be tolerated.

Senator Glass's statement means that currency inflation will be regulated by what the Federal Reserve Board regards as the public interest. Additional circulation will be subject to the present requirement of a 40 per cent. gold reserve. It will have the effect, if put out, of releasing some of the \$700,000,000 of idle gold now lying functionless in vaults, and is likely to bring from its secret places some of the hoarded currency.

The immediate effect of the news was to change sentiment from a note of despair to one of relief and confidence. Stock and commodity markets reflected the change by substantial rallies, and business men generally expressed a degree of hopefulness to which they have long been strangers.

Even crude rubber, long Cinderella among commodities, felt the impulse of the credit expansion plans, the price, which has been reactionary for many weeks, moving up one-fourth of 1 cent a pound the day the news came out—quite a jump for this backward creeper.

Scarcely less electric in its effect was the announcement of Ford's purpose to add 30,000 to 35,000 men to his Detroit forces for production of his new eight and four cylinder cars, now formally divulged.

Other automobile manufacturers expressed the opinion that this action will give a new impetus to the whole industry and to industry generally by adding to the demand for materials—"the biggest news since the depression," Harvey Campbell, vice-president of the Detroit Board of Commerce, called it.

The sudden intervention of the credit expansion bill and the quick change of the general viewpoint thereby brought about throw doubt on the value of the usual weekly records except for historical purposes. Before the significance of the news was fully realized, trade in general was rather dull. In the later days of the week there were some signs of revival and unmistakable evidence of better sentiment.

Wholesale trade was stagnant owing to the completion of many orders for the spring trade. In the wearing apparel shops there was a disposition to await new models from Paris.

Coincidentally, the latest index number of general business activity, that of the week ended February 6, rose slightly—nearly 1 per cent.—due mainly to improvement in the railroad freight car loading adjusted returns, and a trifling increase in electric power and steel mill output. Cotton cloth production dropped a little in response to efforts to curb the mills.

The relation of retail purchases to income is indicated by a study made by Time in Appleton, Wisconsin, selected as a typical American city. It shows that the family with more than \$5,000 a year as compared with the family on a lower economic stratum uses twice as much soap, spends twice as much on electric refrigerators, buys twice as many new automobiles in a year, replaces radios 50 per cent. faster, and uses seven times as many ironing machines. And yet they say one man, however rich, can use little more of the earth's bounty than another, however poor. Bosh.

Small department store sessions are to be continued as a regular feature of the conventions of the National Retail Dry Goods Association as a result of the success of the recent meeting. Analyses of department store operations by the Harvard School of Commerce have always shown that the problems that go with small volume are very different from those the big fellows have to deal with.

The demand for quality, in preference to "bargain" prices, has been reported to be rapidly increasing by department and other stores in many cities. In fact, several recent investi-

gations by the Department of Commerce indicate that in all lines the cut price has definitely lost its lure, that an increasing majority of purchasers are looking for value and quality, and that the best merchandising opportunities respond to sound sales plans.

To localize aid for business men, in giving the widest possible application to statistics and information, is a plan just announced by the Department of Commerce. The co-operative program has been worked out between the department, the U. S. Chamber of Commerce and the National Association of Commercial Organization Secretaries. Local chambers of commerce will be enabled to equip themselves with an extensive marketing information service for extension to individual merchants and manufacturers. The plan has been tried out in practical application during the last six months by a group of local chambers of commerce which have reported many advantageous results.

The Capper-Kelly bill is again the subject of Congressional hearings before committees; but it is not expected to come to a vote during the present session. The popularity of this bill is a mystery, for it is impossible to pass it except in a form that will make it worthless to manufacturers, as was indicated by its passage by the House during the last session. At best, this proposed legislation would merely allow manufacturers to enter into agreements with distributors to maintain resale prices; but it would not oblige distributors of any kind to sign such agreements.

The drive against adulterated foods is being carried to the women of the country through their clubs by the office of interstate supervision of the Food and Drug Administration. Recently C. W. Crawford, in charge of the office, told a large meeting of the Housewives' Alliance that "A prison sentence cannot be imposed on a corporation," and explained how inferior foods are merchandised by deceptive advertising and the use of deceptively shaped packages.

Reaction to labor insurance is reported to be alarming to the promoters of recent successful legislation in Wisconsin. To avoid the burden imposed, many manufacturers within the state are reported to be preparing to move to other states, and the indications are that Wisconsin will lose heavily in both population and income as a result of state job insurance.

Advantages of Maintaining Merchandise Control.*

When Harold Bervig wrote me and asked me if I would fill in a few minutes on this morning's program on the subject of "Merchandise Control," I replied that if the rest of you could

stand it that I could and that I would be glad to help out. When I read the program which was sent to me after accepting, I noticed that they had me down for "Wizard Control." I surely have had enough trouble trying to control merchandise and now they want me to control wizards. I looked the word up in the dictionary and found that Webster calls a wizard a male witch or sorcerer, so if any of you ladies or gentlemen have any male witches or sorcerers, kindly move them up to the front row and I will proceed to control them to the best of my ability. However, I figured that there would not be many wizards here, so I will do the most of my talking on my original assignment "merchandise control."

This is not going to be any sermon on how you should do it, but is merely going to be a short sketch on how we do it at Judson's hardware in Big Rapids. I feel that all of the lines in a modern hardware store are not adapted to merchandise control. However, a great many of them are and I am going to give you a list of the major lines which we now have under control and which are working out very satisfactorily. These are lines the most of which we do not buy every week or two weeks from our nearby jobbers. They are lines which we handle in comparatively larger quantities, lines which contain a number of different sizes, and lines which we do not buy so very many times during the year. The smaller quick turning items in my opinion cause considerable trouble to put under merchandise control, and the benefit derived from so doing does not warrant the effort. We have at the present time the following lines under control:

Aluminum ware. This is a line which we purchase from the manufacturer and contains a large number of items. We have only had this under control for about a year, but have already succeeded in eliminating a number of items which the control shows us are not moving as rapidly as they should. It also prevents us from overlooking items which we should have in stock and which we would forget to buy if they were not in front of us on the control sheet.

Ammunition. Our ammunition stock consists of a great number of different loads, calibers and gauges. When we place our fall order, it is a big help to look back over the control records and see just exactly the number of each load we used the preceding year.

Axes. Here is an item which we purchase from a jobber and buy a great many times a year, but it is a mighty nice thing to be able to tell at a glance just how many 3 or 3 1/4 pound axes we have been using. It has helped us greatly in keeping a balanced stock.

(Continued on page 24)

*Paper read at hardware convention by W. C. Judson, of Big Rapids.

LOOKING FORWARD.

Annual Address of President Bruske To Hardware Dealers.

It is always helpful, when endeavoring to look into the future, to take a brief glance at the past to see how we arrived where we are. Fifteen years ago this country was about to enter the kaiser's war. From 1921 to 1929 we were celebrating the end of the war, the so-called "jazz" era. It was a big party while it lasted.

The gambling spirit was prevalent in business. The gambling spirit was prevalent in governmental affairs—municipalities, counties and states floated bond issue after bond issue and spent the money recklessly. Small speculators followed big investors into the stock markets and left legitimate business in the craze for speculative profits.

To meet the interest on the bond issues and to take care of the other expanding parts of government, tax increases were necessary and the government has been searching for new avenues of income to tax.

No effort was made to analyze the situation, to find the reason for things, or plan ahead.

The big party is over. We are settling down to plainer fare. With too many people that fare is literally bread and water.

The business faces a very complex problem. The first, and the most important, is reduction in volume, in part, because of reduced prices of the commodities we handle and in part because of reduced earning power of people in our communities.

Too many stores have been paying their expenses out of their inventories as their margins have not been sufficient for that purpose.

We are also faced with a reduction in the margin of the merchandise we sell and it has been extremely difficult to reduce expenses proportionately to the reduction in margin. Because of certain fixed expenses, such as rent, the problem has been made doubly difficult.

We are in a new era. At least, new to this generation although previous generations have faced precisely similar problems and it must be worked out in precisely the same way. There is a shaking down process going on, an elimination of the weak, a testing period for the strong, out of which those who survive will be stronger for the tempering process through which they have gone.

1932 is leap year and it should be the time to leap over the hurdles of fear, hesitation and inaction aroused by the present conditions. The situation in which we find ourselves is as normal a part of human life as are periods of great prosperity. No one escapes it. Some weaken and never recover. Some look to the Road Ahead, tighten their belts, harden their muscles and leap the hurdles. Every one of us is different than he was three years ago. The depression has changed our perspective and made us think and figure. These are the times that show us up as we really are.

History shows that out of periods of great suffering comes the world's greatest progress. We are facing a

world-wide condition and, when it is over, our prosperity may be such as to amaze all of us.

There are many detours and forks on the Road to Profit. The Road to Volume may not lead to Profit.

We must analyze our own situation. To do this most effectively, we must break it up into component parts. First, we must analyze our customer list, compute the probable income of all our customers and how to discover about what business we can get from each. We must go further and analyze possible prospects for business that are not now our customers.

Suppose each of us makes a list of such prospects, gives himself a quota of at least one visit a day. This will make 300 contacts during the year and will be certain to result in some business that we would not otherwise have.

We must analyze our stores and see that they have a buying appeal to customers, present or prospective.

We must analyze our stocks to see that they are responsive to popular demand. We must freshen our stocks with new and desirable merchandise and we must follow the market down and not attempt to base our selling prices on whatever we may have paid for the merchandise.

We must analyze our expenses more closely, spending where it will secure results and eliminating any unproductive expense.

We must put into effect the result of our analysis, make our plans, and follow them vigorously. Sales must be based on an analysis of possibilities, not probabilities. Expense must be based, to a large extent, on necessity.

We have certain variable expenses in which savings can be most readily made, such as salaries, deliveries, lights, advertising. It is not for me to say that you should reduce any of these expenses, but they must be viewed in the light of their productivity.

If salesmen are not selling sufficient to pay for their salaries and take care of general overhead, it is absolutely necessary, if we are to continue in business, to reduce wages or eliminate some help, unless analysis of sales possibilities indicates that we can get sufficient margin to pay present salaries. This is a hard thing to say, but it may be the best in the long run.

Ultimately, if a business pays out in expenses more than it receives in margin, the business will go under and everybody will be out of a job.

Delivery expenses can frequently be reduced by combining our delivery with other merchants, or employing a central delivery system already in operation.

Few of us really analyze our advertising expenses and are too inclined to cut them in the wrong place. For the average store, as I know it, the best advertising is its show windows and its interior display and those are the last places in which savings should be attempted, as they are the most productive.

We have certain fixed expenses such as rent and taxes, which are not capable of immediate reduction in most cases. However, both these items must be reduced as, on the whole, they are so high as to make profit returns

very difficult, and in many cases, impossible.

Many merchants must put their stores in better physical condition if they ever expect to maintain or increase profit. Alterations in equipment can be done cheaper right now than at any time in the past eighteen or twenty years.

It takes a pretty brave person to attempt to make a prophecy. Famous economists have made a great number of predictions in the past two or three years, most of which proved false almost before they were in print. A hardware man can probably make as good a guess as any of the economists. Our good friend, Mr. Gallagher, who talked to us last year and whose predictions have proven uniformly successful, makes the statement that the first six months of this year will probably be the most severe we have faced, but following that will come a gradual improvement. This is the darkness before the dawn.

One far-sighted observer makes the following predictions for this year. Continued lowering of the cost of living in the United States through (a) lower retail prices; (b) lower rates for public utility services—gas, electricity and telephone; (c) lower rents.

Increased stabilization of wholesale commodity prices, after effects of continued distress liquidations.

Further elimination of uneconomic or financially weak operators in all fields, banking, industry and trade.

Reduction in American railway wages, in government salaries and continued wage cutting in other industries.

Some degree of inflation, however, it may be characterized.

The best time to fix up your business machine is now. Use your Association to make suggestions to you on your store arrangement. I want to particularly emphasize the Profit Insurance or Business Control plan offered to you by your Association.

We have this week prepared for you a program that we feel sure will be interesting, instructive and one that will make you more capable of meeting present-day conditions.

The program has been built around the automobile theme to assist us in viewing our own businesses from different angles than could be done otherwise.

As speakers, we are presenting to you practical hardware men—men who are standing the stress and strain of present-day business and who have built the foundation of their business machines strongly and securely, who have discovered the broad highway of the Road to Profit.

Plenty of time has been left for open discussion, during which time you can talk about any subject you desire. Three half hour sessions each morning at the opening of the program. No one will have a right to leave this convention saying he did not have an opportunity to speak his own mind.

A novelty has been introduced this afternoon and Thursday morning, in a presentation of some of our subjects using short plays instead of addresses to bring out certain important points relative to better control and operation of our stores. We have such famous

actors with us as William J. Dillon, A. D. VanDervoort, Mrs. Harry Strong and others.

Our program will come to a climax on Friday morning with an address by Mr. Sheets on "The Man Behind the Wheel." Our entire convention is built up to that point and we urge you to stay on to the close.

We have a good exhibit, not as large as in some former years, perhaps, but you will find the exhibit filled with new and desirable merchandise and many novel features which will appeal to all of you.

As so many dealers have "gone Scotch" this year, the exhibit committee is paying members for visiting the exhibit. Of course, we know you would do so anyway, but this will be a little extra and will increase your pleasure in the exhibit.

We have a mighty fine model hardware store, 30 x 90, furnished with display fixtures of Association design, planned by your Association and with merchandise displays made by the Association. In the model hardware store you will find many new and novel display ideas which you will find it extremely profitable to investigate.

In the Association booth you will find the Field Secretary, Mr. Swinehart, assisted by G. F. Sheely, managing director of the Indiana Retail Hardware Association.

Resolutions Adopted by Michigan Retail Hardware Association.

Whereas—There has been considerable discussion in Michigan with regard to legislation creating a sales tax to help meet the deficit caused by the constantly increasing expenses of conducting the State business, and

Whereas—Similar tax in other states has proven a disappointment to the promoters and failed to accomplish the purpose for which it was intended, therefore be it

Resolved—That we, the Michigan Retail Hardware Association here assembled in our thirty-eighth annual convention, go on record as decidedly opposed to a sales tax of any kind and that a copy of these resolutions be spread upon our minutes and that the secretary of the Association be instructed to send a copy of same to all State legislators and to the press.

Whereas—We, as business men of the State of Michigan, are reducing our expenses in proportion to our income, therefore be it

Resolved—That we demand that legislators conduct the State business along the same lines. The constant pyramiding of expenses must stop and instead of raising taxes, we are insisting that expenditures be curtailed in proportion to the present receipts and that future expenditures be based upon lessened receipts.

Whereas—The success of this convention has depended to a large extent upon the participants in the various activities, therefore be it

Resolved—That we extend to the committees, the exhibitors, the speakers, the management of Hotel Statler and all other persons co-operating, our sincere thanks.

Whereas—This convention has received a liberal amount of publicity from the Detroit newspapers through

the co-operation of the Detroit Convention Bureau, be it

Resolved—That we extend to those newspapers and the Convention Bureau our sincere thanks.

Whereas—It has been called to our attention that the Michigan beet sugar industry is putting on an educational campaign to encourage Michigan consumers to use beet sugar, therefore be it

Resolved—That we go on record as favoring this campaign and enlarging it to include all Michigan manufactured and grown products.

Whereas—We feel that the retail hardware association through its official organ, Hardware Retailer, is doing excellent work in the public utility field, be it

Resolved—That we go on record as commending the campaign as being conducted by them.

Whereas—The deliberations of this and preceding conventions of the preceding conventions of the Michigan Retail Hardware Association have clearly shown that the hardware merchant of to-day must be as efficient in the conduct of his business as are the many competitors who vie with him for the consumer's dollar.

Whereas—Modern store equipment and its effective use are as essential as knowledge of the merchandising job to be done and ability to determine sound business policies and plan and direct the many operations of business to make it produce a profit.

Whereas—The merchant must recognize his dependence upon the figure facts of his business as revealed by well-kept records and the value of business control, as it shows the monthly progress of his business and indicates the steps necessary to maintain an operating program which will bring the desired profit.

Whereas—He must keep himself thoroughly informed of the changing merchandise demands of his community and of the goods and prices which he must make available, and maintain such control of his buying as to get the freest flow of goods through his store, so as to keep his invested capital continually at work and avoid the losses of obsolescence and excessive carrying charges.

Whereas—He must recognize that his business is justified only on the basis of efficient service to his community at a profit to himself, and that upon his management rests the responsibility of maintaining a thoroughly modern store, inviting to the public, with desirable merchandise well displayed and reasonably priced.

Whereas—He should keep in mind always that every business is a reflection of its management and that in these days management can succeed only by being thoroughly informed of all the factors of its job and in constant tune with the tempo of the times; therefore be it

Resolved—That the 1932 convention of the Michigan Retail Hardware Association goes on record as positively believing that hardware retailing can be kept on "The Road to Profit" only by the adoption of sound policies and the use of modern methods and urgently recommends such a program to every one of its members.

Whereas—Since the kaiser's war, the cost of operating all branches of Government—Federal, state, county and municipal—has risen so tremendously that the country is now faced with deficits of startling proportions; and

Whereas—Even during the past two years, when depressed business conditions have so greatly curtailed the tax paying ability of the public, Government expenditures have continued at such a pace that the situation has become critical, and, in some cases, almost hopeless.

Whereas—In these circumstances the members of the Michigan Retail Hardware Association believe that business should speak its mind and insist that Federal policies should be immediately revised by such radical reductions in costs as to bring expenditures within income, just as business has been compelled to do. On no other basis can it be hoped to balance the budget; therefore be it

Resolved—That the officers of this Association be directed to present these views to members of Congress and association members be urged to join in the effort by voicing to their congressmen and senators their individual opinions as to the pressing necessity of economy in Federal expenditures; and be it further

Resolved—That similar Association policy should apply to State expenditures, and with the meeting of the next session of the Michigan legislature opposition to further increases in expenditures and additional taxes should be voiced in no uncertain terms by the Association and members alike, with insistence that the cost of government must be reduced.

Late News From the Celery City.

Kalamazoo, Feb. 23—John Ehrman, of the Hotel Rickman, is having the lobby of his hostelry redecorated in old rose with appropriate high light tints for the trim.

The May Tag washer agency will occupy new quarters at 436 South Burdick after March 1.

Police Sergeant Jack Kerns, of the public schools traffic squad, passed away suddenly in the vestibule of St. Augustine church Sunday. Sergeant Kerns was highly respected by all who knew him and his passing will be mourned by many school children of this city, as well as the department to which he has belonged for many years.

The Taylor Produce Co. is making some repairs to its refrigerator rooms on North Church street.

Bus service from Rose street to Nazareth road was begun Monday a. m. giving quarter hour service from 6:15 a. m. to 11:30 p. m. This opens new territory at least a mile beyond the city limits to which the street car service formerly extended.

The Goodrich Candy Co. has moved from 175 East Water street to 224 East Water street, having outgrown its old quarters. D. L. Goodrich has had installed the very latest equipment for handling confections during the hot weather and invites his friends and customers to visit him at his new location.

George Engemann, who for the past eight years has conducted a grocery at 1113 Portage street, has closed out his stock and discontinued business.

Frank Saville.

E. W. Troop, dealer in general merchandise at Perrinton, renews his subscription to the Tradesman and writes: "Even though the times are tough we must have the Tradesman."

A Super - Man is Hard to Find



Don't expect any one individual to be endowed with all the qualities needed to make an ideal trustee under your will. Such a super-man is hard to find.

The complicated work of settling an estate calls for the expert knowledge of many able men. In the course of time individuals may drop out of our institution but, being a corporation, our work as executor and trustee continues from generation to generation.

After you have talked with us, we think you will realize the many ways we can be helpful in carrying forward your plans as directed in your will.

THE MICHIGAN TRUST CO.
GRAND RAPIDS

THE FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Estes-Leadley Co.

Greenville—The Eureka Lumber Co. has decreased its capital stock from \$38,000 to \$26,600.

Marquette—Robert Johnson has opened a fruit and vegetable store at 231 West Washington street.

Flint—Mac's Bakery Co., 115 South Saginaw street, has changed its name to the Bayer Baking Co.

Elba—Fire destroyed the Abraham Steinman grain elevator and contents, Feb. 17, entailing a loss of about \$30,000.

Adrian—Rogers Lumber & Coal Co., Division and Michigan streets, has increased its capital stock from \$30,000 to \$60,000.

Battle Creek—Edward J. Snader, of Milwaukee, has taken over the management of the Union Store, 41 East Michigan avenue.

Detroit—Harry Fox, Inc., 1229 Woodward avenue, wholesale dealer in gloves, has changed its name to Tip Toe, Incorporated.

Saginaw—The Saginaw Furniture Shops, Park and Atwater streets, has decreased its capital stock from \$1,250,000 to \$500,000.

Kalamazoo—Frederick G. Miller, of Grand Rapids, has assumed the position of merchandise manager of the J. R. Jones' Sons & Co.

Marshall — P. H. Rowan, Charles Rotherick and Clarence Rotherick have opened a brass casting foundry at 634 West Michigan avenue.

Kalamazoo — Schiller's Millinery Co., Detroit, with stores in the larger cities of Michigan, has opened a store at 146 South Burdick street.

Pontiac—Fred W. Parmeter, hardware dealer, died at his home, 368 West Huron street, following a long illness. He was born Nov. 14, 1868.

Ann Arbor—Edwin G. Staeb has resigned as manager of Browning, King & Co., clothier, and will spend a month or more in Florida, vacationing.

Lansing—Thomas McGuire, recently of Alma, has engaged in business at 200 East Michigan avenue, under the style of the City Meat Market.

Detroit—The Morse Tool Co., Inc., 1010 Ford building, has been incorporated with a capital stock of \$25,000, \$10,000 being subscribed and paid in.

Detroit—The Michigan McNamara Varnish Works, Inc., 2538 Clark street, has been organized with a capital stock of \$1,000, all subscribed and paid in.

Battle Creek—Benjamin Kushner, former manager of Miller's, Inc., has returned to Battle Creek and is again in charge of the local store of the company.

Detroit—The Monarch Catch Basin Co., 506 Dime Bank building, has been incorporated with a capital stock of 250 shares no par value, \$1,500 being subscribed and paid in.

Detroit—The Twelfth Street Furniture & Carpet Co., 8606 Twelfth street, has been organized with a capital stock of \$10,000, \$5,000 of which has been subscribed and paid in.

Detroit—The Anchor Coal & Supply Co., 110 Woodmere avenue, has been organized with a capital stock of \$5,

000, of which \$4,000 has been subscribed and \$1,200 paid in.

Lansing — Sam's, Inc., 117 North Mifflin street, has been incorporated to deal in men's clothing and furnishings with a capital stock of \$10,000, all subscribed and paid in.

Detroit—The Monica Plumbing & Heating Co., Inc., 7301 Fenkell avenue, has been incorporated with a capital stock of \$15,000, \$10,000 of which has been subscribed and paid in.

Jackson—A. L. Steel Co., Inc., retail furniture, has filed a voluntary petition in bankruptcy in the U. S. District Court at Detroit, listing liabilities of \$25,426 and assets of \$12,718.

Detroit—The Cohn Shop, Inc., 35 East Adams avenue, has been organized to deal in millinery, gowns and costume jewelry with a capital stock of \$10,000, all subscribed and paid in.

Detroit—Grosse Point Motors, Inc., 15000 Kercheval avenue, has been organized to deal in autos, parts, gasoline, etc., with a capital stock of \$15,000, all subscribed and \$2,000 paid in.

Birmingham—The Little Shop, Inc., 140 West Maple Road, has been organized to deal in women's wearing apparel with a capital stock of \$25,000, \$1,000 being subscribed and paid in.

Detroit—The Empire Coat & Uniform Co., Inc., 2631 Woodward avenue, has been organized to sell professional and industrial apparel with a capital stock of \$4,000, all subscribed and paid in.

Tecumseh—Cleon First has sold his stock of agricultural implement and store building to William Sheeler, who has taken possession. Mr. First will devote his entire attention to his feed mill.

Lansing—Floyd S. Nixon, associated with the local wholesale and retail grocery business for many years, has been made manager of the grocery department of the F. N. Arbaugh Co. store.

Detroit — The Liquid Container Vending Co., 6420 East Lafayette boulevard, has been organized with a capital stock of 150 shares at \$100 a share, \$10,000 being subscribed and paid in.

Adrian—The Cutler-Dickerson Co., 149 South Main street, has taken over the Hudson Milling Co., Hudson, and will continue the business under the management of Alex Russell, recently of Pontiac.

Ellsworth—Rei, Murdoch & Co. has contracted to keep its cannery here providing a suitable building necessary for its expansion is provided. Work on the building will start about the middle of March.

Detroit—Graham-Bookman, Inc., 130 Monroe street, has been organized to deal in clothing for men and women, furnishings and shoes, with a capital stock of \$20,000, \$1,100 being subscribed and \$1,000 paid in.

Detroit—The Hugh Miller Co., Inc., 606 Michigan Theater building, has been organized to deal in furniture, draperies and floor coverings with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Detroit—Standard Foods, Inc., 602 Fisher building, has been organized to

deal in meats, groceries, fruits and vegetables with a capital stock of \$10,000, of which \$6,010 has been subscribed and \$1,000 paid in.

Allegan—George Jewett, formerly on the road for the Jennings Mfg. Co. (Grand Rapids) died at his home here Feb. 13 as the result of pneumonia. He was one of the largest producers of maple sugar in Michigan.

Detroit—Rosenberg Brothers, Inc., 3426 Hastings street, dealer in general merchandise, hardware, etc., has been incorporated with a capital stock of 2,000 shares at \$1 a share, \$2,000 being subscribed and paid in.

Northville—Mrs. Maurice Lapham, daughter of the late C. A. Ponsford, has assumed the management of the dry goods, men's furnishings goods, etc., store established by her late father twenty-two years ago.

Mason—Gus Kean, proprietor of Kean's 5c and 10c to \$1 Store, is remodeling the store building he occupies and recently purchased, installing a modern front, plate glass windows and making other improvements.

Detroit — George W. Clunis has merged his undertaking business into a stock company under the style of the George W. Clunis, Funeral Directors, Inc., 4468 Third street, with a capital stock of \$80,000, all subscribed and paid in.

Perry—The Rann Dry Goods Co., recently organized, has purchased the H. D. Stoddard stock of dry goods, groceries, shoes, etc., taking immediate possession. Morton Rann, manager, announces that the company will discontinue the grocery and shoe lines.

St. Ignace—Murray Bros., dealer in general merchandise, lumber, flour, and feed, have completed negotiations by which the St. Ignace Fuel Co. will take over its flour and feed business. Murray Bros. have had the exclusive sale of Gold Medal products for over twenty-five years.

Baldwin—The Torbeson Drug Co. has sold its drug stock. Mr. Petties was formerly engaged in the drug business at Roscommon. He sold out some years ago and engaged in the same line of business in one of the Carolinas. Now he has returned to the State of his adoption.

Pigeon—Sol. Schluchter has sold his grocery stock and meat market to Martin G. Snider and Walter Randall, both of Bad Axe, where they occupied responsible positions with Slack Bros., Inc., dealer in hardware and agricultural implements. Immediate possession of the property was taken.

Lapeer—To make way for the widening and paving of M-53 at Burnside village, the large brick store building of the Burnside Mercantile Co. is being razed. Frank Williams, proprietor, has removed the stock to his large residence, across the street, where he has temporarily established headquarters.

Charlotte—A new store, carrying a full line of dry goods, ready-to-wear and notions, was opened last Saturday in the Perry building, 222 South Main street, the location of the former Pierce restaurant. C. W. Barnard, the proprietor, selected Charlotte from a list

of towns for the location of his new business.

Mt. Clemens—Edward C. Priehs, 58 years old, died in his sleep at his home, 322 North Gratiot avenue, due to a heart ailment from which he had suffered for about three years. Mr. Priehs, secretary-treasurer of the John Priehs Mercantile Co., 64-66 Macomb street, the business founded by his late father, had been associated with the business for thirty-five years.

St. Johns—James F. Hadden, of Lansing, traveling salesman for O. P. DeWitt & Sons, suffered several broken ribs and other injuries last Monday in an automobile accident near Collins in Ionia county. He was taken to Clinton Memorial hospital at this place. Mr. Hadden's car, a Chevrolet coach, was overturned when hit broadside by a ford approaching the main highway from a side road. It is reported that the brakes on the ford failed to hold when the driver attempted to stop at the intersection.

Manufacturing Matters.

Detroit—D. Robinson & Sons, Inc., 434 East Willis avenue, manufacturer and dealer in wiping rags, waste, etc., has been incorporated with a capital stock of \$10,450, all subscribed and paid in.

Detroit—The Preserved Surface Co., Inc., 4240 Fourteenth street, has been organized to manufacture, deal in and export waterproofing chemicals with a capital stock of \$30,000, all subscribed and paid in.

Detroit—The Ultra Steel Corporation, 1045 Ferdinand avenue, has been organized to cut, stamp and manufacture steel with a capital stock of 2,000 shares at \$10 a share, \$20,000 being subscribed and paid in.

Detroit—The Guardian Glass Co., Inc., 1117 Penobscot building, has been organized to manufacture glass, also laminated glass, with a capital stock of 50,000 shares at \$1 a share, \$50,000 being subscribed and paid in.

Detroit—The Little Dutch Stamping Co., Inc., 3315 Barlum Tower, has been incorporated to manufacture and deal in cans, containers, and to do sheet metal work, with a capital stock of \$50,000, \$1,000 being subscribed and paid in.

Detroit—Tandy's Prescription Laboratory, Inc., 4719 Brush street, has been incorporated to manufacture and deal in medicines and chemicals with a capital stock of \$20,000 preferred, \$11,250 being subscribed and \$2,000 paid in.

Detroit—The Michigan Rendering Co., 3284 Calvert avenue, has been organized to manufacture and sell chemicals and animal by-products with a capital stock of 500 shares at \$5 a share, \$2,500 being subscribed and paid in.

Jackson—The Multimatic Machinery Corporation, 1302 Jackson City Bank building, has been incorporated to manufacture and sell automatic machinery, with a capital stock of 50,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Essential Features of the Grocery Staples.

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

Tea—The first hands tea business during the week has been still only very moderate. The supply of China greens in this country is getting very low and the future of this particular item is quite uncertain, owing to war, in the primary market. Demand is good on account of the scarcity. Fermented teas, Indias, Ceylons and Javas have fluctuated slightly during the week, but not materially in this country. General market is steady with no pressure to sell.

Coffee—Actual Rio and Santos coffee, green and in a large way, remains about unchanged for the week. There have been some fluctuations in futures, most of which have been downward. Entire line of future Rio and Santos is fractionally lower as compared with last week. Some grades of Rios, mostly the higher grades, are a drug on the market. The undertone of Brazilian coffee market is still very unsatisfactory. Mild coffees during the week have shown a slight further decline, but not much. The jobbing market on roasted coffee is substantially unchanged. Consumptive demand is without feature.

Canned Fruits—California fruits are moving in small volume. The Cling Control Agency is still holding stocks firmly but there are one or two Northern packers outside the group and competition is coming from Southern California, also, where the prices are lower. It was announced during the week that the freight rates on canned fruits coming from California would advance March 1, which is expected to increase the demand before that time. The trade are still waiting to see what is going to happen to Hawaiian pineapple on March 1, as this may affect the whole fruit list.

Canned Vegetables—While there is no unusual activity in canned vegetables this week there is good enquiry and the improved feeling noted in the trade from time to time continues. Prices are holding steady as a general thing, and this is increasing trade confidence. Brokers here look for a decided improvement in business as time goes on. Stocks in the hands of retailers and wholesalers are light and they might be encouraged to order in greater quantity to save book-keeping, if nothing else. But prices must remain steady to bring this about.

Canned Fish—Shrimp is doing better. The market has been very much demoralized. Sardines are showing a little more firmness. Salmon is doing fairly well with most of the cheap Alaska pink salmon cleaned up. Supply of fancy salmon is still light with a good demand.

Dried Fruits—While definite word that the California raisin pool has made another offering to commercial packers is awaited here, trade expectations are that an offering is contemplated. Action cannot be delayed much longer, it is felt, and there is a feeling in the trade that the pool will advance 1/8c per pound again. This, of course, remains to be seen, but expect-

tations of at least one more advance are reasonable. The Coast market is soft, generally speaking. There is more firmness among sellers on the spot right now than there is on the Coast. Prunes have shown a decline, Californians and Oregons, both. Dried apples are easy with no demand, and the export outlook is clouded. Apricots have not been moving. The strongest item in the list continues to be Thompson raisins, and these have been pushed up about as far as they can be expected to go. Trading here is routine, with all buyers taking their requirements in small lots.

Beans and Peas—Demand for dried beans is still very poor with a weak undertone for the entire list, although there have not been any material changes since the last report. The same applies to dried peas. These products are feeling the general depression probably worse than any other in the line of staple foods.

Cheese—Demand for cheese continues about as it has for a long while, moderate and regular. Prices show no particular change.

Nuts—The nut market is entirely routine here. Buying is on an extreme hand-to-mouth basis. Stocks in the hands of importers are in light supply, and offerings from primary markets are few and far between. Spanish almonds are especially scarce, most districts having run out of the larger sizes. Holders are showing no disposition to offer at prevailing price levels. Domestic shelled almonds continue steady, with the trade taking up requirements more freely. Imported walnuts are in moderate supply. Levant filberts continue steady. The unshelled market is inactive.

Olives—Olives are in moderate supply and the trade is taking its requirements in a hand to mouth fashion. Business is about fair. The Easter holidays are expected to create somewhat of an improvement in the market.

Pickles—There is a fair replacement demand for pickles, but the market is affected by considerable cheap merchandise. Some buyers find it difficult to get the desired counts at the price they want to pay.

Rice—Government reports are that the primary rice market is more active. Increased business has been noted and the growers are still maintaining a firm tendency. There is no shading of prices on rough stocks. The clean rice market is expected to show increased firmness if buying is sustained. Millers are not holding much of a surplus of rough stocks and will be forced to cover requirements. The situation here is unchanged.

Salt Fish—On account of Lent the demand for mackerel and other salt fish has improved during the week. Stocks are low but are still enough so far to satisfy the demand. Most operators do not seem to expect any material advance.

Sauerkraut—Sauerkraut is steady. Bulk kraut continues very cheap. Demand is about fair, but there appears to be a large surplus of barreled kraut.

Syrup and Molasses—Sugar syrup situation is unchanged, steady and shows a fair demand. Compound syrup is unchanged and quiet. Molasses quiet without change.

Vinegar—Vinegar is steady, with efforts to boost the price structure thus far unsuccessful. There is a fair volume of vinegar going into consumption, as usual around this time of the year.

Review of the Produce Market.

Apples—Current prices are as follows:

Baldwins, 2 1/2 in., A grade	-----	\$1.00
Bananas, 2 1/2 in., A grade	-----	.90
Delicious, 2 1/2 in., A grade	-----	1.75
Delicious, 2 1/4 in., C grade	-----	.90
Greenings, R. I., 2 1/2 in., A grade	-----	1.15
Greenings, Bakers, 3 in., A grade	-----	1.25
Grimes Golden, 2 1/2 in., A grade	-----	.75
Hubbardstons, 2 1/2 in., A grade	-----	.90
Jonathans, 2 1/4 in., A grade	-----	1.35
Kings, 2 1/2 in., A grade	-----	1.25
Kings, 3 in., Bakers, A grade	-----	1.75
Spies, 3 in., Baking	-----	1.65
Spies, 2 1/2 in., A grade	-----	1.75
Spies, 2 1/4 in., C grade	-----	.90
Talman Sweets, 2 1/4 in., A grade	-----	.90
Wagners, 2 1/2 in., A grade	-----	1.00
Cooking apples	-----	.50
Washington box apples are sold on the following basis:		
Extra fancy Delicious	-----	\$2.75
Fancy Delicious	-----	2.50
Extra fancy Romes	-----	2.35
Fancy Romes	-----	2.15

Bananas—5@5 1/2c per lb.
Butter—Weaker and 1/2c lower than a week ago. Jobbers hold 1 lb. plain wrapped prints at 22 1/2c and 65 lb. tubs at 21 1/2c for extras.

Cabbage—\$2 per 100 lbs. for home grown; \$4 per crate for new from Texas.

Carrots—80c per bu.
Cauliflower—\$2.75 for box containing 6@9.

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

Celery Cabbage—80c per doz.
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—Undergrade eggs have been very irregular during the week and hard to sell. Fine fresh eggs have shown no particular change. The supply is not heavy and the demand is just about enough to take care of the supply. Jobbers are paying 14c for strictly fresh hen's eggs. They are selling their supplies:

Fresh henry white eggs	-----	17c
Fresh eggs	-----	16c
XX candled storage	-----	14c
X candled storage	-----	12c
X checks storage	-----	11c

Grape Fruit—Florida commands \$2.50@3 per box; bulk \$2.75@3 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. ----- 1.00
Lemons—Present quotations are as follows:

360 Sunkist	-----	\$5.50
300 Sunkist	-----	5.50
360 Red Ball	-----	5.00
300 Red Ball	-----	5.00

Mushrooms—35c per one lb. carton.
Oranges—Fancy Sunkist California Navels are now sold as follows:

126	-----	\$4.75
150	-----	4.50
176	-----	5.00
200	-----	5.00
216	-----	5.00
252	-----	5.00
288	-----	5.00
324	-----	5.00

Floridas—\$4 per box; bulk, \$4.50@5 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	-----	18c

Spinach—\$1.10 per bu. for Texas.
Sweet Potatoes—Kiln dried Indiana Jerseys, \$1.50; Tenn., \$1.25.

Tangerines—\$2.50 per bu.
Tomatoes—Hot house, \$1.50 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

Four New Readers of the Tradesman.

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

Van Keulen & Winchester Lumber Co., Grand Rapids.
Hessel Turkstra, Holland.
John Townsend, Alma.
William J. Haven, Grand Rapids.

Marquette—The National Grain Co., a newly formed organization, has taken over the Armour warehouses on Lake street and will open for business about March 1, distributing flour, grain and seed on a cash and carry basis. The company expects to establish branches in Iron Mountain and Escanaba. George Pettee, 401 Ridge street, will be manager of the Marquette business.

Ann Arbor—William H. Gregory, 47, member of the firm of Jno. C. Fischer Hardware Co., Ann Arbor, died recently. For twenty-four years he had been connected with the Fischer organization and was buyer and manager with the company at the time of his death. Previous to his affiliation with the Fischer store he was with a hardware firm in Dexter.

A. C. Christofferson, grocer at 214 River street, Cadillac, sends in his renewal for the Tradesman and says: "With pleasure, here it is."

MUTUAL FIRE INSURANCE

Ceaseless Attacks of Friendly Enemies

Of all the masters of illogic that inhabit this ball of ours, we pass the palm to our "friendly enemies," the boys who defend the stock company fort.

Their methods of business are in a large degree responsible for the high burning cost of the country; but instead of bending their energies in an attempt to correct some of the glaring evils of their system, they set out to attack mutual insurance.

In one breath they say we only write ten per cent. of the business of the country, and that we are making no appreciable gains; in another, we are a menace to the country in that we are the advance agents for Bolshevism.

They admit we have done much goods with special classes of risks, such as mills and elevators; but when we attempt to extend our good work to other classes, they tell us we are all wrong.

They screech from the housetops about assessment liability and tell the mutual policyholder that his holdings down to and including his shirt are endangered. We point to our contract which limits the policyholder's liability to one times his premium, and ask for evidence to the contrary; and they cite us the case of "Smithers vs. the Equity Mutual," decided in 1821 or thereabouts.

Competition, of course, is the Ethiopian in the woodpile—we are taking their high-rated risks, and by careful selection and inspection converting them into low-rated risks. And to save money for the policyholder has always been one of the seven deadly sins in the eyes of these gents.

For the most part we pay little attention to their wailings; but having run out of material, they are packing up some of the old stuff and repeating it—and when an opponent begins to repeat, his time is just about up. Even so, we are calling attention to the list of "Mutuals That Have Failed" now being run in the country papers and elsewhere. You are supposed to get very much alarmed over this list, its "logic" being—

These mutuals have failed—

Therefore, all mutuals will fail—which is equivalent to saying that because some banks have failed, all banks will eventually fail; therefore, you should refuse to deal with any banks.

Now, in opposition, we assert—

That the mutual principle of insurance is fundamentally sound.

That wherever it has been applied intelligently it has been, on the whole, successful.

And the policyholder has received the benefit.

We have not had time to go through the "Failed List" thoroughly, but a quick perusal reveals the names of several mutual companies that went down honorably. There is no disgrace in honest failure; fair-minded people recognize that fact. To list honest failures with dishonest ones and label the whole as evidence of the inherent defects of the mutual system proves nothing but the mendacity of the compiler. Mutual insurance is too honest, too fair, too clean, to dig into the

muck of stock insurance for a list of failures. It is content to rest its case on the honorable record it has made for itself in the world of business.—Our Paper.

To Reduce Fire Waste.

An appeal for more practical and energetic measures to reduce the Nation's appalling fire waste in the coming year is made by Secretary of Commerce, Robert P. Lamont, in a statement made public jointly by the Insurance Department of the Chamber of Commerce of the United States and the National Fire Waste Council.

Secretary Lamont's appeal marks the opening of the 1932 campaign which will be carried on by both organizations with a view to effecting a material reduction in fire losses, both life and property.

The Secretary's statement reads:

"I have learned with interest of the resolution recently adopted by the National Fire Waste Council which emphasizes the desirability of making 1932 a year of marked reduction in the Nation's appalling fire waste as a contribution to better economic conditions.

"Resolutions, of course, will not prevent fires; but practical, energetic and continuous activities directed toward the study of causes of fires, to better laws, ordinances, codes, inspection and education, to sounder planning and construction, and more attention to fireproofing and, finally, to more efficient fire fighting methods and apparatus—in short, to all of the things which your Council is organized to promote—will cut down our enormous fire losses.

"Constant fighting along these lines will produce results in the end, and your special effort directed toward 1932 cannot fail to have highly beneficial effects."

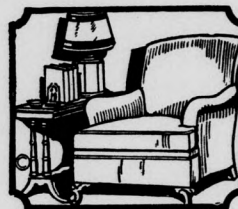
Always Kept Up To Date.

Allegan, Feb. 23—Sidney J. Wise, a local grocer, began celebrating thirty-one years of business activity in Allegan yesterday. He began his career as a grocer here with Koloff & Marty. Later he and Frank T. Marty, now a Grand Rapids wholesaler, and Frank Switzenberg formed a partnership designated as Marty, Wise & Co. Mr. Marty retired about fifteen years ago and Wise & Switzenberg became the firm name and they continued the business until four years ago, when Mr. Wise became sole owner. By his aggressiveness and strict attention to business the store has been a popular trading center. He equipped the place with showcases electrically cooled, but his was not the only store thus equipped, the others being the grange store and the Maentz and Brand meat markets. Now the Kroger store will be similarly equipped in a new location. Had other merchants in Allegan been as attentive to modern business methods as have the stores above mentioned the chain stores would never have gained the foothold they have. Allegan merchants are meeting the chains at their own game and are being backed up splendidly by the trading public. Allegan has been a great trading center for more than fifty years and her merchants are hustling to retain it by making it worth while to trade here.

We often wish that we could find something that tasted as good as the nickel ice cream sodas we bought thirty years ago.

IF FIRE DESTROYED YOUR FURNITURE COULD YOU AFFORD TO REPLACE IT?

You completely protect your stock and fixtures from loss by fire. It is just as important that you completely protect your household goods and personal effects. On this form of protection the cost is



reasonable and in addition you get the advantage of Federal Mutual savings. This sound organization will be glad to give you definite rates and further information. Write or call one of the companies today.

FEDERAL HARDWARE & IMPLEMENT MUTUALS

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

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that
you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

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

It's the underlying principle of Mutual Insurance.

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

319-320 Houseman Building

GRAND RAPIDS,

MICHIGAN

Mutual Insurance

With losses lower, with expenses lower, with no inside profits for invested capital you would expect the net cost of MUTUAL insurance to be less. It is.

The saving in cost is not made at any sacrifice in safety and strength. The Mutual plan of operation is right, Mutual insurance is better protection, Because it is better it costs less.

May sound unreasonable if you are not informed, An investigation is convincing, For the sake of yourself and your business, investigate.

Finnish Mutual Fire Insurance Company

444 Pine Str., Calumet, Mich.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

It is remarkable how many alleged collection agencies are now in the field, offering to collect claims for merchants on a 50-50 basis. They get the merchants accounts, collect what they can and seldom make any settlement with their clients. Chicago alone has over 100 of these shyster concerns and Detroit is not very far behind her sister city on the other side of the lake.

The Federal Trade Commission has ordered Joseph Sculler, Columbus, Ohio, wholesale and retail dealer in jewelry, to stop representing himself as a manufacturing jeweler, or an importer of diamonds or of Swiss watches, unless and until he is actually engaged in such manufacture or importation. Sculler was found to be neither a manufacturing jeweler nor an importer. He neither owned nor operated a factory, nor did he import Swiss watches or diamonds, although he sold such jewelry which he bought from importers.

A manufacturer of rugs agrees to discontinue the claim of being the largest and oldest rug manufacturer in the world dealing directly with the home, in connection with the sale of rugs made elsewhere than in his own factories; and to discontinue representing that orders for rugs placed with him will be made from material sent in by the customers, will have all of the good wool in the surface of the rug, and can be made in any color or pattern in the design book regardless of the material furnished, when such are not the facts.

A manufacturer agrees to discontinue the use of the words "Grape," "Orange," "Cherry," "Peach," "Pineapple," "Raspberry," and "Strawberry" to designate products not composed of the fruit or the juice indicated and to discontinue their use to label a synthetic product without printing the "Imitation," in type equally conspicuous.

A vendor agrees to discontinue misrepresenting the therapeutic value of certain dog remedies.

A vendor agrees to discontinue representing that certain water filters will impart to the water contained therein a special therapeutic value by virtue of charging the water with radio activity, and to discontinue publishing purported observations of eminent authorities, implying that such authorities endorse the use of water to which has been imparted such radio-active strength as would be imparted by such filters.

A manufacturer of pianos, radio receiving sets, pool tables and clock cases, agrees to discontinue use of the word "Walnut" to designate products made of wood other than walnut.

A manufacturer of fruit concentrates agrees to discontinue use of la-

bels and advertising matter representing that product is an orange fruit drink containing the natural juice sacks of the orange, with no added acid, when such is not the fact.

A vendor of health manuals and courses of instruction relative to diet, agrees to discontinue misrepresenting results to be accomplished by the use of a certain system of dietetics and to discontinue representing that diet alone will rejuvenate a diseased human body, create "pep", make an individual look appreciably younger in a short space of time, wash away "Old age deposits," invariably eliminate backache and headache, and charge the glands and blood stream with new life.

A vendor of "Iron Tonic Tablets" agrees to discontinue use of the word "Manufactured" in such a way as to imply ownership or operation of laboratories in which said products are compounded, when neither owning nor operating such laboratories; to discontinue representing that "Iron Tonic Tablets" are registered with the Food, Drug and Insecticide Administration of the Department of Agriculture at Washington, D. C., when such is not the fact; and to discontinue misrepresenting the therapeutic value of the tablets.

F. A. Flinn, Rex C. Pettegrew, Elmer E. Cram, Mrs. Albert Rasmuss, Mrs. R. W. Flinn and Miss Helen Bates, trading as the Anti-Tobacco League, vendors of an alleged cure for the tobacco habit, agree to discontinue representing that the average cigarette smoker becomes emasculated, that one of the most frequent effects of excessive smoking is the gradual failing of eyesight, and that the alleged cure will not only rid the tobacco user of the craving, but will overcome the condition that causes the craving, thus producing permanent results.

L. Heuman & Co., vendor of an alleged cure for nervous disorders, designated "Nerosol", agrees to discontinue representing that a Rev. Mr. Heuman is alive, and that a product is manufactured by him or under his direction, when such are not the facts; to discontinue representing that "Nerosol" is approved by any branch of the United States Government, that it is a double treatment compounded from ingredients from all over the world, and proves effective in giving permanent relief, when such are not the facts; to discontinue circulating a warranty in the form of a guarantee or bond, unless actually guaranteed by a third party.

Mlle. Sophie Koppel, vendor of an alleged tissue developer designated Growdina, agrees to discontinue representing that Growdina was discovered by Mlle. Sophie Koppel, that she is a famous Parisian beauty culturist, and that Growdina agitates the white corpuscles so they invade the tissue and stimulate the fat cells, thus developing any undernourished and underdeveloped tissues, when such are not the facts.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 2.—On this day was held the first meeting of creditors in the matter of Herman Van Oosten, Bankrupt No. 4753. The bankrupt was present in person and represented by attorney C. Hoffius. Creditors were represented by attorneys Boltwood & Boltwood and Hilding & Baker. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee, with bond of \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Charles F. Thompson, Bankrupt No. 4757. The bankrupt was present in person and represented by attorney Seth R. Bidwell. Creditors were represented by attorney William H. Messenger. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

Feb. 2. On this day was held the first meeting of creditors in the matter of Clarence D. Goodkind, Bankrupt No. 4762. The bankrupt was present in person and represented by attorneys Hilding & Baker. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was named trustee, and his bond placed at \$500. The first meeting then adjourned without date.

Feb. 3. On this day was held the first meeting of creditors in the matter of George W. Tibbett, Bankrupt No. 4755. The bankrupt was present in person and represented by attorney George D. Stribley, present for E. F. Farmer, attorney for the bankrupt. One claim was proved and allowed. The bankrupt was sworn and examined, without a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Fred Luckner, Jr., Bankrupt No. 4765. The bankrupt was present in person and represented by attorney Arthur E. Leckner. Certain creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy, of Kalamazoo, was appointed trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

In the matter of Hans J. Hansen, Bankrupt No. 4430, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 28. The bankrupt was not present in person, but represented by attorney Clay F. Olmstead. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and a first and final dividend to creditors of 3.5 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case has been listed to be closed and returned to the district court, in due course.

In the matter of Harry T. Richter, doing business as City Drug and Book Store, Bankrupt No. 4773. The sale of assets in this matter has been called for Feb. 23, at the premises formerly occupied by the bankrupt at 215 Main street, Niles. The following assets will be sold, patent medicines, toilet articles, drugs, soaps, fixtures, school supplies and books, appraised at \$4,196.78. All interested in such sale should be present at the date and time above stated.

In the matter of John H. Hoffman, Bankrupt No. 4490, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 28. The bankrupt was not present, but represented by attorney Clay F. Olmstead. The trustee's final report and account was approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and preferred claims. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Noor Coal Co., Bankrupt No. 4609. The final meeting of creditors in this matter has been called for Feb. 25. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of the Mamer Co., Bankrupt No. 4341. The final meeting of creditors in this matter has been called for Feb. 25. The trustee's final report will be approved at such meeting. There will be a dividend for creditors.

In the matter of Twin City Storage Co., Bankrupt No. 4451. The first meeting of creditors has been called for Feb. 22.

In the matter of Orma J. Schelter, Bankrupt No. 4781. The first meeting of creditors has been called for Feb. 23.

In the matter of Ronald Arnold, Bankrupt No. 4663. The first meeting of creditors has been called for Feb. 23.

In the matter of Kalamazoo Cement Products Co., Bankrupt No. 4376, the trustee has filed his final report and account, and a final meeting of creditors was held Jan. 28. The bankrupt was not present or represented. The trustee was present in person and represented by attorney Fred G. Stanley. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. The expenses of administration and taxes were ordered paid, as far as funds would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Feb. 9. We have received the schedules in the matter of Harry C. Himelstein, doing business as Michigan Furniture Co., Bankrupt No. 4768. The bankrupt concern is a resident of the City of Grand Rapids. The schedules show assets of \$7,563.60, with liabilities of \$8,094.41. The list of creditors of said bankrupt is as follows:

Walter Enger, Niles	\$215.00
Louis Hill, Niles	22.50
Abraham Epstein, Grand Rapids	296.75
Anna Epstein, Grand Rapids	388.05
George Edwards, Niles	200.00
Mich. Bell Telephone Co., Niles	12.05
Niles Board of Public Works, Niles	31.38
A. B. Chair Co., Charlotte	115.50
Asme Co., Chicago	37.00
Ace Table Co., Greenville	14.25
First National Bank, Chicago	95.95
American Stove Co., Cleveland	71.83
Borin-Vivatone Corp., Chicago	71.81
Carson, Pirie, Scott & Co., Chi.	2,139.98
Chicago Hdw. Fdy. Co., N. Chicago	85.14
Colonial Furniture Co., High Point	30.50
Elkhart Bedding Co., Elkhart, Ind.	87.75
Florence Table & Mfg. Co., Memphis	719.70
Globe-Bosse World Furn. Co.,	
Evansville	78.75
G. R. Calendar Co., Grand Rapids	33.56
Heywood Wakefield Co., Memoniee	125.01
S. Karpen & Bros., Chicago	803.90
Kirsh Co., Sturgis	22.79
Kreb-Stengel & Co., New York	254.90
Lake Side Craft Shops, Sheboygan	40.25
Lloyd Mfg. Co., Menominee	1.15
Luce Furniture Co., Grand Rapids	574.75
Marquardt Co., Milwaukee	179.22
Midwest Fibre Co., Sheboygan	12.15
Niles Daily Star, Niles	11.88
Northwestern Rug Co., St. Paul	15.60
Paalman Furn. Co., Grand Rapids	16.50
Richmond Cabinet Co., Richmond	99.26
Ed Ross Co., Forest Park	73.30
Sandel Mfg. Co., Chicago	10.50
Simmons Co., Chicago	491.00
F. F. Taylor Co., Cincinnati	23.05
VanderLey Bros., Grand Rapids	265.00
S. B. White, Niles	235.00
Northwestern Cabinet Co., Burlington	19.75
City Bank of Niles	67.00

Feb. 9. We have received the schedules, order of reference and adjudication in the matter of Delos Garrison and Frederick K. Garrison, copartners doing business as Garrison Tile Co., successor to F. L. Garrison & Sons and Garrison Tile and Marble Co., Bankrupt No. 4785. The bankrupt is a resident of Grand Rapids. The schedules show assets of \$896.21, with liabilities of \$4,894.43. The list of creditors of said bankrupt is as follows:

Taxes, Grand Rapids	\$199.77
Abraham Tile Co., Newport	6.29
Ass'n Commerce Bldg., Grand R.	365.00
Burton Hts. Record, Grand Rapids	7.50
Baker Photo Co., Grand Rapids	4.00
Cities Service Oil Co., Grand Rap.	118.86
Conner Foundry Co., Grand Rap.	28.91
J. W. Cooper, Spring Lake	8.94
Central Fuel Co., Grand Rapids	27.00
Colonial Fireplace Co., Chicago	6.24
Eureka Lumber Co., Greenville	18.60
Flint Faience Tile Co., Flint	98.11
G. R. Gravel Co., Grand Rapids	15.76
G. R. Marble & Fireplace Co., G. R.	21.73
Goodyear Tire & Rubber Co., G. R.	7.00
G. R. Chroicle, Grand Rapids	30.50
G. R. Cut Stone Co., Grand Rapids	24.50
G. R. Paint & Enamel Co., G. R.	2.70
G. R. Art Terrazzo Co., Grandville	1.50
W. H. Kessler Co., Grand Rapids	4.00
Mich. Bell Tele. Co., Grand Rapids	18.44
S. A. Morman & Co., Grand Rap.	1,297.56
Mosaic Tile Co., Zanesville	251.37
Moose News, Grand Rapids	3.00
R. A. Matheson, Grand Rapids	18.25
Mich. Stone & Slate Co., Muskegon	22.00
McClymont Marble Co., Milwaukee	330.95
John McCauley, Grand Rapids	95.00
Menadji Tile & Pottery Co.,	
Moose Lake	295.77
Perry Nichols, Grand Rapids	2.00
Ocean Tile Co., Grand Rapids	3.88
Oakdale Fuel & Material Co., G. R.	75.49
Ira C. Preston, Detroit	80.84
Page Hardware, Grand Rapids	9.09
Standard Bulletin Pub. Co., G. R.	22.20
Taggart & Kingston, Grand Rapids	56.00
Fales D. Unger, Grand Rapids	21.20
W. U. Tele. Co., Grand Rapids	8.20
Wyoming Park Lumber & Fuel Co.,	
Wyoming Park	9.33
X-lite Corporation, Memphis	299.25
G. R. Savings Bank, Grand Rap.	971.20

(Continued on page 19)

HUMANITY AND LAW.

Once, while he was in the White House, the late Theodore Roosevelt talked a little heatedly on the need for "twentieth century Justices" in the Supreme Court. It is interesting to remember this phrase now in view of the general enthusiasm inspired in men of all parties by Mr. Hoover's appointment of Benjamin N. Cardozo, Chief Justice of the Court of Appeals, to the place on the Supreme bench made vacant by the resignation of Justice Holmes.

America, it seems, still feels a need of "twentieth century Justices." And the singular thing about Judge Cardozo is that he has always seemed to belong not only to the twentieth century but to all time and, indeed, to all people. He has distinguished himself not only as a great legal expert and a great scholar. In the undercurrents of all his thinking he is revealed as a philosopher and a humanitarian and "a friend of all the world."

Brilliant as all Judge Cardozo's decisions usually are, they are always somehow touched by a quality of feeling traceable to a sensitive awareness of life itself as it is lived and endured in these times. Judge Cardozo is not one of those who regard the law as a finished thing or as even an adequate reflection of our inspirations or our ethical ideals. It is more than probable that he will be a fitting successor to Justice Holmes.

His own familiar temperament and habit of thought are pretty clearly indicated in what he has had to say of religion:

The readiness to spend one's self without measure, prodigally, almost ecstatically, for something intuitively apprehended as great and noble; to spend one's self and know not why—some of us like to believe that this is what religion means.

Throughout most of his writings Judge Cardozo appears a tireless and undismayed idealist and scholar almost painfully aware of the new social complications that are forever rising unexpectedly to make law appear a thing somewhat different from justice.

STIMULATING MEASURE.

Enactment of the Glass-Steagall bill to broaden the base of Reserve Bank credit was the outstanding development of last week and responsible for the advances in the security and commodity markets. On an adjusted basis, money in circulation disclosed the first decline in eight weeks, which may prove to be the first definite sign of returning confidence. Failures were lower in all the important classifications.

In the basic lines of industry there is still no evidence of an upward trend, but the statistics fail to reflect, of course, the favorable developments which have taken place almost overnight. The weekly business index has dropped a little, only automobile output and cotton-cloth production moving ahead. Automobile operations have gained somewhat, but they have still to make the spurt, which will come when Ford starts in on full schedules. A late season is now expected, with the

peak coming in May instead of a month earlier.

Interest among some of the largest industrial companies is reported with respect to placing larger orders for raw materials. The commodity trend seems to indicate that such commitments might be made with fair assurance that quotations have firmed. Stocks of manufactures, however, are not considered to be as low as conditions might warrant. Those financed by acceptances, for instance, are not down much over the year, and the public warehouse figures for the end of December showed a small gain.

The commodity price outlook appears to favor some rise in raw materials but perhaps some further lowering on manufactured goods once producers swing into volume operations at the lower costs which they have achieved over the period of readjustment.

A BAD BILL KILLED.

The fine service which Congress can render on occasion not only by an enactment of constructive legislation but also by the killing of unsound and dangerous proposals is illustrated by the defeat in the Senate of the infamous La Follette-Costigan bill to appropriate \$750,000,000 for direct relief. The Democrats joined with the Republicans in stopping this raid on the Treasury.

It has been feared that the Senate would put this responsibility up to the House, thus opening the way to further fruitless debate while the public business suffered. Now there is some reason to hope that a definite halt has been called on a movement which has been shown to be unnecessary and, in the opinion of those in close touch with the unemployment situation, would do more harm than good.

Of this proposed expenditure of Federal funds, \$375,000,000 would have been a gift to the states and \$375,000,000 a loan for road construction. This bill was the culmination of numerous unsound proposals to saddle the Federal Government with responsibilities that properly belong to the states.

It has not been shown that any state is unable to care for its own people who are out of work in distress. If this measure had become effective, an immediate result would have been the drying up of the springs of local governmental and private charity. The chief burden would have been borne in the end by a few of the already over-taxed states.

In the meantime, the Federal Treasury would have had a still heavier load to carry. A huge increase in the tax program would have been necessary. The Senate, which lately has been regarded as more radical than the House, has earned a distinct credit mark by its action in killing this proposal.

SELF-DENIAL.

A custom of the Christian churches appoints the last days of winter as a time of self-denial and a period of preparation for the Easter festival of resurrection. It is an ancient observance, a perennial memorial to a fact of Christian faith and doctrine. But it is by no means unknown to other reli-

gions, for most of the codes of conscience by which the lives of men are guided acknowledge the spiritual values of self-denial and set times and seasons for its practice.

Its worth depends upon the willing spirit with which it is observed. For character grows poorly under compulsion but may gain strength by self-control. It is the sign of courage and steadfastness, indeed, that a man refuses soft living and easy pleasures for the sake of some worthy purpose. Leaders among men must do so, if their work is to be done. And lesser men will sometimes choose to test themselves by denial and sacrifice, under no compulsion save their own convictions.

The season of Lent is set apart for such an effort, which is possible to no living creature but man. He alone can deny his appetites and control his conduct for the sake of a spiritual purpose. He may choose to do so in the fashion of his faith, accepting the aid and encouragement of an appointed ritual. Or he may do so without regard to times and seasons, proving by self-denial his faith in himself as a free agent and his ability to rise, when there is need, above the weakness to which flesh is heir.

DRY GOODS CONDITIONS.

Reports place retail trade at a little higher level for the week, due to more favorable weather conditions and the introduction of fresh designs in various lines of merchandise. Final clearances of men's wear have brought a somewhat better response. However, the edge is apparently taken off furniture and home-furnishings promotions by the sales held last month, and these lines lagged.

Predictions made at the start of the year that the stores would face a difficult first quarter are being fulfilled in many cases, with an extra margin on the downward side. Easter business will tell the full story, but retail executives are not hopeful of being able to regain much of the ground that was lost.

As a means, however, of conserving profits or reducing losses, there is more than the usual determination this year in the retail ranks not to stage clearance sales immediately after the holiday. Easter is earlier, for one thing, but a more important consideration is that the holiday no longer marks a strict division of the regular and sale seasons.

The decision not to hold post-Easter clearances obtains strong backing from the experience of the stores late last fall and from similar reverses suffered last month. Public apathy to low prices and the kind of merchandise which often goes with those prices also is cited as a strong argument against the traditional practice.

DETROIT GOES BEGGING.

The City of Detroit is not likely to get a loan of \$10,000,000 or any other amount from the Reconstruction Finance Corporation, but the decision to apply for Government aid suggests the gravity of the financial plight in which it finds itself. The new credit corpora-

tion is not authorized to assist municipal or state governments. Chicago's financial troubles have reached an even more critical stage than Detroit's, with Mayor Cermak threatening to close the city hall, the schools and other essential departments unless the Legislature provides immediate relief by funding the unpaid taxes. That hope seems to have been killed by the Legislature's decision to adjourn for a month. The delinquent taxes in Cook county now amount to \$690,000,000 and \$45,000,000 is owing to public employees. Appeals from the cities for Federal assistance are a natural development of the increasing tendency in all parts of the country to regard Washington as a sort of clearing house of charity. The states have had their handouts and are now clamoring for more. Mayor Walker was turned down when he presented New York's "beggar petition." But if by any chance one city should be enabled to dip into the Federal Treasury, the next day many others would be found lining up for a handout at the door of Congress.

WEALTH AND INCOME.

Estimates of the National Industrial Conference Board profess to show what happened to the wealth of the United States in the first year of the depression. It is calculated that the total of tangible and physical assets was \$32,100,000,000 less in 1930 than in 1929, a decrease of 8.9 per cent. The drop in income was more serious, amounting to \$14,000,000,000, or 16.4 per cent.

It is the latter figure which is most significant of the economic disorders of the last few years. A decline in income means a decrease in purchasing power, a stagnation of productive industry, a scarcity of money in circulation. The National wealth may be relatively unimpaired, while dire results are following from the decrease in incomes. It is estimated, indeed, that the present wealth of this country is still far ahead of the figures of 1914 and much greater in proportion to population than the wealth of any other principal nation in the world. But it is money in circulation which provides employment and spells prosperity.

AMERICA AND THE WORLD.

As a development of its former annual surveys of America's international connections the Council on Foreign Relations is this year publishing a volume entitled "The United States in World Affairs." With this sponsorship it is only necessary to add that the book is written by Walter Lippmann in collaboration with William O. Scroggs to indicate how important and timely a contribution it is to our understanding of America's foreign policy. In its treatment of the effect of the depression in causing a reorientation of our attitude toward European problems and in its discussion of our policy in the Far East as affected by the crisis in the relations between Japan and China, it offers the most revealing and satisfactory account of the mainsprings of our present foreign policy to be found anywhere.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

If there ever was a more beautiful winter afternoon than last Saturday, I have failed to note it. Bright sunshine, blue sky and fleecy clouds combined to make the half day one of the most enjoyable I have ever experienced.

The sight of R. A. Caldwell in his old market at Grandville was a welcome one. Mr. Caldwell certainly learned his trade under a competent master, because he has turned out more expert meat operators than any man I can recall since the days of the late John Mohrhardt, who was long regarded as the most expert animal carver in Michigan.

I met more evidence of returning prosperity in Holland than any town I have visited during the month. The shoe factory received orders for shoes aggregating 10,000 pairs during the week and is calling back its old employes to their former positions. The Mosser tannery had to decline an order for 100,000 cut soles because it already has on its books all the orders it can handle for the next month or six weeks. While in Westing & Warner's grocery store on Lincoln avenue I was told that one of their customers—a railway switchman—got in eight days work in six days, which had not happened before for three years. I did not find a merchant anywhere in Holland who used the word depression or who looked or acted as though there was such a word in his vocabulary.

I was surprised to find a new man at the head of the sixty-five year old business of the T. Keppel Coal Co. The Holland City News describes the change and the history of the house so graphically that I am disposed to reproduce it entire:

Albert Keppel, for many years head of the T. Keppel Coal Co., has retired from that firm in order to enjoy the first real vacation after being many years in the business harness. The management is now assumed by John Vanden Broek, son-in-law of B. D. Keppel, also connected with the firm, although not actively.

The T. Keppel Coal Co. has a very interesting history. It was established in 1867 by the late Teunis Keppel, one of Holland's moving spirits in pioneer days. He was a man of unswerving honesty, who fought for what he thought was right, and he had strong religious convictions which he inculcated in all his business dealings.

Mr. Keppel was among the first pioneers who came to the colony in 1847, one month after Dr. Van Raalte planted the banner here. Mr. Keppel grew up with the colony, took an intense interest in all public and church affairs, and was one of the leading citizens in the early days.

It was Mr. Keppel who brought the first carload of coal to Holland and this was at the request of the late Leendert Mulder, publisher of De Grondwet, who had installed a small stationary engine and boiler to set in motion the first steam printing press installed in the city. Coal was necessary, however, to start up steam and Mr. Keppel saw to it that some coal was imported and the first using of it brought out the whole business street to see what success De Grondwet was having with the new fuel. Wood was

the only fuel in the early days and there was plenty of it and it was selling at \$1.25, \$1.50 and \$1.75 per cord, based on the kind of wood required.

Albert Keppel states that it was fifty years ago that the coal was brought to De Grondwet office, and he, as a lad of 12, drove it over in a two-wheel dump cart and this cart the T. Keppel Sons still have as a relic in their coal yards.

In 1896 Mr. Keppel turned the enterprise over to his sons, Bastian D. and Albert, and the firm continued under the name of T. Keppel Sons, dealers in fuel, tile, piping, cement and other building materials. The firm was the first to handle kerosene and gasoline. That was in the days when Holland had no electric lights.

Mr. Keppel stated that the gasoline was called benzine and was only used for cleaning purposes, and in one or two launches, the first to appear on Black Lake. The "gas" in those days cost 5 cents a gallon. The T. Keppel Sons for years handled the Standard Oil products even long after the advent of the automobile, and until "service stations on every corner" became the general thing.

In the earlier days T. Keppel also dealt considerable in farm produce. Holland's first fair grounds, comprising Kollen park, Sugar Factory and Shoe Factory properties, were at one time the Keppel farm, and instead of smoking chimneys and turning wheels large cabbages were leisurely sunning and growing during the summer months on this farm overlooking Black Lake. The products from the apple orchards were taken to the Keppel cider mills on East Seventh street to the rear of the large Keppel home-stand, a commodious brick building still standing on College avenue.

Without doubt the T. Keppel Sons Co. is the oldest business undertaking in Holland still surviving, being able to boast of remaining sixty-five years in one and the same family.

Mr. Keppel, in retiring states that he expects to take a trip abroad with Mrs. Keppel and members of his family. He has no other plans at the present time outside of taking a vacation after many years of service.

Mr. Vanden Broek has been with the firm for thirteen years and will make an able manager for the local coal firm.

No matter whom I talked with on the subject, I hear nothing but commendation for the severe sentences Judge Verdier hands out to those who are convicted in his court of criminal acts. In taking such a stand I think he is doing much to lessen the activities in this community of those who are criminally inclined. If I were a criminal I would never undertake to indulge my disposition to commit crime within the borders of Grand Rapids, knowing that I would ultimately have to face a judge who would see to it that I got what I had coming to me.

About twenty years ago Judge McDonald, now a member of the Michigan Supreme Court, but then one of the judges of the Kent Circuit Court, sent two young men up for life who robbed an automobile party South of the city by the use of firearms. The sentence was so unusual—at that time—that the sob sisters all over the State got out their hammers and went at Judge McDonald with all the fury and indecency they could command. Knowing he had handled the matter in the best possible manner he kept his own counsel and made no reply to the clamor of those who undertook to discredit him. As we had no further attacks of that character for the next

three years after the sentences were pronounced, Judge McDonald's action was fully vindicated in the eyes of all honest and well meaning people. At the end of ten years Judge McDonald used his influence to secure pardons for the young men, in which he was successful. Now that he has a counterpart in the person of Judge Verdier, who deals out justice with a strong hand, I imagine Judge McDonald reviews his record of twenty years ago with much satisfaction.

I am assured that the failure of two large banks at Lansing, leaving only one large down-town bank, will soon result in the organization of another large bank to be locally owned and officered. I am told that the action of the Capital National Bank in relieving Bruce Anderson from active service was not in keeping with the idea of Mr. R. E. Olds, father-in-law of Mr. Anderson, and that he has assured his friends that if they will secure the necessary capital to amply finance a new bank, he will resign the presidency of the Capital National and take the presidency of the new bank, with Bruce Anderson as the active manager. There appears to be no doubt that the replacing of Mr. Anderson with a stranger from Detroit was a very unpopular move, so far as Lansing people are concerned, and that his attitude toward the customers of the two defunct banks has been anything but conciliatory. Leaving the matter of a difference of opinion as to the general policy of the Capital National out of the question, there is certainly ample room in Lansing for two strong banks—a consummation which will probably be in evidence before the end of the present year.

Mr. Anderson is very generally conceded to be a man of strong parts. He has had much experience in the banking business and is regarded as a capable and painstaking official. His replacement by a comparative stranger to the city, unfamiliar with the needs and requirements of its business interests, has resulted in great hardship to many worthy undertakings. I say this in no disparagement of the man, whose ability as a banker has never been questioned, so far as the knowledge of my informants is concerned.

I dropped in on Bob Ruschmann, the South Division avenue grocer, the other day to learn the outcome of his plan to keep his store open 24 hours per day. He told me that no trading was done between 1 and 5 a. m., so he concluded to reduce the 24 hour service to 20 hours. He is greatly surprised to note the patronage he receives between midnight and 1 o'clock—mostly by people on their way from card parties and other gatherings of a less quiet character. Some nights his sales during this hour are larger than any other hour in the day. He told me he would be glad to sign an agreement to close his store at 6 p. m. five nights a week and 9 p. m. Saturday, providing every grocer in the city would do the same and keep his agreement good. He does not think early closing can ever be made effective, largely because of the large number of

men of foreign birth who conduct stores and practically live in their stores—in rooms back of the sales-room or up one flight of stairs. Despite doubling his frontage, Bob will soon be compelled to extend his building back a matter of fifty feet on land he has recently acquired.

The birthday of Washington has been honored by general observance for more than a century; it is only within the last three decades that Lincoln's birthday has assumed anything like a co-ordinate place in the National thought. The two anniversaries, coming so near together, make a comparison between the place held in the hearts of their countrymen by these two foremost Americans inevitable; and it is undeniable that, whether Washington has or has not held his own majestic eminence in the present generation, Lincoln's rank as an embodiment of popular ideals and as an object of National homage is to-day vastly higher than it was when a quarter-century, instead of more than a half-century, separated us from the time of his labors and his martyrdom. One circumstance, however, is common to the two. Neither in the case of the Father of his Country, nor in that of the man who steered it through the time of its supreme danger and guided it in the extirpation of the blot of slavery, is the haze of legend or the partiality of patriotism necessary to account for the tribute of reverence which we pay to their names. The greatness of Washington and the greatness of Lincoln are established, with equal security, in the facts of their lives and character as weighed by historians and publicists who are free from our National bias and judge them by the standards of world history.

But around the figure of a National hero there is sure to arise a cloud of legend and myth. Perhaps this is a necessary part of the process by which he becomes permanently set apart from the lesser personages of the country's history, and through which his name acquires the force of a symbol of patriotic aspiration and noble endeavor. However this may be, along with the good in it there is undeniable harm; and especially there is injury ultimately to the reality of the very fame which it is the first effect of this idealizing process to enhance. For along with the idealizing there is sure to come, sooner or later, a devaluing of the hero. Few if any persons are now living who can remember the time when the name of Washington was going through the stages which, in the past decade or two, we have been witnessing in the case of Lincoln; but very many of us can remember the time when it came to be realized that Washington had become, in the minds of the multitude, little more than a "plaster saint." Shrewd-minded schoolboys were given to sagely suspecting that there wasn't much to Washington after all, and that we simply had to stand together as good Americans and call him a very great man because he was the head of the Continental army and the first President of the country, and was highly respectable in his personal qualities.

(Continued on page 23)

FINANCIAL

Inflation Is Not Limited To Money Expansion.

For some weeks current financial developments have been appraised on the basis of whether they are inflationary. Measures and policies are condemned because they are inflationary, or supported because they are not inflationary. The general attitude appears to be that everything which is inflationary is bad and everything which is not inflationary is sound and safe. This is an extremely unfortunate point of view.

Inflation refers to a particular quality of credit. It does not have more than an incidental reference to the quantity of credit outstanding or the trend of the price level, although in most cases inflation results in a greater quantity of credit and higher prices. Neither is inflation merely the issue of paper money by the Government. This is just one form which inflation may take.

To appreciate the nature of inflation it is necessary to bear in mind the elementary fact that the ultimate purchasing power of a country is its economic goods, not the volume of bank deposits and paper money outstanding. Neither of the latter has any value except in so far as it can be converted into economic goods.

From this fact it is obvious that when credit is extended against economic goods it is not inflationary. Rather, such credit merely converts such purchasing power into a form which is more convenient to the owner. The quantity of purchasing power, in other words, remains the same, although the form in which it will be used is changed.

On the other hand, if an extension of credit is not based upon economic goods, there is an addition to the volume of purchasing power in the community. Such credit is inflationary. Inflation, then, may be termed as the creation of artificial purchasing power.

There are several ways in which such artificial purchasing power may get into circulation. The one which is most obvious to the public is for the Government to start the printing presses. A more subtle way is for the Government to sell bonds to banks and have them paid for, not out of the savings deposited with the banks, but by mere book-keeping entries.

Unfortunately many people at present fail to appreciate the fundamental similarity of these two methods. The Administration, for example, concedes as inflation only the issue of paper money for the purpose of meeting a Government deficit. Such a limitation is without logical justification. We can have an enormous inflation in this country without a corresponding increase in the volume of currency in circulation.

Ralph West Robey.

[Copyrighted, 1932.]

Workers Must Be Protected Against Unemployment.

Real appreciation of the problem confronting the United States was shown by the Senate in its vote against the Costigan-La Follette bill for providing direct Federal relief to the unemployed. In some respects the de-

feat of this measure was the most favorable news item from Washington in many weeks. This would be doubly so if it were certain that this action could be taken as an indication of the Senate's attitude toward future attempts to "raid" the Treasury.

No-one, of course, fails to appreciate the significance, both economic and social, of the present unemployment problem in this country. It is a problem which must be faced squarely with a view of finding some solution. Nevertheless we cannot afford at this time either to make such appropriations as were involved in the Costigan-La Follette bill or to set a precedent for the creation of an unemployment dole.

As a matter of fact, it is only a slight exaggeration to say that the future of the present economic system is dependent upon devising some method for protecting workers against the danger of unemployment during times of depression. The policy of permitting workers to accept a major, and fairly early, part of the cost of economic readjustments cannot be permitted to continue.

This is true because the laboring class is not enabled under the present system to provide for these periods of unemployment. Their wages may be high, as a result of their relatively high productivity, but it is impossible for the laboring class as a whole to set aside a reserve sufficient to carry it through recurrent periods of unemployment and protect itself against the decreased earning power of old age.

Since this is the case in a highly developed industrial organization some plan other than that being followed now must be developed. The only question is what this plan should be.

This is a question which cannot be answered as yet. On the negative side, however, one fact stands out clearly from recent foreign experience. This is that a government dole is not a satisfactory method for meeting the problem of unemployment. This is partly because of the difficulty of getting satisfactory administration of such a plan but even more because such an activity is not a proper governmental function.

Protection against unemployment is an industrial, rather than a governmental, problem and should be handled by industrial organizations. The Senate, in shunting the problem away from the Federal Government, accordingly, has performed a real social service, both for labor and capital.

Ralph West Robey.

[Copyrighted, 1932.]

Stock Analyses in Successful Trading.

It is especially important in selecting securities, to consider the factor of management. Appreciation in value depends to a great extent on earnings. The growth of earnings is dependent, to a great extent, on management. Good management is apt to give a poor stock good possibilities and cause it to attract attention. Conversely, poor management is apt to detract the investors from purchasing it, regardless of the company's prospect or earnings possibilities.

It is usually safe to follow the rule that good management is found in companies whose prospects have real

promise and that the management originally would not have entered into it if the companies did not have these possibilities.

In the study of stock analyses, become acquainted with the industrial leaders and follow their activities and their investments and invest in the companies in which they are interested. Stay clear of the companies whose management is unknown or their past records show dispersal of corporate assets for other purposes than building up profitable organizations or profitable concerns. Being acquainted with the possibilities of profit and management is one of the first steps in analyzing a company, but don't fail to consider its balance sheets, its assets, liabilities, surplus, financial position and general set-up. If a company's earnings are stable, the greater amount of money it is able to borrow at reasonable rates, the larger the surplus will be for the common stockholders. If a company is able to sell bonds carrying a low coupon rate and realize a larger percentage on the use of these funds in its business, then the greater amount of bonds, compared with outstanding stock, the larger the profits for the common stockholders.

Usually a company that issues bonds must have steady earning power, unless its surplus assets are particularly large. Railroads, public utilities and other companies are better off as regards their common stock if a large proportion of their capital is in bonds or preferred stock with a fixed rate.

The majority of the automobile companies have small amounts of bonds and preferred stock as their

profits are erratic and to pay fixed amounts at certain definite periods might become difficult.

The exact proportion of bonds to common stock should vary according to the company, its situation, its lines and many other factors. The stronger the corporation, the more bonds it can carry. However, the smaller proportion of bonds to stock, the stronger is its financial position. A satisfactory rule to use is about 35 per cent. in bonds and 65 per cent. in stock. If the stock is both preferred and common, about 15 per cent. preferred and 50 per cent. in common should be used. There is no hard and fast rule that may be laid down, however, in measuring a company's corporate capitalization.

Jay H. Petter.

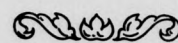
Everybody takes advantage of the poor, and the diamond sellers charge them a frightful rate on deferred payments.



An - Old - School - Principle In a Modern Institution

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

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



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel at Home"

17 Convenient Offices

THREE MILLION DOLLARS.

How Mrs. John W. Blodgett Invested Her Fortune.

Lee W. Finch and H. B. Wagner have appraised the fortune left by the late Mrs. John W. (Minnie C.) Blodgett at \$3,248,286.80. The valuations placed on her possessions on the day of her death are as follows:

1/5 interest in Lowell, Mass., residence	\$ 5,000.00
Personal property in home (about)	10,000.00
Note Norman E. Ditman	3,008.33
Mortgages on real estate	46,305.00
7000 preferred shares Catlin & Co., Inc.	280,000.00
1400 common shares Catlin & Co., Inc.	2,800.00
2276 prefer'd shares Appleton Co.	56,900.00
6992 common shares Appleton Co.	13,984.00
595 pref. shares Florence Mills	46,410.00
1618 common shares Textile-Finishing Machine Co.	33.60
\$50,000 Tax Warrants Chicago	51,600.00

Bonds.

\$50,000 St. Louis, Minn.	\$50,851.00
6,000 Power Company, Idaho	6,564.66
54,000 Hillsborough County, Fla.	49,894.19
20,000 Hillsborough County, N. C.	19,340.00
25,000 Colleton County, N. C.	25,942.50
25,000 Colleton County, N. C.	25,942.50
25,000 Bannock, Idaho	23,877.00
18,000 Arcola, Florida	23,436.00
20,000 High Point, N. C.	17,283.34
40,000 Spartanburg, S. C.	37,238.00
20,000 Wilson, N. C.	19,419.18
28,000 Orangeburg, S. C.	27,466.80
25,000 Jackson, Miss.	23,586.50
20,000 Gadsden, Florida	18,283.34
18,000 Wichita County, Texas	15,002.25
10,000 Deland, Florida	7,140.00
25,000 Sullivan County, Tenn.	23,916.65
7,000 Jacksonville, Florida	5,329.33
20,000 Union County, N. J.	19,169.18
20,000 Wagoner County, Okla.	20,140.00
25,625 Archer County, Texas	6,250.00
50,000 Mich. Soldiers Bonus	55,091.25
50,000 Saluda County, S. C.	47,580.55
30,000 Highway District, S. C.	28,566.33
28,000 Union County, S. C.	27,500.12
25,000 El Paso County, Texas	25,305.50
25,000 East Cleveland, Ohio	25,554.15
20,000 Chatham County, Ohio	21,210.00
30,000 Kershaw County, S. C.	28,485.00
30,000 Calhoun County, S. C.	25,870.50
20,000 Williamson, Texas	19,850.00
20,000 Nogales, Arizona	21,127.24
45,000 Garvin County, Oklahoma	44,227.50
27,000 Thomasville, N. C.	23,125.00
30,000 Falls County, Texas	29,275.02
35,000 Grand Rapids, Mich.	35,883.75
125,000 Grand Rapids, Mich.	124,660.25
93,000 Eugene, Oregon	91,682.56
15,000 Orlando, Florida	8,250.00
37,000 Orange, Florida	14,541.70
25,000 Catawba County, N. C.	23,382.49
25,000 Bossier, La.	19,766.25
10,000 Cumberland County, N.C.	9,832.13
22,000 Randall County, Texas	19,116.67
25,000 San Angelo, Texas	22,630.85
5,000 Flint, Mich.	5,000.00
5,000 Flint, Mich.	5,000.00
15,000 Cleveland Heights, Ohio	14,725.00
54,000 Cleveland, Ohio	59,511.50
10,000 Buncomb County, N. C.	4,200.00
25,500 Buncomb County, N. C.	6,000.00
20,000 Oakland County, Mich.	10,000.00
25,000 San Angelo, Texas	22,704.75
24,000 Harnett County, N. C.	22,275.00
20,000 Lincoln County, N. C.	17,081.68
25,000 Sunflower County, Miss.	22,522.75
25,000 Sunflower County, Miss.	22,520.75
30,000 Cuyahoga County, Ohio	29,752.50
25,000 State of New Mexico	25,050.00
25,000 Potter County, Texas	22,445.42
65,000 Pina County, Arizona	65,000.00
51,000 Wilson County, N. C.	47,820.38
50,000 Sebawaing District, Mich.	53,246.35
30,000 Oakland County, Mich.	31,375.00
21,000 Ironwood, Mich.	20,422.50
50,000 Wayne County, Mich.	46,350.00
8,000 Hood County, Oregon	8,296.00
20,000 Elizabeth City, N. C.	16,450.00
25,000 Oldham County, Ky.	24,034.40
40,000 Fairfield, Ala.	33,700.00
24,000 West Point, Miss.	23,095.75
51,000 Pottawattamie County, Ia.	51,635.00
51,000 Clinton County, Iowa	52,075.00
51,000 Warren, Ohio	53,750.00
20,000 Marlin, Texas	18,803.36
30,000 Wake County, N. C.	28,672.50
20,000 Polk County, Florida	10,803.36
30,000 Moore County, N. C.	26,445.42
50,000 Caldwell County, N. C.	37,044.70
15,000 Garry County, N. C.	14,497.12
25,000 Clifton, N. J.	24,750.00
20,000 Macomb County, Mich.	22,137.00
21,000 Pensacola, Florida	16,160.51
25,000 Philippine Islands	24,508.75
25,000 Wichita, Kansas	20,586.50

Corporation Bonds.

\$25,000 Masonic Temple, Detroit	\$17,500.00
20,000 Caliveras Timber Co.	12,200.00
20,000 Stevens Bros. Corp.	9,000.00

Foreign Bonds.

\$10,000 Finnish Municipal Loan	\$ 5,600.00
10,000 Republic of Chili	1,700.00
10,000 Oriental Development Co., Japan	7,600.00
10,000 Argentine Government	4,000.00

Land Contracts.

Thirty-four land contracts aggregating about	\$ 1,000
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Open Accounts.

\$25,000 Piave Turpentine Co.	\$25,000.00
Cash On Hand.	

In private purse	\$ 71.12
New York Trust Co.	12,965.60
Old Kent Bank	61,683.84

Life Insurance.

Conn. General Life Ins. Co.	\$12,849.21
Mutual Life	35,838.61
Provident Life & Trust	39,452.60
New England Mutual	23,503.15
Aetna	42,782.00
Metropolitan	33,429.92
Union Central	50,192.03
Equitable Life	3,998.90
Penn. Mutual	21,129.68

The life insurance of \$263,178.10 represents the cash surrender value of insurance policies upon the life of John W. Blodgett, in which the deceased was named as beneficiary.

Household Effects.

Aggregating about \$3,000.

Jewelry.

Aggregating about \$35,000.

Furs.

About \$1,000.

Necrology of Fourth National Bank Directors.

Following are the names of Directors of the Fourth National Bank who passed away during my thirty-seven years as an officer and those who have passed away since the bank ceased doing business. Also names of directors who are still living at this date January 30, 1932:

Sterne F. Aspinwall	April 4, 1892
James Blair	Dec. 18, 1892
Andrew J. Bowne	June 7, 1896
Niram A. Fletcher	Aug. 14, 1899
George W. Gay	Sept. 13, 1899
Alfred D. Rathbone	Oct. 14, 1902
William Sears	May 15, 1903
George P. Wanty	July 10, 1906
Dr. Geo. K. Johnson	Sept. 4, 1908
C. G. A. Voigt	Sept. 8, 1908
Delos A. Blodgett	Nov. 1, 1908
John Widdicombe	Jan. 1910
Samuel M. Lemon	May 27, 1912
Amos S. Musselman	March 4, 1917
Jacob Kleinhans	Oct. 7, 1918
William H. Gay	May 19, 1920
Stephen A. Sears	Nov. 13, 1920
Robert E. Shanahan	April 21, 1922
Edward G. Raymond	Aug. 3, 1922
Since March 18, 1926	
Robert D. Graham	April 5, 1926
Sidney F. Stevens	April 29, 1926
Christian Bertsch	Aug. 25, 1926
Lavant Z. Caukin	March 18, 1928
Loyal E. Knappen	May 15, 1930

Directors Now Living.

William H. Anderson
Anton G. Hodenpyl
Charles M. Heald
John W. Blodgett
Victor M. Tuthill
Marshall M. Uhl
James L. Hamilton
David H. Brown
Charles N. Willis
Samuel D. Young
Charles N. Remington.
William H. Anderson.

A Business Man's Philosophy.

It has been recalled that Dr. Johnson, in speaking of Addison, said: "He thinks justly, but he thinks faintly."

That is the trouble with a lot of us. We have the right kind of thoughts, but we are too apathetic for any good use.

If a task is to be done, we agree that it is noble—and turn to our cross-word puzzle. We are indifferent, pessimistic, cynical.

"I have no fear of the man with the red flag, but I do fear the man with the cold heart," says Dr. George H. Lock, chief librarian at Toronto.

Sometimes it seems that the group in this country that thinks faintly and sneers faintly and applauds faintly is growing. We suspect that many a public exhorter would prefer to hear a loud hiss, with an egg, than to be greeted with smug apathy at the conclusion of an address.

Have we discovered that nuisances thrive on abuse? Are we smarter than we seem? Is there method in our apparent sloth? Are we weary of up-lifters? If so, can we justify our weariness?

These questions are for those who can think hard. William Feather.

A Business Man's Philosophy.

Regardless of how much golf is benefiting the health of the Nation, there can be little doubt that it has stimulated business of every nature, from the sale of real estate to the manufacture of golf sweaters, golf socks and other trick accessories. The amount of money spent for golf balls, dues, clothes, caddy fees, lessons from the professional and kindred expenses probably parallels the money paid out for any single amusement.

One factor of golf playing cannot help but be observed, and that is the attention the golfer gives to his clothes. Perfect golf playing approaches the spectacular. The follow-through of a correct drive stroke leaves the body in a position of easy strength which a sculptor might envy. If the player addresses every drive as if he were posing for his picture, if he avoids jerky and choppy strokes and courts the natural swing of an athlete, he becomes a golfer. Throughout the

game the confidence that one looks well—looks, in fact, like a golf player—seems to create the correct mental attitude for good playing.

The same psychology is used by many men in their business. They take meticulous care of their persons, knowing that the feeling of quiet assurance that careful grooming gives is invaluable. William Feather.

Ray Binkley, president of the State Bank of Crystal, sends us his renewal for the Tradesman and writes: "The Tradesman is absolutely necessary in our business, cannot understand how any bank can afford to get along without it."

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

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.

To Get the Most Out of Group Advertising.

A chain grocery owner was talking to his assembled personnel.

"Personality," he said, "is supposed to be the exclusive property of grocers who like to call themselves 'independents,' and we all know that personality is a valuable element in business. But those individual grocers of late seem to be working themselves out of this element, for they are now banding themselves together in imitation of chains, standardizing their stores on a single plan, painting all of them one set of colors and putting a uniform sign over all their doors."

Here is something to think about: that in forming and joining voluntary chains we try to insure that we do not sacrifice more than we get. We seek the group buying advantage of the corporate chains. We seek such cohesion as will make group advertising effective. It will be difficult to obtain these elements without jeopardizing individuality of store to some extent. We must beware that our individuality is not altogether submerged.

The plan of the Central Wisconsin Food Stores, of Madison, Wisconsin, seems to me sound in this respect, because the merchandising cohesion is obtained by a basic, staple stock of only 250 items which are common to every store in the group. That furnishes sufficient "bargain-advertising" cohesion. But it leaves each merchant free to stock, feature and push the sale of anywhere from 1000 other items upward as far as his trade will absorb on which he can concentrate his individual efforts and ability.

But the group advertising of this "Cenwis" bunch of stores, like that of most other similar groups, is not well done, and the job is so important that the man in charge of it should devote himself to technical advertising study for improvement.

Space used Wednesday, Dec. 23, was 16 inch, four column. Three columns by nine inches are taken up with quotations on thirty items, the remaining space being crowded at top by an ordinary stock cut which jams the entire headspace. Cut at bottom is not so objectionable and, being either a special or adapted signature of the stores, has some justification as a tie-up, but it really should be smaller and also more individual.

The entire advertisement needs "air"—that is to say, white space. It is crowded to suffocation with oversize, bold-faced type and rules. A six point rule is run around the entire space and then, on either side, the printer has run in heavy borders, about 14 to 16 point, of alleged "ornament." Those ornaments not quite filling every remaining bit of white, he has run four extra parallel rules, about 3 point size. And with all that overloading, there is

lack of description so commonly found in amateur advertising, for which there is ample space if it were fairly well utilized.

It would be well worth this advertising manager's time to take that advertisement as it stands and have every rule and all the borders taken out of it. That would be only a start on improvement, but if he had a proof of it thus changed before him, he could not help seeing how great would be the betterment. Then, so far as dressing goes, let him have a plain 3 point rule around as a border, and nothing else.

It is well known to enlightened students of literature that emphasis is most emphatic when it is absent. Books printed a century ago were filled with italics and this disfigurement continued until about forty years ago. Since then italics have been used more and more sparingly until now they are absent not only from literature but from modern advertising. We know that any reader intelligent enough to follow any argument is capable of finding proper emphasis and does it better without mechanical aid. We have learned, too, the effectiveness of understatement, of not trying too hard to impress a reader or listener.

Next improvement in this advertising, therefore, would be reduction of the type used in every quoted item by, say, four points. Pull a proof thus improved—letting each item occupy the same space now allotted to it—and note how much clearer, more easily read is the advertisement. Next, change every solid cap quotation and headline to upper and lower case—even short words like hams. Let in the "air."

Now, without rules or "ornaments"—taken from the morgue of the '90s—plan and run in terse but clear description, using 7 point type. Of hams, say: "Unhurriedly cured in special sweet pickle, hickory smoked—no shortcut in this process. None more delicious at any price." That is, provided you know that what you say is true. Otherwise, insert description of the process precisely in line with the facts, but tell the buyer something definite.

Oranges? Sunkist? O, yes, but these are also navels at this season, tender as to pulp, juicy and—as is necessary at this season—brought from a district in which navels ripen and develop their full sweetness early. Do you know about this characteristic of navels? If not, does your fruit buyer know? Do you know, for example, that California topography so influences local climate that the earliest navels come from far North of San Francisco Bay, the next to mature come from near Ventura and that the last come from farthest South? It is important to "know your groceries;" but surely a chief end of so knowing is to be able to tell your customers about them—and then do tell. Is there nothing you can say about those grapes except that they are Red Emperors? Find out a lot about them and tell what you find. All such information can be used to ring in an item here and another there, each of absorbing interest, to the reader. Every such word not only interests readers, it inspires confidence. Mere reiteration, such as I practiced in Madison, of "Findlay's dry roast

coffee" evoked interest and inspired confidence because it was true. It invited trial and built business because the goods made good even though what "dry roast" really meant was not quite clear to everybody.

I referred to the "No. 1 grade" on the nuts last week. That is a peculiarly unfortunate description to give a consumer because "No. 1" automatically means the highest grade to the consumer, yet we all know that "No. 1" nuts are not the highest grade. For my part, and for the part of many discriminating consumers, nuts of No. 1 grade would be keenly disappointing. Yet all in the trade know precisely what that means. This shows that we must talk consumer language, not trade language, to consumers.

And so it must go through this and every other advertisement. Women will read descriptions and they will read yours increasingly if and when they come to realize that you impart reliable information thereby, but not otherwise. Advertising is serious business, believe me. It is worthy the best that any man can give of study, knowledge and sound practice. Fruit salad in tins is new enough to justify description of the varieties. Then it will continue to justify description when it is as well known as canned tomatoes are now; for, come to think, canned tomatoes can be sold best to-day if accompanied by intelligent description of their character and many of their suggested uses. All of which I hope may encourage study by group advertising men.

Paul Findlay.

Food Trade Resumes Activity.

Grocery manufacturers enjoyed a sharp increase in business last week, the first normally active period since December. Exceptional sales efforts made by producers two months ago in an effort to bring up 1931 volume left such a supply of goods in the hands of jobbers and retailers that it has taken them until this month to work the merchandise into consumption. Because of heavy supplies disposed of through special deals in December, it was explained, January sales figures this year were smaller than for any corresponding month in years.

Score Food Law Amendments.

Proposed amendments fixing more severe penalties for violations of the Federal food and drug act were scored by the National Wholesale Grocers' Association last week in an appeal to its members to protest against the measures. The amendments, introduced by Senator McNary, provide \$1,000 fines for first offenders under the law. By increasing penalties from \$200 and \$500 to \$1,000, executives of

the jobbers' group point out, Congress will make it difficult for Government prosecutors to obtain convictions in the courts. The present statute, it is argued, has proved an effective deterrent and the number of violations are becoming smaller each year.

Chain Sales Declined 10 Per Cent. in January.

Combined sales of the first fourteen chain store systems and mail order firms to report for January were \$92,-805,037, a decline of 10 per cent. from the figure for the same month of last year, which was \$103,204,948.

Nystrom's Points.

In addressing the spring fashion forecast session of the Mutual Buying Syndicate, Dr. Paul H. Nystrom, professor of marketing, Columbia University, urged merchants to give special consideration to the following points during their promotion this year:

The demand for more style in merchandise.

The fact that retail successes are based upon honest goods, honestly advertised at fair prices.

The elimination of unkempt appearances of stores and the making of prompt repairs wherever necessary.

The avoidance of the dangers of inadequate sales staff.

The reduction of heavy rentals "which hang like millstones around the necks of retailers."

The keeping of merchandise stocks in a liquid, but not starved condition.

Bearing in mind the fact that there has been no decline in the fashionableness of goods, regardless of the decline in purchasing power.

Remembering that people buy for values, not for fun, and that customers are not inclined to experiment.

Believe in the Light.

I watched a sunbeam play
To-day, to-day
Upon the grass it lay—
A brilliant ray;
The blades at morn upraised their head
At eve as though they worshipped
They bowed to pray.

I watched young life to-day—
Its way, its way;
Dominion was their sway
Where youth would play;
And covet first experience
Later to love and reverence
When skies are gray.

Like grass, in truth, they say
Our day, our day;
At noon in full array
To-morrow clay
Yet light through any darkness far
Grows brighter when we nearing are
Always—always.

I watched a sunbeam play
To-day, to-day
Upon the grass it lay—
A brilliant ray;
The blades at morn upraised their head
At eve as though they worshipped
They bowed to pray.

Charles A. Heath.

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

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.

Need of Tact Behind the Meat Counter.

Not long ago we were asked to name in one word a characteristic that a man must have to become a successful salesman in a retail store. We at once said "brains," but that answer was ruled out as being too general. So we decided to be more specific.

We came to the conclusion in a short time and here is what we wrote to our friend.

"In our opinion tact is one of the most important characteristics in the make-up of a retail salesman. If he uses tact in all his dealings with customers, granting that he is otherwise a normal, honest individual, it is probable that he will succeed. If, on the other hand, he does not use tact in dealing with the trade, it is likely that his sphere of usefulness will be limited."

Shortly after we sent this letter we saw an article in a newspaper which convinced us still more that tact is one of the most important factors in retail selling. The item appeared under the heading "Embarrassing Moments" and concerned a bride who went into her meat store and ordered some veal liver. The salesman took some liver from the counter and put it on the scales. She noticed that the liver from which her piece had been taken was marked "calf liver." So she told the salesman that she couldn't use that—her doctor had told her that she had to have "veal liver." The clerk laughed heartily and said, "You'd better get acquainted with your meats—there ain't no difference between veal liver and calf liver"—and the other meat cutters in the store laughed heartily. Naturally, the woman was embarrassed, and she remarked, "I'll never come in here again." The chances are that she meant what she said.

Sometimes it is a tough job to be agreeable with all the folks who come into a store. A salesman's patience is tried time and again by the inhuman manner in which some customers can deal with sales people. But, even so, it is the salesman's duty to restrain his natural feelings of resentment and send the customer away happy if he possibly can.

Here is one successful salesman's creed:

"Never laugh at a customer—never make her feel that you think she is ignorant—never contradict her, and if you give her a reasonable amount of service it is probable that she will make a habit of trading with you. No matter how much it would relieve your feelings to 'pop off,' remember that nothing lasting can be gained by so doing and usually a customer is lost."

John Meatdealer.

Turkeys Are Shrinking.

The turkeys which grace Thanksgiving and Christmas boards are gradually growing smaller, says H. L. Shrader, poultry husbandman of the United States Department of Agriculture.

Ten years ago consumers preferred large toms and the smaller birds (usually hens) brought lower prices, but now the market demand is for birds weighing an average of 10 pounds dressed. This year the smaller turkeys have commanded a premium of 3 or 4 cents a pound, Mr. Shrader says. One of the largest chain store buyers states that three-fourths of the demand in his stores is for birds weighing from 8 to 12 pounds.

Two Billion Dollars For Psychological Effect.

The cat is out of the bag. After witnessing one of the greatest displays of oratorical hokum and political flapping ever put on in the halls of Congress by both Republicans and Democrats the Honorable Senator Walcott, who fathered the two billion financial reconstruction loan, makes the bold assertion that all this has been done for the psychological effect it will have on the country, the actual merits of the act being of secondary and doubtful importance or value.

If the period of dormant prosperity we are now passing through ever runs its full course and eventually awakens itself after the financial blood transfusions provided by a congenial but incongruous Congress have revived the decrepit financial Wall street banking corpse and once again the corpse becomes active while under the influence of artificial stimulants, what can the taxpayers expect the next time our financiers need more help? Hazarding a prediction at this time might be a precarious indoor pastime, but having gone through the past and now entering the third year of National depletion it is safe to say that whatever may happen now matters not, hence we predict the next operation on the financial corpse of this Nation when it does come, as it surely will, the patient will not survive, his condition will be so hopeless an operation will not be even considered, the corpse will be buried with profound contempt, accompanied by a jeering and derisive populace.

Let us now consider what effect a few psychological acts of the right kind would have on this country if as much money was put into it as we have seen in the past two months to refinance the financiers. Imagine, if you can, a man with a family out of work for a year or more living on the so-called welfare organization, receiving a notice to report at work next week on his former job which now pays \$6 per day of six hours and five days a week. The psychological effect here needs no elaborating; or, if you prefer, picture in your mind's eye the psychological effect of \$2 wheat on a farmer about to be dispossessed by the Federal Land Bank, which a few years ago was organized especially to help the farmer and tide him over in times of adversity. Going a little further, just visualize if you can, the psychological effect on the hard pressed small business man of reading in the morning papers the following announcement: State board of taxation reduces all property taxes 40 per cent., effective at once, and going still a little further, contemplate the psychological

effect if Mr. Mellon announced that the Two Billion Dollar Compensation due to the boys who went to Europe a few years ago to give the right psychological slant to the kaiser would be paid in full within 30 days and then consider the many other psychological effects that could be produced if Congress could only get the correct psychological viewpoint of the masses and not the automatons dictating the selfish policy now in control at Washington.

There is no denying the fact that psychological effects are a desirable condition to achieve at times, but horse sense would indicate to the most abstruse minded person that after more than two years of National indigency something besides psychological effect is needed, especially when the taxpayers are putting up the money for it. Let us be charitable and admit the two billion dollar financial reconstruction loan is a good thing. Why then is it necessary to put the entire reconstruction burden upon the shoulders of the people? If the scheme was as good as its sponsors say our big banks and bankers who boast of having more money on hand to-day than they ever had before would underwrite the entire loan themselves. What would a two billion dollar loan amount to with more than ten billion of dollars now idle in the large banks of three of our largest cities? Presumably the Senegambian in the wood pile does not look good to our big men. They are willing to take the profits, but the Government will be left to hold the bag if a loss occurs, as it usually does whenever our Government steps outside the territory occupied by the National capital at Washington.

Indications that our spread eagle orators and Pollyanna politicians are not putting over the glad tidings as expected a few months ago when we were told the best minds of the country were rapidly solving our economical ills, are to be found on all sides now. In fact, the number of prominent men who openly admit our President and Congress have done nothing except play to only one class is becoming so large it will soon outnumber the exponents of milk and honey with perpetual sunshine in the land if we only sit tight and do not rock the boat. Imagine a large ocean liner going down with the passengers and crew, taking to the life boats in a raging storm and every one smiling and enjoying it. The time for nonsense and expensive psychological effects has passed. Let us have something practical and actually beneficial for the masses for a change. A. C. Martin.

Certainly a Wise Guy.

The milk wagon collided with an auto and many bottles of milk were broken.

A crowd gathered.

"Poor fellow," said a benevolent looking man, "you will have to pay for this accident, won't you?"

"Yes, sir," said the driver.

"That's too bad, here is a quarter towards it and I'll pass the hat for you."

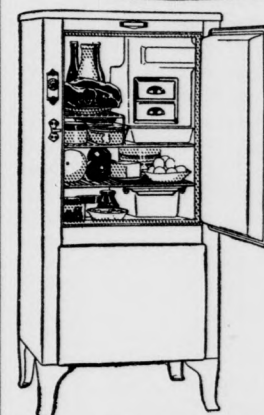
After the crowd had contributed and dispersed, the driver said to a bystander:

"Ain't he the wise guy? That's the boss."

Store, Offices & Restaurant Equipment

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Grand Rapids,
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50th
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1882-1932

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.



HARDWARE

Michigan Retail Hardware Association.
President—Chas. H. Sutton, Howell.
Secretary—Harold W. Bervig.
Treasurer—William Moore, Detroit.

How One Sale Helps To Make Another.

"Our satisfied customers are our best advertisement" is an old business slogan now. But it involves a truth which a good many merchants fail to appreciate. In making sales, you can get a great deal of help from the sales you have already made. And, conversely, every sale helps to make the next sale easier.

Everything has to happen a first time. The first motor car was probably the hardest to sell. Now a motor car is pretty much a matter of course with most people.

The sales you have made will help you to make further sales. This is of course conditional on one important factor. The goods you sell must be the sort of goods that give thorough satisfaction.

But assuming that your goods are the right sort, there are various little stunts which hardware and implement dealers have found helpful. I recall one shrewd old hardware dealer who, something like twenty years ago, took the agency for a well-known line of motor cars. He was canvassing me assiduously, took me for a trial ride, had me down to the store, and while we sat in his salesroom, he talked engines, carburetors, economy of operation and so forth.

"You see lots of these cars, don't you?" he went on. "We're selling them all over the county. Here is our list of sales so far this year."

He reached out, and pulled down a window blind attached to the wall and operating on rollers. Black letters on the white blind showed the names and addresses of car purchasers for the current year.

"Ask them," finished the dealer, simply.

Such a device is a very handy method of showing the prospect a list of "satisfied customers." It can be adapted to almost any important line featured by the hardware dealer.

So far as the sale of implements is concerned, few dealers make any great use of window display. The average hardware dealer who also handles implements reserves his windows for his small hardware; while the implement dealers argue, "If a man is interested we will get him into the show room and he can see the implements there."

But the beginnings of interest, the germs from which an important sale may ultimately grow, are often very small. Particularly if you are introducing a new article, or pushing a standard article extra hard, a window display will help to attract prospects.

One dealer went further than merely showing the implement. Thus, he put in a corn shredder, helped out with various hangers and show cards. But he gave conspicuous place to a show card after this fashion:

Save Time
Save Labor
Save Dollars

Our corn shredder helps you to do these things. These intelligent farm-

ers have examined different models and found that this just suits them.

Below is run a list of recent purchasers, with their addresses.

Another card used with window displays is conspicuously headed "Ask them" and gives detailed reasons why a cream separator shown in the window is a good investment. To these reasons are added this clincher: "These 1931 purchasers decided it was just what they wanted. They will tell you why they like it best. Ask them." Then followed the list.

With good window display facilities, such advertising is very effective. Even in the stove and implement show room, such cards can be used to good advantage.

Newspaper editors, particularly on small dailies and rural weeklies, frequently get from country correspondence such items as "Henry Smith has bought a new piano" or "John Jones has invested in a clover-huller," and they are almost invariably blue-penciled. Yet such items are news to the countryside. The frequency with which they are sent in to unappreciative editors is striking evidence of public interest in such matters.

An implement dealer who happened to hear mention of this fact by a newspaper friend decided to fill the long-felt want, so far as he was able. He secured part of a column on the page devoted to country correspondence and in this column from week to week he ran news items regarding his own sales. Here is a sample.

Purchases Separator

George Watson, Concession 10 Harwich, has just bought a new cream separator. After looking into the problem of the most profitable handling of his fine herd of dairy cattle, he decided that a separator would mean easier butter making, provide warm skimmed milk for hog feed, and cut down the expense of hauling whole milk to town. He looked at several good makes and decided that a ---- cream separator was most attractive in point of easy operation, close skimming and profit-making, so he bought one from Jones' hardware, Carisford.

That item was simple, everyday newspaper English. No attempt at wise-cracking. But it pleased George Watson, and it interested a lot of other farmers in cream separators, and particularly in the make of separator that George had decided was superior.

Every week this dealer ran from a quarter to a half column of these little items. In each item he brought out some of the reasons why the article sold appealed so strongly to the individual purchaser.

Some dealers will work such items into their display advertising. There may be individual farmers who don't care to have themselves paraded in this way. The dealer should satisfy himself beforehand that the publicity involved is not unwelcome. Most purchasers, however, are glad to have it.

A hardware dealer who developed an extensive paint department had a kodak which took postcard size pictures. Whenever he sold paint for an exterior painting job, particularly a residence, store or other large building, as a part of the deal he volunteered to furnish a dozen picture postcards of

the building after the job was done. The kodak had the lettering device which enabled him to supplement the picture with name and address of the owner and, in smaller letters, "Painted with Smith's paints," so that he got a certain amount of advertising from the cards shown and distributed. But he also kept in his paint department a big piece of wall board on which were mounted the current year's cards; and to a paint prospect he could say, "There's some of the jobs done this year with this paint."

Every purchaser of an implement, stove, washing machine or similar article is, of course, a standing reference as to its merits. Such references are usually far more convincing than any amount of selling talk. Tell a farmer that your potato digger is the best to be had and you will leave him cold; tell him why it is the best, and he may still be unconvinced; but tell him that Dick Jones and Jack Smith have bought it and swear by it and he acquires instantly a wholesome respect for the article, particularly if Jones and Smith are popular farmers and leaders in the community.

But for this very reason, the dealer cannot afford to take chances on any after complaint. He must see to it that his goods give the most thorough kind of satisfaction. That involves following up your sales. Make it a point to see that the customer is well suited; that he understands how to operate the implement; and that if any troubles develop, he will come straight to you with his complaint. Then you will avoid the bad mistake of referring Dick Jones, who wants a separator, to Jack Smith, who to save the life of him can't make the blamed contraption work.

As a rule, difficulties of this sort are traceable to the fact that the purchaser doesn't understand the machine. In rare instances there is some minor defect or wrong adjustment. In either event, a live, wide awake service department will eliminate the trouble almost in the twinkling of an eye; and establish that sort of satisfaction which helps to make further sales.

Some dealers hold that a few little difficulties are more helpful than perfectly smooth sailing. "What happens?" asked one dealer. "Why, I have taken the precaution when the sale is made to say, 'Now, if anything does go wrong, or if you have the slightest trouble, telephone me at once and I'll come right out and attend to it.' And I do it, myself. I'm there as quick as my car can take me. I know the machine from the ground up. I adjust it. I operate it. I let the purchaser operate it. Then he goes on with his work and he says to himself, 'That's service for you.' What is more, his judgment is vindicated. He had picked this machine as the thing he wanted, the trouble shook his confidence a bit, and he feels immensely relieved to discover that his judgment was sound, that the machine is everything he thought it was. He really feels a lot better toward the machine and toward me than if he had had no trouble whatever."

That is as it may be. But in any event, little troubles are bound to occur; and an efficient, swift-moving and

intelligent service department will insure the sort of satisfaction that will enable your sales to help make more sales for you. Victor Lauriston.

When on Your Way, See Onaway.

Onaway, Feb. 23—Preparations are under way for the 1932 tourist booklet issued by the Onaway Chamber of Commerce. Over 3,000 of these books, containing illustrations, maps and legends were distributed last year, bringing splendid results. At the annual meeting of the Chamber held last week in the Schlien dining hall, John Isbister, Secretary-Treasurer of the Onaway Electric Light and Power Co., was elected President. The present Secretary, George Wilson, was re-elected and John L. Wright, Treasurer, succeeding Dewey Smith. Extensive plans are being laid for the 1932 campaign and with the new caretaker's cottage, additional bath houses and other improvements at the State park, Black Lake should prove the most popular resort in Northern Michigan.

In the Out Around department of the Tradesman last week, Mr. Stowe makes comparisons of Michigan fruit, especially apples, with California fruit and quotes the demand for Wolverine fruit in San Francisco and the rapidity with which it is consumed, which proves conclusively the superior quality. This brings to my mind an instance when I accompanied a fruit tree agent to a nearby farm, and the farmer, being approached, replied, "No more apple trees for me, a bushel of apples will supply all the stores in Onaway;" and judging from the condition of the farmer's trees and fruit and the manner in which he handled his fruit he was right. A bushel of his spotted, bruised apples, not hand picked, would remain in a store window until they became worthless and not in demand at all, while Western fruit is eagerly purchased, owing to its rich color and uniform size. Yet, on the other hand, the home grown fruit, if intelligently handled, would be far superior in quality and flavor and equal in appearance to the Western and bring prices that the Western and bring prices that would make fruit growing profitable. Doesn't this rule apply to about everything produced? In other words, you cannot make a secondary affair out of fruit any more than you can out of butter, eggs, grain or vegetables. The high grade is in demand and sells itself, while the poor quality sticks or moves slowly, with no profit to the producer.

T. F. Marston, Secretary-Treasurer of the East Michigan Tourist Association, Bay City, accompanied by Mr. Hanson, of Grayling, gave us the once over this week while inspecting the information office of our C. of C. He selected a number of views from our stock suitable for the E. M. T. advertising. We are continually adding new subjects.

The Leo Richmond American Legion is planning a big minstrel show, to be staged Feb. 25. Squire Signal.

Fuel Call Smallest Since War.

Less fuel has been used for heating this Winter than in any year since the kaiser's war, according to the statistical department of the Petroleum Heat and Power Co. Because of the mild weather which prevailed generally over the Northern parts of the country, the demand for fuel oil, coal and coke in some sections dropped off as much as 30 per cent. The result, it was estimated, has been a saving of approximately \$250,000,000 in heating costs. Fuel oil, the use of which is controlled automatically and hence can be closely co-ordinated with weather requirements, is held to show the greatest decrease in demand.

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.

Score Price Maintenance and Sales Taxes.

Believing that the Capper-Kelly resale maintenance bill is "distinctly contrary to the interests of the consumer," that it would "impose serious restrictions on the operation of our mercantile institutions," and would "destroy the spirit of free and open competition," the National Retail Dry Goods Association in convention at New York last week reaffirmed its "position" in regard to such legislation and "condemned the enactment of the present measures now pending in the Congress."

The Association also adopted a code on advertising and selling practices—specifically against misleading advertising, unfair competition, disparagement of competitors, "bait" offers, and deceptive statements accompanying cut prices.

It urged Congress to increase taxes on inheritances and on incomes in the higher brackets, and to restore gift taxes, but "vigorously opposed any form of general retail sales tax, turnover tax, or so-called luxury taxes."

Blanket Prices Cut 12 Per Cent.

Price reductions averaging 7½ to 12 per cent. under the initial quotations of last season were announced by blanket manufacturers who opened 1932 lines of cotton, wool and part-wool blankets last week. The new prices, however, are in line with market quotations prevailing during the last three months. The minimum basis on which all-wool blankets are now quoted by mills was 90 cents per pound for numbers under three pounds and 87½ cents per pound for those above that weight. Part-wool prices were based on 38½ cents per pound. Mills opening included the Chatham Manufacturing Company, Pepperell Manufacturing Company, Nashua Manufacturing Company and the Leaksville Blankets, Inc.

Push Spring Merchandising Plans.

Retailers have virtually abandoned plans to continue retail clearances of Winter apparel. More than a few stores still have sizable stocks of Winter coats, which they are finding it difficult to move, despite heavy markdowns. Efforts to move these garments will continue, but emphasis in practically all promotional work from now on will center on Spring merchandise. Several buyers indicated their Spring plans would be put into effect immediately after Washington's birthday. The departure of many buyers who have completed their initial Spring trips to the local market has led to stronger emphasis on "specials" in additional purchases now being made through the resident offices.

Would Ban "Army" or "Navy" Stores.

Use of the words "army" or "navy" in titles of retail stores would be prohibited by Federal law under a sug-

gestion recently forwarded to Congress by the committee on commercial law of the Merchants' Association. The committee urges that the bill introduced in the House of Representatives by Representative Knutson, of Minnesota, and now before the Judiciary Committee, be amended in accordance with the Merchants' Association suggestion. The bill being considered would bar use of the words "army" and "navy" only if it was apparent that the words were used to convey the impression that the store was selling goods for the Government.

Toy Buying Gains Headway.

An appreciable increase in buying activity is reported by exhibitors at the toy fair now being held in New York City. The number of buyers in attendance is greater and the actual booking of orders is the best since the fair opened. Interest almost entirely centers on Spring goods for nearby shipment, and includes wheel goods, Easter novelties, outdoor play equipment and rubber items, with marked attention accorded merchandise to retail at \$1 and below. Jobbers and representatives of mail order firms were most active, the latter taking many "memos" to guide later purchasing.

Spring Underwear Orders Gain.

Some mills report a decided increase in lightweight underwear orders during the week while others say that business continues to be spotty. One large producer of nainsook union suits and gym pants states that commitments were exceptionally heavy in the early part of the week, particularly in the very low priced ranges. Cotton ribbed union suits are also reported to be in better demand. While quotations on heavyweight goods will not be made until some time next week by the leading producers, one or two of the smaller mills are reported to be offering goods at exceptionally low prices.

Apparel Code Goes To Stores.

The code embracing standards of business practice for the ready-to-wear industry will be sent next week to individual stores for endorsement and transmittal to the merchandising and business staff. The code covers contract terms, returns, delivery practices, discounting terms, misrepresentation, commercial bribery and arbitration. It was approved at the convention sessions early this month of the merchandise managers' group of the National Retail Dry Goods Association and has been endorsed by the Industrial Council of Cloak, Suit and Skirt Manufacturers and the Merchants' Ladies Garment Association.

Jackets Lead in Fur Buying.

Buyers in the Eastern market continue to manifest active interest in fur jackets and scarfs and the business being done on these items is the bright spot in current activity. Credit conditions and doubt as to the stability of quotations on a variety of pelts continue to hamper the expansion of trade in the manufacturing end of the business. Lapin and galapin furs are the volume selling types in jackets,

being the items in which retailers have the greatest confidence for the early season. Low prices on silver foxes have developed an active call for the medium qualities of these skins.

Novel Jewelry Call Expands.

Buyers are beginning to expand commitments in novelty jewelry, both for immediate and pre-Easter selling. The market is being combed for new items to retail up to \$2.95, with emphasis on articles to sell at \$1 or below. While interest in clips is maintained, buyers were said to be seeking fasteners for Ascot scarfs for which a big vogue is predicted. Plain or stone set necklaces, bracelets and earrings are being purchased in gold and silver effects. Pearls are expected to register a belated comeback being featured in one, two and three strand types in natural and new pastel shades.

Medium Price Rug Trend Noted.

A large number of orders calling for small quantities of medium-price rugs in all standard weaves are being booked by salesmen on the road. The emphasis placed on goods to retail from \$45 to \$60 was considered significant by rug producers because in previous weeks the call was almost exclusively for extreme low-end goods to sell at \$18 to \$35. Better grade products, such as wiltons to retail at around \$100 and the domestic oriental rugs in the same price range, are in small demand.

Millinery Promotions Swell Orders.

Millinery promotions are making progress at retail and re-orders on a variety of models are now received in the Eastern market. The trend in better grade merchandise is toward modernized versions of the Louis XVI influence, with particular attention accorded new straw bodies in sailors, flower trims and high-back types. Indications are that brimmed hats will meet with increasing favor, particularly for later season selling. Berets continue to be outstanding in the lower-end volume selling lines.

Linen Suitings More Active.

Orders for men's linen suitings have been placed more briskly by clothing manufacturers this week, as retailers started to confirm orders. Despite the fact that buying has been delayed longer than was expected, the linen trade expects that suitings volume during the current season will be the largest ever enjoyed from the standpoint of yardage sales. Cloth ranging from 35 to 60 cents was in demand. Dress goods continued to pick up in demand also.

Men's Wear Orders Show Spurt.

A heavy gain in the volume of orders placed for men's clothing and furnishings is reported from New York City. Retailers who had delayed Spring purchases began covering their requirements, with a spurt noted particularly in orders for clothing wholesaling from \$10.50 to \$19.50. Gray led in color preference, with smooth-finished worsteds, tweeds and flannels the leading types of fabrics wanted in suits. A trend toward fancy-patterned shirts was noted in new orders, although the plain white shirt continues to lead. Stripes are coming to the

fore in men's neckwear to retail at \$1 and below.

Press For Dress Deliveries.

Pressure for delivery on orders placed a short while ago is the effect to date upon retail buyers of the strike in the dress industry. Some delay in delivery was reported on the part of producers even before the labor trouble definitely materialized, and this has intensified the current pressure on the part of the store. Retail buyers, however, are said to be placing little advance business, current orders being to fill needs as they develop. The view continues that the strike is likely to prove of short duration, and this feeling has tended to check any heavy placing of orders with producers able to turn out goods, either here or in other cities.

Quote \$3.75 For Boys' Underwear.

Southern manufacturers of heavyweight cotton ribbed underwear, who announced prices on men's goods last week, quoted a price of \$3.75 a dozen for boys' suits. The new price is 87½ cents under the opening levels of last year. With the price basis on cotton products announced, trade interest turned to fleece and woolen garments. The mills specializing in such suits have been marking time until cotton underwear prices were made before opening 1932 lines, and now are expected to make their new prices early next week.

No Scents in Hose.

That women desire hosiery to please the eye, not the nose, is apparent from an investigation conducted at the request of Utica, N. Y., merchants by Colgate College students, the investigators enquiring of housewives if they preferred samples of perfumed hose to those they wore.

Practically all of the women sniffed the hosiery, wrinkled their noses and voted against the proposed innovation, declaring that they could not see how the addition of perfumery added anything to the desirability of the stockings.

Sears Cuts Salaries.

Sears, Roebuck & Co. has announced a general salary and wage reduction of from 5 to 10 per cent., the percentage of reduction being greatest in the higher salaries, beginning with the president, and lowest in the wage paid to minor employees.

On the present basis, the Sears, Roebuck annual payroll is estimated at from \$30,000,000, with indicated savings from the salary and wage reductions of between \$2,000,000 and \$2,500,000 a year.

Arizona Chain Tax.

Having been signed by Governor George W. P. Hunt, the Arizona chain store tax bill is now due to become effective on July 1. This bill provides that all stores pay a State license tax of 50 cents a year, while stores operating chains must pay an additional annual tax on the following schedule: Chains operating from two to five units to pay \$10 a year per unit; from five to ten units, \$15 a year each; from ten to twenty units, \$20 a year each, and over twenty units, \$25 a year each.

HOTEL DEPARTMENT

News and Gossip Concerning Hotels.

Los Angeles, Feb. 20.—I went over to Victoryville the other day to meet some incoming friends from the East, and just happened to arrive there while they were undergoing "border" inspection. Were they flabbergasted? Well, I should say so. I have had in mind broadcasting a secret to some of my acquaintances who race across plain and desert, in their mad rush to catch up with the sunshine, and bounce up against the insect inspectors at the Nevada-California state line. In the first place the "overlander" usually carries too much "dunnage," as they used to call it in emigration days, all kinds of bedding, cooking utensils, food and clothing, more than would be required in a year of rough weather, for a contemplated trip of a few weeks. Then they take the utmost care to stow it away in such a manner that it requires hours to release it. Everything goes along smoothly, possibly, until they reach the so-called California dead-line, then, absolutely without warning the border inspectors appear on the scene to get the "low-down" on your cargo. They never take your word for anything. Everything must be openly displayed and as time seems to be a precious element with them, the unpacking of your suitcases, hat boxes and shopping bags is greatly accelerated. They will overlook a bottle of frummenti, but you must not have any seeds, roots or herbs in your assortment or any sort of equipment which would possibly be utilized as a roosting place for insect life. Somebody has a weakness, for instance, for a feather bed or a home-made mattress of some description. You know the class—can't sleep on anything else. Well, if they happen to be of home-brew they are promptly tossed onto a bonfire and are rapidly consumed. A machine-made mattress may run the gauntlet, but the home-made—never. The automobile clubs have made all sorts of complaints against this practice, but they have been of no avail. Here, your car, clothes and all your possessions are inspected for the reasons given, and when these inspectors get through you do your own repacking and loading. A great many tourists, especially women, kick at having their intimate apparel pawed over, but the over-zealous official takes the law into his own hands and usually tells you to "pack up and be on your way." As a matter of fact the tourist has a right to unpack as well as repack, and the inspector is not authorized to lay as much as a finger on any article which is not clearly contraband. But this isn't all of the story by a long shot. When you have slacked ahead a few hundred feet, a state police officer, guns swinging at hips, steps into the roadway and halts you. The visitor has already spent a lot of time strapping things into place, and not a soul has warned him of a second inspection. Now he has to take the stuff all off again because the officer must check his engine number, etc., and compare it with the registration certificate. Now this officer is required by law to issue a nonresident permit, but he will usually claim to be "too busy" and tell you to pick it up somewhere along the line. Usually the tourist doesn't grasp what the officer is talking about—he already has a permit pasted on his windshield. He repacks his stuff and starts once more. He goes another mile or so and butts right up against Uncle Sam, who is looking for narcotics, smuggled Chinese and little things like that, and if the officer is inclined to be thorough it means another "mess." Now a lot of annoyance could be averted if the second officer, the state policeman, had been required to supply the essential nonresident permit. But I promised this friend of mine that I would issue a note of warning to incoming tenderfeet, and I believe it would be worth

while for anyone contemplating a visit to California, to preserve this article and study it carefully en route. Of course, the straightening out of licenses, the transfer of registrations, etc., adds to the complications, but if one brings with him the necessary certificates of ownership, and with it his home state license certification, he will avoid a lot of worry and save much time. According to the automobile organizations here every state issues such a license. Some claim they knew nothing about it when they started, and as a consequence have to place their car in storage while they correspond with Eastern authorities. It is a mistaken idea that license plates are all that you require. Of course in traffic such plates are necessary, but you must be provided with the other credentials referred to or you are out of luck.

A former member of the shipping board, a resident of Los Angeles, has, so far as I have observed offered the most practical suggestion for the preservation of world peace. He suggests that a couple of dozen of industrial magnates get together on a gentlemen's agreement to prevent their productions going into war equipment and supplies when nations crash upon the battlefield. He can pick out a little group in copper, rubber, steel, manganese, coal and iron who could make war impossible if they kept control of their output. By withholding the essentials of war preparation they could, anyhow, make war difficult, if not impossible. A great thought, which ought to be encouraged.

One of the hotel journals gives over much space to offering the fraternity a formula for making the same brand of chicken pies which President Hoover has set down in front of him at intervals. I hate to publish it, but do so as a warning. Here it is:

A four pound chicken, cup of flour, teaspoon salt, 3 or 4 potatoes, 2 carrots, onion, can peas, stalk of celery and soup stock. Sounds like a new vein of humor, doesn't it? I am just imagining President Hoover's maternal ancestor, a Quakeress, assembling such a mixture—a cross between Irish stew and an advertised dog food. You can just take my word for it that this particular individual plucked a plump pullet from the hen roost and proceeded to make, with the simple addition of flour, salt and a reasonable amount of shortening, a real article of food, which, lubricated with copious additions of rich, yellow gravy, completed the ensemble. I know a lot of caterers out here who specialize on chicken pies of this latter description, and have made a hit with them. In fact there are several restaurants which feature nothing else, except, possibly, home-made apple pie, and they are going some. I used to have a Hibernian chef who profited by a suggestion on my part that a chicken pie was, in reality, supposed to contain merely chicken, to meet the acid test of our forefathers. A lot of people came miles to consume them, and we found that it might be made a profitable as well as satisfying offering.

A lot of hotel operators have made the discovery that the getting up of advertising supplies is one thing, and the distribution of same is quite another. Most of those I have talked with, who know how, tell me that the magazine which you find on the reading table in public places, is one best channel of dissemination. You may produce a delightful brochure or circular, but it is another thing to distribute same where it will meet the eye of possible guests.

Down at Redondo Beach, a restaurant man who specializes on fish offerings, has a great run on his brand of creamed codfish. His output is certainly enticing, and quite often a little

coterie of us drive down there to partake of this particular dish. He let me into the secret some time ago and this information I am going to pass along for the benefit of such as are looking for something to specialize with. Use a first-class grade of Eastern, salted, dried codfish. Shred it carefully and remove all bones. Place over a fire in cold water and bring to a boil only. Do not soak it. Then strain and place it in your skillet with liberal portions of creamery butter, saute carefully, dredging lightly with flour. After this procedure add whole milk to the mass and allow to simmer until it arrives at a creamy consistency. Absolutely no eggs are used. When you have carried out these instructions, just watch your customers do the rest—which will be plenty.

Under the common law, and even under the statutory regulations in most states, it is the duty of an innkeeper to receive as a guest any traveler who may apply for accommodations. However, where a prospective guest for such substantial reasons as drunkenness, disorderliness or uncleanness, is denied same, the courts, as a rule, have protected the landlord against fictitious claims for damages. Of course, under the fifteenth amendment to the National constitution, judges and juries have been very wary about going on record in the matter of civil rights. I doubt if any far reaching decision has ever been recorded on that particular subject.

The caterer in Washington, D. C., who accidentally substituted arsenic for baking powder in the construction of his fruit cakes, and was compelled to recall the issue, should use some such safeguard as accentuates the difference between gasoline and kerosene containers.

I have just discovered that Rose Hartwick Thorpe, author, at 16, of

"Curfew Shall Not Ring To-night," now at the advanced age of 97, is living at San Diego. Mrs. Thorpe was a Michigan product; was born, I believe at Litchfield, but was living, I believe at Pentwater, when the poem was written. Her brother was prosecuting attorney for Oceana county, for



Warm Friend Tavern Holland, Mich.

Is truly a friend to all travelers. All room and meal rates very reasonable. Free private parking space.

GEO. W. DAUCHY, Mgr.

Park Place Hotel Traverse City

Rates Reasonable—Service Superb
—Location Admirable.
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Ass't Mgr.

New Hotel Elliott STURGIS, MICH.

50 Baths 50 Running Water
European
D. J. GEROW, Prop.

NEW BURDICK

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

Occidental Hotel

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

Columbia Hotel KALAMAZOO

Good Place To Tie To

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

HOTEL ROWE

Grand Rapids, Michigan.
ERNEST W. NEIR, Manager.

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

CODY HOTEL GRAND RAPIDS

RATES—\$1.50 up without bath.
\$2.50 up with bath.
CAFETERIA IN CONNECTION

MORTON HOTEL

Grand Rapids' Newest
Hotel

400 Rooms -- 400 Baths

RATES
\$2.50 and up per day.

"A MAN IS KNOWN BY THE
COMPANY HE KEEPS"
That is why LEADERS of Business
and Society make their headquarters at the

PANTLIND HOTEL

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

some years. I speak of this here for the reason that in my next visit to San Diego, will endeavor to interview this extremely interesting individual.

Walter L. Gregory, managing director of Chicago's Palmer House, gave members of the Michigan Hotel Association a talking to last week on the subject of hotel competition. It was the occasion of the winter meeting of the Association, at Battle Creek. Mr. Gregory's address was worthy of reproduction here, were it not for lack of space. Among other things he did say this: "Why should we continue to do business without breaking even? If a corporation asks you for 25 per cent. discount if they give you all their business, counter with a proposition to buy their products at 25 per cent. discount. They will be amazed at your effrontery. Will they give you this discount? Certainly not! There is absolutely no reason why we should give them these concessions either. In the old days rooms and meals were sold without regard to the profit derived from them because the bar carried them. We are still doing business on a barroom basis. We must get away from this method of doing business if we are to survive. The rooms are your bread and butter. Don't throw them away. Once you cut rates materially, it will be difficult to get them back where they belong." This was President Fred Doherty's first meeting. It was well attended by hotel operators of distinction from all over the State, and all were the guests of Post Tavern and the Battle Creek Sanitarium. The protective program of the Association includes a project to offer a reward of \$5 to any employee of an organization hotel supplying information leading to the apprehension and conviction of skippers, bad check artists or other defrauders. The Park Place Hotel, Traverse City, George A. Anderson, manager, was indicated as the place for holding the next annual meeting, presumably in September. Members of the Association are now looking forward to the next annual short course in hotel operation, which is to be held at the Michigan State College, East Lansing, on Thursday, Friday and Saturday, April 14, 15 and 16, at which President Green of the American Hotel Association will deliver the annual address. This meeting will be in charge of Miss Ruth Mary Myhan, manager of Hotel Shamrock, South Haven, who is also chairman of the short course committee and has been for several years. Preliminary plans indicate one day on sales, promotion and advertising, another on food and its preparation and the final session on maintenance and rejuvenation. The course is designed for active hotel people, particularly for managers and department heads, and an invitation is extended to hotel men from all over the United States to attend, by Miss Myhan. Students may register for one, two or all three days as they prefer. The annual banquet will occur on Saturday evening.

Andrew C. Weisburg, who operates Hotel Oliver, South Bend, Indiana, Hotel Harrison and the Merchandise Mart, Chicago, has been laid up for some time in a hospital from injuries received in an automobile accident. "Andy," as we all call him, has a large acquaintance among the Michigan craft, all of whom will be glad to know that he has almost fully recovered and will soon be in evidence once more.

Someone suggests that the quick restaurant service provided by the drug stores could be accentuated by another whereby the diner could be spared the trifling delay even in this form of entertainment. Doughnuts could be strung on wires within reach of car windows or auto trails. Then all you do is to reach out, hook your trigger finger on the doughnut hole,

and snatch it off. On the principle of hooking the brass ring on the merry-go-round.

A new feature in sleeping cars has been adopted by the Pullman Co. Instead of the usual drawing room, each car has two bedrooms below and two more aloft, equipped as a lounge for day travel, and each room equipped with its own toilet facilities and sun windows. Naturally a liberal extra service charge will be made.

William J. Kennedy, elected president of the Detroit Convention and Tourist Bureau, succeeding Fred Wardell, proprietor of Hotel Wardell, gives out word that the bureau has more large convention dates booked for 1932 than for any year in the history of the organization.

Joseph McCarthy, former clerk at Hotel Fort Shelby, Detroit, has joined the front office force of the Detroit-Leland, under Manager O. M. Harrison.

Frank Lunn, owner of Shamrock Inn, Grand Haven, recently suffered a severe auto accident, on a trip to Grand Rapids.

Miss Leona Niles and Miss Edith Davenport have secured the lease of the Wentworth Hotel, Mackinaw City and will henceforth operate same.

E. L. Piper, Manton, whose hotel suffered considerable damage from fire and water some time ago, announces that he will not again open same, especially on account of failing health. He is now considering disposing of the property without making the repairs he had in contemplation. The Piper House, when I used to visit it, was a wonderfully homelike and attractive establishment and its host a most genial individual.

Mrs. Anna Hochstadt, who built the Colonial Hotel, at Coloma, thirty-five years ago, and who conducted same until a short time ago, passed away, in Chicago, last week.

Leslie Ulrich, manager of the Medea Hotel, at Mt. Clemens, has opened the Valencia room, a large ball room on the main floor of his hotel, and adjoining the cafe. This room is tastefully decorated in Spanish style and will enable the Medea to care for large social gatherings and conventions. It is said to be the largest public reception room in Mt. Clemens.

According to Roger M. Andrews, of the Upper Peninsula Development Bureau, Menominee, tourists left \$14,000,000 in that section of Michigan last year. Forty-six per cent. stayed in hotels, 9 per cent. in camps and the remainder in homes. There were a million and a half of them.

Frank S. Verbeck.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 23—The cold weather for the past week has brought joy to our ice men. It looked for a while as if we would all have to install artificial ice machines or get our supply from our Canadian dealers, who are prepared to furnish our city with all the ice wanted; in fact, they had figured on doing so until a few days ago, when the mercury dropped to zero for the first time during this winter. This brought over twelve inches of the old reliable direct from the Lake Superior quality. The ice harvest started on Monday. This will give several men employment for a few weeks.

Our community suffered one of the most severe shocks in many years when it learned that our postmaster, William M. Snell, for more than forty years prominent in public life of the Sault, died Feb. 8 at the age of 68 years

of a heart attack suffered when he was trying to move his car out of the garage at his home. Mr. Snell had been a resident for the Sault since 1887. He was born in Ontario Oct. 3, 1863. He came to Michigan when a small boy with his parents, who settled in the Thumb region. Educational facilities being none of the best in that locality at that time, Mr. Snell went to Albion where he attended high school and college. He finished eight years of schooling in seven years. After his graduation in 1887 he came to the Sault, where for three years he filled the position of book-keeper in the Sault Savings Bank. In 1890 he received the appointment of a clerkship in the census department at Washington, D. C., and during the two years he remained in that city he devoted his time outside of office hours to the study of law, graduating from a Washington university. Returning to the Sault, he entered the law firm of McMahon, Oren & Snell and was for several years engaged in the practice of his profession. He was then elected to the position of circuit court commissioner and served two terms. In 1896 he was elected county clerk, an office to which he was re-elected, serving two terms. At the close of that period he was chosen for the office of probate judge, serving in that capacity until 1912. Following his service as probate judge he opened a law and real estate office on Portage avenue, on the site of the present Hotel Ojibway. His office was known as the White House. In 1921 he was appointed by President Harding to the office of postmaster here. He served at that post ever since. He was a prominent member of the Rotary Club, being a past president. He also held office in the Chamber of Commerce. He is survived by his widow, two daughters and one brother. He also left many friends to mourn his loss, as he was a shining light in this community and will be greatly missed.

Patrick E. Gallagher, one of the oldest residents at St. Ignace, celebrated his 75th birthday last week with a family dinner. Mr. Gallagher has been in the meat business for many years. He retired two years ago. Pat as he was called by his many friends, is of a jovial nature, which made him very popular.

This is the age of science and invention. The modern home is one in which a switch regulates everything but the children.

At a recent meeting of the Development Bureau officers and directors in Ishpeming, a resolution was passed strongly urging the extension of regular air service into the district and asking the U. S. Postoffice Department to make provision for such service.

A message of congratulation and esteem was ordered sent to ex-Governor Chase S. Osborn at Poulton, Georgia. Mr. Osborn was 72 years old in January. He is in good health and it is said that another book will be published by him shortly.

According to our weather man the Sault was the coldest place in the United States Friday night. The thermometer registered 8 below at 3 a. m., but at White River, Ontario, the mercury dropped to 32 degrees below zero.

Edward Puumala has opened a new grocery store at Rudyard. He has had several years' experience in the business having clerked for the Rudyard co-operative store previously. As he is well acquainted in that community, he should make a success in his new venture.

Announcement was made last Thursday by the Escanaba Power and Traction Co. that application has been made to the Michigan Public Utilities Commission for permission to suspend the operation of its street car lines in Escanaba and Gladstone, together with the connecting line between the two cities. It is known that the com-

pany has operated its street cars at a loss for the past several years.

This is surely a good year to decide to go on a diet.

Mrs. J. K. Spence, of DeTour, is conducting a lunch counter, also selling confectionery and tobacco in connection with her gas and oil station, and is doing a nice business.

H. L. White, who recently resigned as chief of police, has decided to go into business and will open a restaurant at the former Sprague location on Ashmun street. The new place will be known as White's cafe and ice cream parlor. Mr. White has just returned from Detroit, where he purchased fixtures for the business. Mrs. Nellie Plaunt, former proprietor of the Rainbow cafe and the Pin Ton tea rooms, will have charge of the cooking. Mr. White has many friends who wish him every success in his new venture.

W. H. McEversey has opened a lunch room and confectionery at 122 East Portage street, in the place recently occupied as the Capitol of Sweets. Mr. McEversey has redecorated the interior and re-arranged the fixtures and also has added home baking. The business will be managed by Mrs. McEversey and Mr. McEversey will attend to other business part of the time.

W. E. Davidson has been appointed to serve as postmaster for the unexpired term of the late postmaster, William Snell.

Dr. William F. Mertaugh, who has been on the staff as surgeon in St. Joseph Mercy hospital, at Detroit, for the last six years will open new offices in this city. The doctor is leaving a large practice in Detroit. He has chosen the Sault because of the healthy climate offered here. His wife and children have enjoyed much better health during their summer vacation, which they have been spending here for some years. Dr. Mertaugh is well acquainted in the Upper Peninsula. His practice will be devoted to general surgery.

The man who sows seeds of kindness has a perpetual harvest.

William G. Tapert.

Gabby Gleanings From Grand Rapids.

William J. Haven, proprietor of the Viaduct Pharmacy on Grandville avenue, has a copy of the New York Herald of April 16, 1865, containing an account of the assassination of President Lincoln, which he prizes very highly.

Dirk J. Venderwerp and William Folkertsma, individually and trading as Venderwerp & Folkertsma, clothing, 343 West Leonard street, have filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$9,239 and assets of \$8,333.

M. J. Kaat succeeds Charles De Leeuw in the grocery business at 3717 South Division avenue.

The next convention of the Michigan Retail Hardware Association will be held in Grand Rapids next February. The convention held in Detroit week before last was greatly handicapped by reason of the meeting place and exhibit hall being miles apart, as usual. At the Grand Rapids meeting a year ago there were 115 exhibitors; at the Detroit meeting there were about 75 exhibitors. The Eastern Michigan members continue to plan to retain all the executive officers in Eastern Michigan. The retiring president was from Saginaw. The newly elected president is from Howell. The member who will be elected president in 1932 is from Detroit.

He wins who wills—and works!

DRUGS

Michigan Board of Pharmacy.

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

Examination Sessions—Three sessions are held each year, one in Detroit, one in the Upper Peninsula and one at Ferris Institute, Big Rapids. This year's Big Rapids session will be held June 21, 22 and 23.

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.

Round Pegs in Square Holes.

Prosperity or panic, depression or boom, rain or shine, there is always a place of activity for a good man. Of course, there are some who are good but do not fit; that is usually their own fault. They endeavor to fill places for which, despite superior qualities they are not really useful. Those are the round blocks endeavoring to squeeze into square holes. A useful member of a community and who, on the strength of adequate training and experience usually gets there is the drug clerk.

How some of them make the grade however, this interview—believe it or not—might illustrate.

The scene is laid in my office, a wee space behind the prescription counter with just enough room to turn about without bumping against things and dislocating them from ancient habitats. Enter young man, nice looking, hair well sleeked, clothing up to date, cigarette—brand unknown—undoubtedly the one that satisfies those who want that kind, and who are nonchalant as to the manner of toasting and packing. Young man wants a job.

In my paternal capacity, with half a century of experience in the profession and under the inspiration of my Ph.G. diploma, the sole decoration in my den, I open the game by saying: "Of course you are thoroughly conversant with chemical and pharmaceutical terms, at high school you studied mathematics, and you are, no doubt, all to the good in that line; history, geography, literature, domestic and foreign, prehistoric and of the present day jazz quality are, no doubt, just A B C to you and chemistry in its various forms has nothing on you. I know that questions pertaining to the atomic theory have no dread for you because your credentials show that you served your time in the paint department of a large drug establishment. It is interesting to note how you advanced steadily from there to the soda water dispensing department and thence by slow stages, gathering scientific data as to syrups and fruit juices, to perfumery, kitchen utensils, toys, cutlery, books, stationery and finally into the milk-shake, "hamberger on white", "tongue, rye, hold the butter" department.

Taking it as a whole your papers show that your knowledge of pharmacy is quite up to date and that in your activities you have mastered some of the difficulties which lie in the path of the man who endeavors to produce

perfection in the practice of our pharmaceutical profession.

Of course, you did not attend a college of Pharmacy but you should worry! Look about you and see all the boys who get along in drug stores, make good pay and have money enough left to play the races and indulge in sports, who never bothered about college. But, my boy, although I give you credit for what you are and for what you know and rejoice in your ambition to go higher; duty compels me to ask a few questions before assigning you to your place of responsibility, involving not only you, by me, physicians and their patients. This precaution on my part may be old-fashioned but some super-careful, druggists of the days of Long Ago are that way.

"Now Hippocrates" said I—that was not his name but it would not be fair to give the real one—"Now, in what capacity would you like to come here?"

"I have always been modest in my demands, but taking into account my experience, right from the lowest rung of the ladder, I know that I would be a good all-around drug clerk"—and he reached for another cigarette.

"All right—let's make sure of your Okayness as to a compounder of prescriptions—please define the word percolate."

"Take a handful of coffee, put it into the proper place in the can, the water being in the lower part, turn on the heat and when it boils, there you are."

"What is mascerate?"

"Take a handful of ground or whole flaxseed, mix it in a mash bowl with a little water. That is mascherate."

"Which pharmacopaea have you used?"

"I have never been sick—no kind was ever prescribed for me."

"How would you express incompatibility in pharmaceutical terms?"

"That's what people go to Reno for."

"What is a molecule?"

"It's a mole, not on the face, no one knows about it except the one who has it."

"Who was Galen?"

"You mean Galileo?" said he, correcting me. "That was the Dago guy who got into trouble about what he said of the earth."

"What is glycerine?"

"That's what they make the yellow soap of."

"And belladonna—what's that?"

"One of the best movies I ever saw."

"You know that some old-fashioned doctors still write their prescriptions in un-English style."

"Yes—We get that kind."

"Now, what does 'Hydr. Chlor., Mit' stand for?"

"I don't think we kept that."

"And 'Quin. Bisulph'?"

"Oh! That's sulphur for the itch."

"Sod. Phos.' What is that?"

"We had that at the soda fountain."

"Spt. Frum.'—what's that?"

"Oh, Boy! That was our middle name in my last place—five bucks a throw—double cut."

"Nwo Hip"—by this time I am intimate enough to abbreviate his alleged name—"I do not think I can use you.

You're too good but walk through the door, go one block straight up this street, turn to the right go up two blocks, turn left, in the middle of that block is the Komik Theater. Next to the entrance you will see a drug store. In one show window you will see a young Jap demonstrating an unbreakable self-filling shoe horn, in the other there is a young woman showing with personal application a sure thing 'make-up'. Walk right in and go to the prescription counter. The man in charge there is enough like you to be your twin brother. Hand him your credentials and you will get the job. They want good men like you."

Theodor J. Lewi, Ph.G.

Walter Lawton Honored By Banquet.

More than 100 people, druggists and travelers of the drug trade, sat down in the banquet hall of the Olds Hotel, Lansing, with Walter Lawton last Saturday evening in honor of the thirty-three years he has spent in Michigan representing the Dr. Miles Medical Co., of Elkhart, Indiana. Mr. Lawton has covered this state for his company, making friends for the State Pharmaceutical Association all of the time and doing his best every minute.

One of the best tributes ever paid to a representative was paid to Mr. Lawton by the General Manager of the Miles Medical Co., Charles Beardsley. Mr. Beardsley made the statement that Walter could stay with them two more stretches of thirty-three years, so far as he was concerned, and his brother, Arthur Beardsley, Treasurer of the Company, confirmed his brother's statement. Mr. Beardsley ended his talk by presenting Mr. Lawton with a handsome gold wrist watch engraved "To Walter S. Lawton from the Dr. Miles Medical Co. for thirty-three years faithful service". Mr. Lawton responded to his gift very nicely, but the words came hard at the start.

The Michigan State Pharmaceutical Travelers Association gave Mr. Lawton a black gladstone bag from their organization. It was well presented by Jason Reed, salesman for the Coca Cola Co. Mr. Lawton responded to this gift.

Jas A. (Bert) Skinner was toastmaster and had plenty of stories for the occasion. Bert is now State Senator from Kent county and is still one of the best friends the druggists have.

He called on his friend, Dexter G. Look, and "Deck" had a good one to pull on Bert. Of course, it went over well.

The program was made up as follows: Jason Reed introduced the toastmaster and he introduced Clare F. Allan, President of the Michigan Board of Pharmacy, who introduced Julius Reimenschnneider, past president of the National Association of Retail Druggists. Mr. Look was then called on and Don Smith, Secretary to Governor Brucker. Frank E. Holbrook then spoke, followed by R. A. Terrell, Jacob C. Dykema, President of the M.S.P.A., James E. Way, Walter C. Peters, former representative from Monroe county, Peresident Norton, Fred Neverman, Wilson Hutchins, Dr. W. H. Martin, Harry E. Cecil, contributing some of his tricks of magic that he is so noted for.

It was a dinner much on the order of the testimonial dinner given Mr. Look at Lowell in August of 1930, and Mr. Look told the druggists that he felt at home to help do his part for Walter Lawton.

It is the hope of every druggist who knows Mr. Lawton that he may be with the drug trade for another thirty-three years at least, preferably more. Duncan Weaver.

June Examination To Be Held in Big Rapids.

Fennville, Feb. 20—The Michigan Board of Pharmacy at their last meeting in Detroit this week voted to hold the June examination at the College of Pharmacy at Ferris Institute at Big Rapids, June 21, 22 and 23. This will be the first examination that has ever been held in this College by the Michigan Board of Pharmacy.

Nearly one hundred candidates for registered pharmacist certificates were examined by the board this week at the College of the City of Detroit. Only one grade of certificate is now being issued since the last act of the Michigan Legislature, taking out the examination for registered assistant pharmacist.

Tuesday evening the Wyandotte Kiwanis and Exchange Clubs invited the Board to come to Wyandotte and they accepted, and each member was called on for a talk. James Crow, of McKesson, Farrand, Williams Co., Detroit wholesale drug house also talked.

The Board presented to John C. Cahalan, a new certificate in place of his original one issued in 1885, as he was given one with the enactment of the pharmacy law of that year. Mr. Cahalan has been in business in Wyandotte for many years.

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.

dotte for the last fifty years, recently retiring, and Clare F. Allan taking over his business there. Mr. Allan carries on in the name of Cahalan Drug Stores. Duncan Weaver.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 7)

Feb. 9. We have received the schedules, order of reference and adjudication in the matter of John Teunis, Bankrupt No. 4787. The bankrupt is a resident of Spring Lake, and his occupation is that of a building contractor. The schedules show assets of \$1,876.50, with liabilities listed at \$3,674.97. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Ramisch Tool & Die Co., Bankrupt No. 4434, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 28. The bankrupt was not present or represented. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and a first and final dividend on preferred labor claims of 40 per cent. No dividends were paid to creditors generally. All secured claims have heretofore been paid in full. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Feb. 10. We have received the schedules, order of reference, and adjudication in the matter of Carl H. Steinbrunner, Bankrupt No. 4788. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedules list assets at \$700, with liabilities of \$3,751.

Feb. 11. We have received the schedules, order of reference, and adjudication in the matter of Lloyd Bittenbender, Bankrupt No. 4789. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The schedules show assets of \$2,003.69, with liabilities listed at \$3,931.97.

Feb. 11. We have received the schedules, order of reference and adjudication in the matter of George Engel, also doing business as Engel Lumber Co., Bankrupt No. 4790. The bankrupt is a resident of Grand Rapids. The schedules show assets of \$42,937.33, with liabilities listed at \$62,407.25. The list of creditors of said bankrupt is as follows:

City Treasurer, Grand Rapids \$1,268.42

Plainfield township 60.00

Paris township 250.00

Royce S. Engel 34.47

John S. Matteson 167.26

Stewart D. Engel 77.83

G. R. Reserve Supply Co., G. R. 2,031.33

G. R. Savings Bank, Grand Rap. 3,205.00

Old Kent Bank, Grand Rapids 8,593.00

G. R. National Bank, Grand Rap.	1,000.00
Amer. Home Security Bank, G. R.	4,200.00
Samuel Anema and wife, G. R.	4,200.00
American Lumberman, Chicago	9.40
Amer. Home Security Bank, G. R.	2,003.25
Amer. Brief & Record Co., G. R.	3.43
Allied Construction Indus., G. R.	18.75
City Coal & Coke Co., Grand Rap.	59.50
Corwin, Norcross & Cook, G. R.	30.75
Cities Service Oil Co., Grand Rap.	210.87
Dunn Electric Co., Grand Rapids	193.98
Press, Grand Rapids	57.06
Emil B. Gansser, Grand Rapids	1,093.07
C. M. Gooch Lumber Co., Memphis	123.10
G. R. Trust Co., Grand Rapids	406.57
Herald Pub. Co., Grand Rapids	15.96
Hatten Lumber Co., New London	433.33
Hartwood Record, Chicago	42.00
Herpolsheimer Co., Grand Rapids	125.00
Jefferson Lumber Co., Birmingham	141.77
Lehon Co., Chicago	75.27
Lumbermen's Mutual Casualty Co., Chicago	123.70
Michigan Retail Lbr., Lansing	5.00
Morgan Sash & Door Co., Chicago	180.47
Ohmlac Paint & Refining Co., Chi.	25.35
P. M. Railway Co., Grand Rapids	38.08
Pastoor Bros., Grand Rapids	12.42
Retail Lumbermen's Inter-Ins. Exc., Minneapolis	16.84
I. Stephenson Co., Wells	5.87
Stiles Materials Co., Grand Rapids	6.25
J. N. Trompen & Co., Grand Rapids	22.50
Truscon Laboratories, Detroit	5.95
U. S. Gypsum Co., Chicago	140.91
L. T. Van Winkle, Grand Rapids	16.80
Michigan Trust Co., Grand Rapids	33.55
Wyoming Park Lumber & Fuel Co., Grand Rapids	14.20
Wicks, Fuller & Starr, Grand Rap.	25.00
Wurzberg Dry Goods, Grand Rap.	166.97
Weatherbest Stained Shingle Co., North Tonawanda	153.43

(Continued on page 22)

BROOKSIDE BRAND WHISK BROOMS



ALL STYLES AND PRICES

SPRING SPECIALTIES

Marbles — Jacks — Rubber Balls

Base Balls — Playground Balls

Tennis Balls — Tennis Rackets

Tennis Sundries — Golf Complete Sets

Golf Balls — Golf Clubs — Golf Bags

Golf Tees — Golf Practice Balls

Sport Visors — Swim Tubes — Swim Animals

Bathing Caps — Bathing Slippers — Swim Aids

Sprayers — Rogers Paints — Paint Brushes

Sponges — Chamois Skins — Electric Fans

Soda Fountains and Soda Fountain Supplies

Largest Assortment in our Sample Room

We have ever shown and only the Best

Advertised Lines — We certainly invite your

inspection. Lines now on display.

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed	1 25@1 50	Benzoin Comp'd.	2@ 40
Boric (Powd.)	11 1/4 @ 26	Cubebs	5 00@5 25	Buchu	2@ 16
Boric (Xtal)	11 1/4 @ 26	Eucalyptus	4 00@4 25	Cantharides	2@ 52
Carbolic	36 @ 43	Hemlock, pure	2 00@2 25	Capicum	2@ 28
Citric	40 @ 55	Juniper Berries	4 00@4 25	Catechu	2@ 44
Muriatic	3 1/2 @ 10	Juniper Wood	1 50@1 75	Cinchona	2@ 16
Nitric	9 @ 15	Lard, extra	1 55@1 65	Colchicum	2@ 80
Oxalic	15 @ 25	Lard, No. 1	1 25@1 40	Cubebs	2@ 76
Sulphuric	3 1/2 @ 10	Lavender Flow.	6 00@6 25	Digitallis	2@ 04
Tartaric	35 @ 45	Lavender Gar'n	1 25@1 50	Gentian	2@ 35
Ammonia		Lemon	2 00@2 25	Guaiaac	2@ 28
Water, 26 deg.	06 @ 18	Linseed, boiled, bbl.	@ 61	Guaiaac, Ammon.	2@ 04
Water, 18 deg.	5 1/2 @ 13	Linseed, raw, bbl.	@ 58	Iodine	2@ 25
Water, 14 deg.	5 1/2 @ 13	Linseed, bld., less	68 @ 76	Iodine, Colorless	2@ 50
Carbonate	20 @ 25	Linseed, raw, less	65 @ 73	Iron, Clo.	2@ 56
Chloride (Gran.)	08 @ 18	Mustard, artifl. oz.	@ 30	Kino	2@ 44
Balsams		Neatsfoot	1 25@1 35	Myrrh	2@ 52
Copaiba	50 @ 80	Olive, pure	3 00@3 00	Nux Vomica	2@ 80
Fir (Canada)	2 75@3 00	Olive, Malaga, yellow	2 50@3 00	Opium	2@ 40
Fir (Oregon)	65 @ 100	Olive, Malaga, green	2 85@3 25	Opium, Camp.	2@ 44
Peru	2 00@2 20	Orange, Sweet	4 00@4 25	Opium, Deodorz'd	2@ 40
Tolu	1 50@1 80	Origanum, pure	@ 2 50	Rhubarb	2@ 92
Barks		Origanum, com'l	1 00@1 20	Paints	
Cassia (ordinary)	25 @ 30	Pennyroyal	3 25@3 50	Lead, red dry	12@12 1/2
Cassia (Salgon)	40 @ 60	Peppermint	3 50@3 75	Lead, white dry	12@12 1/2
Sassafras (pw. 50c)	@ 40	Rose, pure	13 50@14 00	Lead, white oil	12@12 1/2
Soap Cut (powd.)	15 @ 25	Rosemary Flow.	1 50@1 75	Ochre, yellow bbl.	@ 2 1/2
Berries		Sandelwood, E.	12 50@12 75	Ochre, yellow less	3 @ 6
Cubeb	@ 75	Sassafras, true	2 00@2 25	Red Venet'n Am.	3 1/2 @ 7
Fish	@ 25	Sassafras, artifl	75 @ 100	Red Venet'n Eng.	4 @ 8
Juniper	10 @ 20	Spearment	4 00@4 25	Putty	5 @ 8
Prickly Ash	@ 50	Sperm	1 25@1 50	Whiting, bbl.	@ 4 1/2
Extracts		Tany	5 00@5 25	Whiting	5 1/2 @ 10
Licorice, box	1 50@2 00	Tar USP	65 @ 75	Rogers Prep.	2 45@2 65
Licorice, powd.	50 @ 60	Turpentine, bbl.	@ 50	Miscellaneous	
Flowers		Turpentine, less	57 @ 65	Acetanalid	57 @ 75
Arnica	75 @ 80	Wintergreen, leaf	6 00@6 25	Alum	05 @ 13
Chamomile (Ged.)	35 @ 45	Wintergreen, sweet birch	3 00@3 25	Alum, powd.	05 1/2 @ 13
Chamomile Rom.	@ 90	Wintergreen, art	75 @ 100	Bismuth, Subnitrate	1 72@2 00
Gums		Worm Seed	6 00@6 25	Borax xtal or powdered	06 @ 13
Acacia, 1st	@ 50	Wormwood	7 00@7 25	Cantharides, po.	1 25@1 50
Acacia, 2nd	@ 45	Potassium		Calomel	2 12@2 40
Acacia, Sorts	20 @ 30	Bicarbonate	35 @ 40	Capicum, pow'd	42 @ 55
Acacia, Powdered	25 @ 35	Bichromate	15 @ 25	Carmin	8 00@9 00
Aloes (Barb Pow)	35 @ 45	Bromide	48 @ 51	Cassia Buds	35 @ 45
Aloes (Cape Pow.)	25 @ 35	Bromide	64 @ 71	Cloves	25 @ 35
Aloes (Soc. Pow.)	75 @ 80	Chlorate, gran'd	21 @ 28	Chalk Prepared	14 @ 16
Asafoetida	50 @ 60	Chlorate, powd.	17 @ 23	Chloroform	47 @ 54
Pow.		Or Xtal	17 @ 24	Choral Hydrate	1 20@1 50
Camphor	80 @ 100	Cyanide	22 @ 30	Cocaine	12 85@13 50
Guaiaac	@ 60	Iodide	4 06@4 25	Cocoa Butter	40 @ 85
Guaiaac, pow'd	@ 70	Permanganate	22 1/2 @ 35	Corks, list, less	30 @ 70 to 40-10%
Kino	@ 120	Prussiate, yellow	35 @ 45	Copperas	2 1/2 @ 10
Myrrh	@ 60	Prussiate, red	70 @ 75	Copperas, Powd.	4 @ 10
Myrrh, powdered	@ 75	Sulphate	35 @ 40	Corrosive Sublim	1 37@1 60
Opium, powd.	21 00@21 50	Roots		Cream Tartar	25 @ 40
Opium, gran.	21 00@21 50	Alkanet	30 @ 40	Cuttle bone	40 @ 50
Shellac	40 @ 50	Blood, powdered	30 @ 40	Dextrine	6 1/2 @ 15
Shellac, White	55 @ 70	Calamus	25 @ 35	Dover's Powder	4 00@4 50
Tragacanth, pow.	1 25@1 50	Elecampane, pwd.	20 @ 30	Emery, All Nos.	10 @ 15
Tragacanth	1 75@2 25	Gentian, powd.	15 @ 25	Emery, Powdered	@ 15
Turpentine	@ 25	Ginger, African, powdered	20 @ 25	Epsom Salts, bbls.	@ 03 1/2
Insecticides		Ginger, Jamaica, powdered	40 @ 50	Epsom Salts, less	3 1/2 @ 40
Arsenic	7 @ 20	Goldenseal, pow.	2 50@3 00	Ergot, powdered	15 @ 20
Blue Vitriol, bbl.	@ 06	Ipecac, powd.	3 00@3 60	Flake, White	15 @ 20
Blue Vitriol, less	@ 15	Licorice, powd.	15 @ 25	Formaldehyde, lb.	09 @ 25
Bordea, Mix Dry	10 1/2 @ 21	Oris, powdered	35 @ 40	Gelatine	60 @ 70
Heliohore, White	@ 20	Poke, Powdered	25 @ 40	Glassware, less 55%	
powdered	15 @ 25	Rhubarb, powd.	@ 1 00	Glassware, full case 60%	
Insect Powder	30 @ 40	Rosinwood, powd.	@ 50	Glauber Salts, bbl.	@ 03
Lead Arsenate, Po.	11 @ 25	Sarsaparilla, Hond.	@ 1 10	Glauber Salts less	04 @ 10
Lime and Sulphur	@ 25	Sarsaparilla, Mexic.	@ 60	Glue, Brown	20 @ 30
Dry	09 @ 23	Squills	50 @ 70	Glue, Brown Grd	16 @ 22
Paris Green	25 @ 45	Squills, powdered	70 @ 80	Glue, White	27 1/2 @ 35
Leaves		Tumeric, powd.	15 @ 25	Glue, white grd.	25 @ 35
Buchu	@ 50	Valerian, powd.	@ 50	Glycerine	15 @ 35
Buchu, powdered	@ 60	Seeds		Hops	75 @ 95
Sage, Bulk	25 @ 30	Anise	15 @ 20	Iodine	6 45@7 00
Sage, 1/4 loose	@ 40	Anise, powdered	@ 25	Iodoform	8 65@9 00
Sage, powdered	@ 35	Bird, ls	@ 17	Lead Acetate	17 @ 25
Senna, Alex.	50 @ 75	Canary	10 @ 15	Mace	@ 1 50
Senna, Tinn. pow.	30 @ 35	Caraway, Po.	20 @ 25	Mace powdered	@ 1 60
Uva Ursi	20 @ 26	Cardamon	2 00@2 25	Menthol	4 88@6 00
Oils		Coriander pow.	30 @ 35	Morphine	13 55@14 33
Almonds, Bitter, true, oz.	@ 50	Dill	15 @ 20	Nux Vomica	@ 25
Almonds, Bitter, artificial	3 00@3 25	Fennel	20 @ 30	Nux Vomica, pow.	15 @ 25
Almonds, Sweet, true	1 50@1 80	Flax	6 @ 15	Pepper, Black, pw.	35 @ 45
Almonds, Sweet, imitation	1 00@1 25	Flax, ground	6 @ 15	Pepper, White, po.	55 @ 65
Amber, crude	75 @ 100	Foenugreek, powd.	10 @ 20	Pitch, Burgundy	10 @ 30
Amber, rectified	1 50@1 75	Hemp	8 @ 15	Quassia	15 @ 20
Anise	1 25@1 60	Lobelia, powd.	@ 1 00	Quinine, 5 oz. cans	@ 57
Bergamont	5 00@5 20	Mustard, yellow	10 @ 20	Rochelle Salts	21 @ 31
Cajeput	1 50@1 75	Mustard, black	20 @ 25	Saccharine	2 60@3 75
Cassia	2 25@2 60	Poppy	15 @ 25	Salt Peter	10 @ 22
Castor	1 35@1 60	Quince	2 00@2 25	Seidlitz Mixture	30 @ 40
Cedar Leaf	2 00@2 25	Sabadilla	30 @ 40	Soap, green	12 1/2 @ 25
Citronella	75 @ 120	Safflower	12 @ 18	Soap, mott cast	@ 25
Cloves	2 50@2 80	Worm, American	25 @ 30	Soap, white Castile, case	@ 15 00
Cocoonut	22 1/2 @ 25	Worm, Lavant	5 00@5 75	Soap, white Castile, less, per bar	@ 1 60
Cod Liver	1 60@1 75	Tinctures		Soda Ash	3 @ 10
Croton	8 00@8 35	Aconite	@ 1 80	Soda Bicarbonate	3 1/2 @ 10
		Aloes	@ 1 56	Soda, Sal	02 1/2 @ 08
		Asafoetida	@ 2 28	Spirits Camphor	@ 1 20
		Arnica	@ 1 50	Sulphur, roll	4 @ 11
		Belladonna	@ 1 44	Sulphur, Subl.	4 1/2 @ 10
		Benzoin	@ 2 28	Tamarinds	20 @ 25
				Tartar Emetic	50 @ 60
				Turpentine, Ven.	50 @ 75
				Vanilla Ex. pure	1 50@2 00
				Vanilla Ex. pure 2	25 @ 30
				Zinc Sulphate	06 @ 11
				Webster Cigar Co. Brands	
				Websterettes	33 50
				Cincos	33 50
				Webster Cadillac	75 00
				Golden Wedding	
				Panatellas	75 00
				Commodore	95 00

GROCERY PRICE CURRENT

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

ADVANCED

Coffee
Cider Vinegar

DECLINED

Shrimps
Salmon

AMMONIA		Pep, No. 224	
Parsons, 64 oz.	2 95	Pep, No. 202	2 00
Parsons, 32 oz.	3 35	Krumbles, No. 424	2 70
Parsons, 18 oz.	4 20	Bran Flakes, No. 624	2 45
Parsons, 10 oz.	2 70	Bran Flakes, No. 602	1 50
Parsons, 6 oz.	1 80	Rice Krispies, 6 oz.	2 25
		Rice Krispies, 1 oz.	1 10
		All Bran, 16 oz.	2 25
		All Bran, 10 oz.	2 70
		All Bran, 4 oz.	1 10
		Kaffe Hag, 6 1-lb.	2 75
		cans	



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

APPLE BUTTER	
Quaker, 12-38 oz.	2 00
Musselman, 12-38 oz.	2 00

BAKING POWDERS	
Royal, 2 oz., doz.	91
Royal, 4 oz., doz.	1 00
Royal, 6 oz., doz.	9 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.	
KC, 15c size, 12 oz.	6 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

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

Post Brands.	
Grape-Nuts, 24s	3 80
Grape-Nuts, 50	1 40
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70

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

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

CANNED FRUITS	
Hart Brand	

Apples	
No. 10	4 95

Blackberries	
Pride of Michigan	3 25

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

Gooseberries	
No. 10	3 50

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

Plums	
Grand Duke, No. 2 1/2	3 25
Yellow Eggs No. 2 1/2	3 25
Black Raspberries	
No. 2	3 65
Pride of Mich. No. 2	3 10
Red Raspberries	
No. 2	4 50
No. 1	3 15
Marcellus, No. 2	3 60
Pride of Mich. No. 2	4 00

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

CANNED FISH	
Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	2 75
Clams, 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 75
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4, Star	2 75
Shrimp, 1, wet	1 85
Sard's, 1/4 Oil, Key	5 40
Sardines, 1/4 Oil, Kless	4 15
Salmon, Red Alaska	2 80
Salmon, Med. Alaska	1 85
Salmon, Pink, Alaska	1 35
Sardines, Im. 1/4, ea.	10 22
Sardines, Im. 1/2, ea.	25
Sardines, Cal.	1 10
Tuna, 1/2 Van Camps,	1 85
doz.	
Tuna, 1/4s, Van Camps,	1 35
doz.	
Tuna, 1s, Van Camps,	3 60
doz.	

CANNED MEAT	
Bacon, Med. Beechnut	2 40
Bacon, Lge. Beechnut	3 60
Beef, Lge. Beechnut	5 10
Beef, No. 1, Corned	2 40
Beef, No. 1, Roast	2 70
Beef, 2 1/2 oz., Qua., sil.	1 35
Beef, 4 oz. Qua., sil.	2 25
Beef, No. 1, R'nut, sil.	4 50
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 20
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/4s	2 85
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	75
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/2	1 00
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans	
Campbells	70
Quaker, 16 oz.	65
Fremont, No. 2	1 25
Van Camp, med.	1 25

CANNED VEGETABLES	
Hart Brand	

Baked Beans	
Medium, Plain or Sau.	65
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 00
Marcellus Cut, No. 10	5 50
Marcel. Whole, No. 2 1/2	1 75

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

Corn	
Golden Ban., No. 2	1 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	2 15
Little Quaker, No. 1	1 45
Sifted E. June, No. 1	9 75
Sifted E. June, No. 2	1 75
Sifted E. June, No. 1	1 25
Belle of Hart, No. 2	1 75
Pride of Mich., No. 2	1 50
Marcel., E. June, No. 2	1 35
Marcel., E. Jn., No. 10	7 50
Templar E. J., No. 2	1 30
Templar E. Jn., No. 10	7 00

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

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

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

Squash	
Boston, No. 3	1 35

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

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

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

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

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

CHEESE	
Roquefort	60
Wisconsin Daisy	17
Wisconsin Flat	17
New York June	27
Sap Sago	40
Brick	19
Michigan Flats	17
Michigan Daisies	17
Wisconsin Longhorn	17
Imported Leyden	27
1 lb. Limburger	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

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

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

MILK COMPOUND	
Hebe, Tall, 4 doz.	
Hebe, Baby, 5 doz.	
Carolene, Tall, 4 doz.	
Carolene, Baby	

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

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

Sage	
East India	10

Taploca	
Pearl, 100 lb. sacks	7 1/2
Minute, 8 oz., 3 doz.	4 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
Imitatin, 30 lb. pails	1 60
Pure, 6 oz., Asst. doz.	90
Pure Pres., 16 oz., dz.	2 20

JELLY GLASSES	
8 oz., per doz.	34

Margarine	
I. VAN WESTENBRUGGE	
Food Distributor	



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

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 bx	4 75
Ohio Blue Tip, 144 box	4 75
Ohio Blue Tip, 720-1c	3 80
*ReReliable, 144	
*Federal, 144	

Safety Matches

Red Top, 5 gross case	4 75
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MULLER'S PRODUCTS	
Macaroni, 9 oz.	2 20
Spaghetti, 9 oz.	2 20
Elbow Macaroni, 9 oz.	2 20
Egg Noodles, 8 oz.	2 20
Egg Vermicelli, 6 oz.	2 20
Egg Alphabets, 6 oz.	2 20
Egg A-B-Cs 48 pkgs.	1 80

NUTS—Whole

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

Salted Peanuts	
Fancy, No. 1	8

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

MINCE MEAT

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

OLIVES

4 oz. Jar, Plain, doz.	1 15
8 oz. Jar, Plain, doz.	1 40
16 oz. Jar, Plain, doz.	2 25
Quart Jars, Plain, doz.	3 25
5 Gal. Kegs, each	7 25
3 oz. Jar, Stuff., doz.	1 15
8 oz. Jar, Stuffed, doz.	2 25
16 oz. Jar, Stuffed, doz.	4 20
1 Gal. Jugs, Stuff., dz.	2 40

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

PETROLEUM PRODUCTS

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

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

ISO-VIS MOTOR OILS

In Iron Barrels	
Light	77.2
Medium	77.2
Heavy	77.2
Ex. Heavy	77.2



Iron Barrels

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



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, 2 doz. in bx.	1 00@1 20
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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
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FRESH MEATS

Beef	
Top Steers & Heif.	14
Good St's & H'f.	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	06
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 18-29@18-10-8	
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Lard

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

Sausages

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

Smoked Meats

Hams, Cer. 14-16 lb. @16	
Hams, Cert., Skinned	
16718 lb.	@16
Ham, dried beef	@26
Knuckles	@26
California Hams	@12 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@23
Minc'd Hams	@16
Bacon 4/6 Cert.	@16

Beef

Boneless, rump	@22 00
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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
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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 1/2

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

Lake Herring

1/2 Bbl., 100 lbs.	
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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.	18 50
K K K K Norway	19 50
8 lb pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	16

SHOE BLACKENING

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

STOVE POLISH

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 1/2	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	35
Butter Salt, 280 lb. bbl.	4 00
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	30
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	4 40
96, 1/4 oz. packages	4 00

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2
Brillo	85
Climaline, 4 doz.	3 80
Grandma, 100, 5c	3 20
Grandma, 24 Large	3 50
Snowboy, 12 Large	2 55

Gold Dust, 12 Large	2 50
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean., 4 dz.	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sanl 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 60
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 0

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.

Economy—Bunk When It Leads To Junk.

How far down can we go in shoes? In Philadelphia, a department store put in a sale of shoes at 17c a pair. As shoes go, they were the sweepings of stock long, long since worthless.

A buyer in New York City found an old stock of rubber overshoes, once salable at \$5, but long since outstyled. He tried his level best to get rid of them in a lump lot, but when he found a firm offer at 17c, he turned it down. He marched right up to the merchandise man and asked for an opportunity to ship them to the Unemployment Relief.

But in another case, a large lot of overshoes were gathered together and good money spent in advertising them at 18c a pair. Hundreds of pairs moved in a morning but not to people who needed them most—but to those penny-pinchers who wait and wait for bargains.

When will the time come when somebody will have the courage to give the odds and ends away to charitable institutions so that the regular system of trade may be kept straight and clean?

Undoubtedly there are countless numbers of examples of where shoe men have given to the unemployed, to their lasting credit. It was left to a Baltimore insurance man to cancel a trip to Bermuda—to take that cash and purchase 10,000 pairs of shoes which he distributed through charitable organizations. He even went further—he purchased 10,000 pairs of stockings to aid in the worthy charity. Such clean-ups of old stocks of shoes are commendable.

One of the "unemployed" came into the best store in Houston, Tex., and requested a pair of shoes. His feet were literally on the ground—spats couldn't have been more ventilated. The proprietor went to some trouble to get him fitted up to a pair of old shoes. To make sure that he wasn't working a racket and would go down the street to a pawn shop, the dilapidated pair was thrown into the waste barrel. The very next day, back the fellow came and said the shoes hurt. He forthwith demanded a new pair or his old ones back. The old pair had been burned the night before. Thereupon he yelled loud and long for a new pair of shoes—saying he was entitled to them. How's that?

This is a period of great seriousness—when we have 8,300,000 unemployed. A dash of rainy weather in New York revealed the poor condition of footwear soles, for not only were shoe stores busy but all of the charitable organizations were crowded with people wanting, above all else, a sound pair of shoes.

We are fast approaching the mop-up, for after two years of steady clearance, we are reaching a point where all the old shoes in stock are in the far corners of the basement. Last week the National Retail Dry Goods

Association held its twenty-first annual convention and the amazing conclusion of hundreds of big department store operators was: "The one thing we have learned definitely is that we can operate on smaller stocks. Whenever we did operate on smaller stocks, we did a better job than we did in the previous year. The selling life of merchandise is getting shorter and shorter—even in the more staple classifications. Real profits are not produced by carrying large stocks. The great lesson of 1930 and 1931 is the watching of slow moving merchandise and the continuous clearance thereof rather than holding it for seasonal sales. The thing to do is to sell the slow merchandise before it requires too drastic a mark down."

Maybe it is well that stores have been able to clean and clear their stocks in the orderly progression of the past twenty-five months. Let's begin to build back gradually but also let us not forget that final clean ups at 25c a pair or less, destroy future sales. There are still to be found thousands of people who have not been seriously hurt in the wage envelope. Many are in sheltered jobs in the Government—state, city and town. Many are enjoying better buying power than ever before because of this fact.—Boot and Shoe Recorder.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 19)

White Star Refining Co., Grand R.	24.93
Yawkey-Bissell Lumber Co., Wh. L.	640.69
Hill-Behan Lumber Co., Chicago	250.00
Sabine Lumber Co., Houston	100.00
John G. Miller & Son, Bangor	20.00
C. W. Kramer, Richmond	400.00
Blackwell Lumber Co., Coeur	
D'Alene, Idaho	150.00
McPhillips Bros., The Glen	799.91
Hilgard Lumber Co., Chicago	80.00
Northern Ohio Co., Parkin	71.76
Northern Ohio Co., Chicago	71.76
Forest Co. Lumber Co., Elcho	90.00
Louisiana Red Cypress Co., New O.	625.00
Paschal Lumber Co., Walnut Gr.	750.00
First National Bank, Plymouth	60.00
Kenova Saw Mill Co., Kenova	59.94
J. C. Pennoyer Co., Chicago	235.00
Fisher-Verkerke Lumber Co., G. R.	347.72
Jackson & Tindle, Inc., Buffalo	100.00
Cummer-Diggins Co., Cadillac	400.00
L. L. Johnson Lbr. Co., Charlotte	830.00
Long Knight Lumber Co., Indian-	
apolis	825.00
Jas. A. Dant Lumber Co., Detroit	70.00
Cole-Stark Lumber Co., Grand R.	80.00
Conroy-Buchanan Lumber Co.,	
Jamestown	350.00
Advance Lumber Co., Conneaut-	
ville, Pa.	150.00
Acorn Lumber Co., St. Louis	35.00
W. T. Ferguson Lumber Co.,	
St. Louis	95.00
Coulter Lumber Co., Grand Rapids	55.00
Dealers Warehouse Supply Co.,	
Grand Rapids	85.00
Louis Werner Saw Mill Co., St. L.	150.00
Hartzell Industries, Piqua	250.00
W. B. Detweiler, Wayne	10,094.21
Peoples Wayne Co. Bank, Detroit	1,482.99
Amer. Home Sec. Bank, Grand R.	2,326.00
G. R. Savings Bank, Grand Rapids	20.00
Old Kent Bank, Grand Rapids	105.00
In the matter of Carl H. Steinbrunner,	
Bankrupt No. 4788. The first meeting	
has been called for March 2.	
In the matter of Harold F. Foote, Bank-	
rupt No. 4780. The first meeting has been	
called for March 2.	
In the matter of Herbert Smither,	
Bankrupt No. 4775. The first meeting	
has been called for March 2.	
In the matter of Harry C. Himelstein,	
as Michigan Furniture Co., Bankrupt	
No. 4768. The first meeting has been	
called for Feb. 29.	
In the matter of Garrison Tire Co.,	
Bankrupt No. 4785. The first meeting of	
creditors has been called for Feb. 29.	
In the matter of Roy E. DeMars,	
Bankrupt No. 4664. The first meeting of	
creditors has been called for Feb. 29.	
In the matter of Coe Wilholt, Bank-	
rupt No. 4778. The first meeting of cred-	
itors has been called for Feb. 29.	
In the matter of Aage K. Frandsen,	
alleged Bankrupt No. 4784. A first meet-	
ing of creditors to consider a composition	
offer, has been called for March 1.	
In the matter of George Engel, as	
Engel Lumber Co., Bankrupt No. 4790.	
The first meeting of creditors has been	
called for March 2.	

In the matter of Neal Ver Wys, doing business as Ver Wys Auto Supply Co., Bankrupt No. 4743, the trustee has filed his first report and account, and an order has been made for the payment of expenses of administration to date.

In the matter of Raymond R. Roth, Bankrupt No. 4554, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Feb. 5. The bankrupt was not present in person, but represented by attorney Don E. Minor. The trustee's final report and account was approved and allowed. The trustee was present in person. Claims were proved and allowed. An order was made for the payment of expenses of administration and exemptions, as far as the funds will permit. No dividends were possible with the funds on hand. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of John A. Scott, doing business as J. A. Scott & Co., Bankrupt No. 4421, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 28. The bankrupt was present in person, but not represented. The trustee was present in person. The trustee's final report and account was considered and approved and allowed as filed. No objections were made to the discharge of the bankrupt. An order was made for the payment of expenses of administration, and a first and final dividend to general creditors of 3.86 per cent. All preferred labor and tax claims have heretofore been paid in full. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Feb. 12. We have received the schedules, order of reference and adjudication in the matter of Samuel E. Lockholder, Bankrupt No. 4792. The bankrupt is a resident of Kalamazoo, and his occupation is that of a salesman. The schedules show assets of \$375, with liabilities of \$2,151.85.

Feb. 12. We have received the schedules, order of reference, and adjudication in the matter of Ralph L. Jones, Bankrupt No. 4794. The bankrupt is a resident of Cassopolis, and his occupation is that of a farmer. The schedules show assets of \$2,589.45, with liabilities listed at \$9,495.37. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Feb. 13. We have received the schedules, order of reference, and adjudication in the matter of Roy W. Heath, Bankrupt No. 4791. The bankrupt is a resident

of Kalamazoo, and his occupation is that of a dentist. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The schedules show assets of \$21,300, with liabilities of \$19,702.24.

Feb. 13. We have received the schedules, order of reference and adjudication in the matter of Henning Manufacturing Co., a corporation, an alleged bankrupt, No. 4795. The bankrupt concern is a resident of Grand Rapids. The matter is a composition one. The schedules show assets of \$13,053.70, with liabilities of \$15,902.49. The list of creditors of said bankrupt is as follows:

Taxes, Grand Rapids	\$387.24
Benner Chemical Co., Chicago	400.00
Breen & Halladay Fuel Co., G. R.	77.49
Peter Cooper Corp., Gowanda	168.00
Container Co., Van Wert	5.86
R. G. Dun & Co., Grand Rapids	87.50
Dairy By-Products, Inc., Chicago	4,992.54
G. R. Growers, Inc., Grand Rapids	58.00
P. B. Gast & Sons Co., Grand R.	86.40
Hunkins-Willis Lime & Cement	
Co., St. Louis	40.00
Hammill & Gillespie, Inc., N. Y.	1.00
Industrial Woodworking, Indianap.	450.00
Liverance & Van Antwerp, G. R.	1,250.00
Land O'Lakes Creameries, Inc.,	
Minneapolis	25.00
Lumber Buyers' Pub. Corp., Chica.	350.00
Mead Paperboard Corp., Dayton	15.40
J. C. Miller Co., Grand Rapids	92.07
Carl N. Mapes Agency, Grand Rap.	32.61
Michigan Trust Co., Grand Rapids	1,199.50
National Casein Co., Chicago	1,298.29
Richards Storage Corp., Grand R.	284.99
W. H. Shultus, Grand Rapids	75.00
Solvay Sales Corp., Syracuse	55.60
Standard Oil Co., Grand Rapids	70.85
Tammis Silica Co., Chicago	25.00
Thomas Pub. Co., New York	72.50
Tisch-Hine Co., Grand Rapids	31.49
Wolverine Pub. & Bag Co., G. R.	9.75
Lumbermen's Credit Men's Ass'n.,	
Chicago	35.00
G. T. Railway, Grand Rapids	31.42
Amer. Home Sec. Bank, Grand R.	4,200.00
Dairy By-Products, Inc., Chicago	4,992.53
In the matter of Harry C. Himelstein,	
doing business as Michigan Furniture	
Co., Bankrupt No. 4768. The sale of	
assets in this matter has been called for	
March 4, at the premises formerly occu-	
pied by the bankrupt at 219 E. Main	
street, Niles. The following assets will	
be sold. Furniture, fixtures, linoleums,	
rugs, stoves, etc., all appraised at \$1,-	
410.10. All interested in such sale should	
be present at the date and time above	
stated.	
In the matter of Pope & Heyboer, Inc.,	
Bankrupt No. 4571, the trustee has filed	
his report and account to date, and an	
order for the payment of taxes and ex-	

\$475,000.00

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LANSING, MICHIGAN

Mutual Building

Phone 20741

penses of administration and a supplemental first dividend of 5 per cent. and a second dividend of 10 per cent. has been made.

Feb. 16. We have received the schedules, order of reference, and adjudication in the matter of Dewey C. Alchin, Bankrupt No. 4796. The bankrupt is a resident of Belding, and his occupation is that of a clothing merchant. The schedules show assets of \$7,290.75, with liabilities listed at \$11,841.27. The list of creditors of said bankrupt is as follows: Glenn E. Worth, Belding \$3,015.00; C. Baraff & Sons, Philadelphia 25.07; Keith Bros., Chicago 7.50; Dutchess Mfr. Co., Poughkeepsie 32.91; Michael Sterns & Co., Rochester 170.49; Geo. F. Minto & Co., Detroit 85.73; Bradley Knitting Co., Delavan 128.69; Merit Clothing Co., Mayfield 248.17; Herold Bertsch Shoe Co., G. R. 5.00; Glaser Bros., St. Louis 50.00; John Rich & Bros., Woolrich 43.72; Lambknit Goods Co., Chicago 12.07; Mishauke Rubber & Woolen Mfg. Co., Mishauke 15.00; Puritan Knitting Mills, Philadelphia 36.65; Irving Cone Co., Chicago 20.00; Winar Cap Co., Grand Rapids 7.50; Geo. F. Minto & Co., Detroit 115.74; Fosoldt, Grand Rapids 38.45; Phillips-Jones Corp., Detroit 69.40; Waterson & Denio, Rochester 94.97; Stevenson Overall Co., Portland 33.98; Manassee Hat Co., Grand Rapids 29.00; Chas. Tobias, Cincinnati 10.25; Nu-Way Stretch Suspender Co., Adrian 16.53; Weiner Cap Co., Grand Rapids 33.71; Lambknit Goods Co., Colon 18.60; Parrotte McIntyre & Co., Chicago 60.00; Moorhead Knitting Co., Harrisburg 56.35; J. L. Taylor & Co., Chicago 67.41; C. Q. Mills Paper Co., Grand Rapids 32.22; Lowe & Campbell Co., Chicago 38.52; Duofold Hearth Underwear Co., Mohawk 29.26; Eclipse Needles Co., Philadelphia 66.50; Michael Stern & Co., Rochester 80.00; Royal Robe Co., Chicago 13.65; C. J. Farley & Co., Grand Rapids 9.11; Alexander Martin Stores, Inc., G. R. 14.50; Belding Savings Bank, Belding 60.00; Shotwell-Metzger Co., Belding 130.00; Belding Co-operative Elevator Co., Belding 20.00; Cedar Springs State Bank, C. Sprs 130.00; Rockford State Bank, Rockford 1,650.00; Mrs. Ella Eardley, Grand Rapids 174.91; Dr. Geo. R. Smith, Belding 9.50; Sunnyville Creamery Co., Belding 31.10; Silk City Grocery Co., Belding 21.00; Ledger Coal Co., Belding 7.50; Salzman Sons, Belding 12.00; Belding City Hospital, Belding 64.00; Mich. Bell Tele. Co., Belding 12.75; Consumers Power Co., Belding 3.65; Banner Publishing Co., Belding 30.00; Cecil Comstock, Belding 4,500.00; Dr. H. B. Weaver, Greenville 10.00; Lincoln Investment Co., Springfield 80.00.

In the matter of Carl Thrums, Bankrupt No. 4752, the adjourned first meeting of creditors was held Feb. 15. There were no appearances. The matter was further adjourned to Feb. 23, to permit secured claims and petitions for reclamation to be filed.

In the matter of Charles Heyn, doing business as Heyn Grocery, Bankrupt No. 4471, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Feb. 5. The bankrupt was not present or represented. The trustee was present in person. No creditors were present or represented. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as funds will permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Feb. 17. We have received the schedules, order of reference, and adjudication in the matter of Glenn Earl, Bankrupt No. 4798. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules show assets of \$1,823.10, with liabilities of \$75.

In the matter of John B. Addis, Bankrupt No. 4465, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Feb. 5. The bankrupt was not present or represented. The trustee was present in person. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and a first and final dividend to creditors of 21.9 per cent. No objections were made to the discharge of the bankrupt. All preferred taxes have heretofore been settled as a part of the sale of assets. The meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Miller Candy Co., a corporation, Bankrupt No. 4472, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Feb. 5. The trustee only was present in person. The trustee's final report and account was approved and allowed. Claims were proved and

allowed. An order was made for the payment of expenses of administration and preferred tax claims. There were no dividends to general creditors. All preferred labor claims and secured claims have heretofore been paid in full. No objections were made to the discharge of the bankrupt. The matter then adjourned without date, and will be closed and returned to the district court, in due course.

Feb. 20. We have received the schedules, order of reference and adjudication in the matter of Dirk J. Vander Werp and William Folkertsma, individually and as copartners doing business as Vander Werp & Folkertsma, Bankrupt No. 4803. The bankrupt concern has its residence in Grand Rapids. The schedules show assets of \$8,333.83, with liabilities listed at \$9,239.84. The list of creditors of said bankrupts is as follows:

Taxes, Grand Rapids	\$171.54
Donker Coal Co., Grand Rapids	20.64
M. Colleton Co., Grand Rapids	34.82
S. H. La Barge, Grand Rapids	31.55
Levens & Kissenger Co., Milwaukee	14.15
M. Kuttner, Detroit	29.64
J. Platte, Grand Rapids	8.80
Standard Bulletin, Grand Rapids	28.13
Scheffels & Simson, Milwaukee	28.13
Weiner Cap Co., Grand Rapids	66.62
A. Adamits, Grand Rapids	9.05
D. Parks, Grand Rapids	15.30
Marx & Haas Korrekt, St. Louis	122.50
J. Lutens, Grand Rapids	900.00
Manassee Hat Co., Grand Rapids	18.63
Consumers Power Co., Grand Rapids	8.70
Edward DeHaan, Grand Rapids	318.00
William Bylsma, Grand Rapids	800.00
G. R. National Bank, Grand Rapids	3,232.35
Johanna Vander Werp, Grand Rapids	3,408.00

In the matter of Rayburn G. Peterman, etc., Bankrupt No. 4462, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Feb. 5. The trustee was present in person. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. No creditors were present or represented. An order was made for the payment of expenses of administration, as far as funds would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

OUT AROUND.

(Continued from page 9)

After a generation or two of conventional idolization of Washington, there came a time during which the paradox was presented that those who had really studied the history of his time recognized his title to the highest eminence, while many who knew little or nothing about it suspected that the Washington tradition was almost wholly a myth.

The myth-building in the case of Lincoln takes, to be sure, a quite different form. The Lincoln myth that is now making concerns not so much his personality as his intellect and his purposes. He is represented as a prophet from whose inspiration we may derive the solution of all our present-day problems. "The democracy of Abraham Lincoln's Gettysburg speech applied in municipal affairs" is prescribed as the magic solvent of the problem of city government; and on an adjoining page of the same prominent periodical in which this occurs we find that "the industrial evolutionist" merely "agrees with Abraham Lincoln that 'as the Author of man makes every individual with one head and one pair of hands, it was probably intended that heads and hands should co-operate as friends, and that each particular head should direct and control that pair of hands.'" That Lincoln in his Gettysburg speech was thinking solely of the preservation of the great republic which for three-quarters of a century had represented to the world the cause of democracy, that in speaking of the control of one man's hands by another man's head he was (as we assume in the absence of context) protesting against chattel slavery, makes

no difference to these myth-makers. They are bent on finding in him a vision and a purpose of which no trace is to be found in his words or acts; a process which bids fair to transform the most genuine and most human of men into a shimmering vision of unearthly wisdom in whose reality nobody will believe.

"We are doing just what Lincoln would do if he were living" has become a familiar catchword in these latter days. But nobody says "we are doing just what Washington would do." For this many reasons may be assigned. Lincoln lived nearer to our own time. Lincoln was a man of the people, while Washington was a landed gentleman. Lincoln was of a genial and sympathetic nature, while Washington was cold and reserved. There is something in all this. But perhaps most important of all is the fact that Lincoln's connection with the emancipation of the slaves lends itself to an indefinite amount of emotional exploitation, and this is a time of emotional exploitation. If we look facts squarely in the face, however—if, instead of setting up a fictitious Lincoln or wrenching his words into fantastic meanings, we examine his acts and his words as in very truth they were—we shall find that the name of Lincoln lends no more countenance to emotional agitation in the name of a vague humanitarianism than does the name of Washington himself. Different as were the two men, in native disposition as well as in education and environment, they were alike in their sense of solemn responsibility as custodians of the cause of a Nation of sober and law-abiding freemen. Not even Washington ever showed more firmness than did Lincoln in pursuing, amid all the tumult and clamor of the great war, that steady course dictated by this conception of his duty under the Constitution. Of our two foremost men, neither was the prophet of a new morality or a new sociology; both did supreme service to their country and to the world by performing with consummate sagacity and with unstinted devotion the plain duties of leadership and government.

The visit Ralph Waldo Emerson made to Grand Rapids to deliver a lecture was in 1860, instead of 1853, as stated by Dr. Preston Bradley in his talk on Emerson, Sunday Feb. 13. On that occasion, the Grand Rapids Eagle, then the leading daily newspaper in Grand Rapids, made fun of the lecture and the lecturer, insisting that the effort was hardly worth the 25 cents which his auditors paid to hear the greatest genius of the age. I know plenty of people nowadays who would gladly pay \$25 for the privilege of listening to an hour's talk by Emerson. If Dr. Bradley had not made a slip of the tongue in giving the date of Emerson's visit to Michigan the circumstance would not have attracted the attention it did. As a matter of fact, the statement was brought to my attention by Librarian Rank and Federal Judge Raymond.

Two West side gentlemen announce their intention of running for Com-

missioner in the First ward—Livingston J. Rivard and Bernard J. Orth—as anti-Welsh candidates. This means that they are opposed to the utterance of any more scrip and the continuance of the city commissary store. It strikes me that these men ought to receive the support of every West side grocer and meat dealer.

E. A. Stowe.

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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 Rent—M. N. Parris store building in Grand Rapids, 50 x 100, suitable for general merchandising. If necessary, will divide to suit. Original fixtures on hand. M. N. Parris, telephone 54024, 1201 So. Division Ave., Grand Rapids, Mich. 502

For Sale Cheap—Good as new Remington cash register, capacity \$01 to \$49.99. Paul Gezon & Co., 2311 Lee St., Grand Rapids, Mich. 503

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

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Joseph Weiner, retail dry goods, 5320 Russell street, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$2,401 and assets of \$2,144.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Robert A. Montieth, retail women's wear and millinery, 3511 Trumbull avenue, by Ralph R. Goldsmith, attorney, representing Hart & Co., \$2,026; Crown Hat Mfg. Co., \$883; Samuel Lewis, \$248.

An involuntary petition in bankruptcy has been filed in U. S. District Court here against Meyer Pearson, retail men's furnishings, 9101 Oakland, by Irwin I. Cohn and McLeod, Fixel, Abbot & Fixel, attorneys representing A. Krolik Co., \$197; B. V. D. Sales Corp., \$129; I. Shetzer Co., \$194.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Sheeton, Inc., retail furs, 1453 Farmer street, by John McNeil Burns, attorney, representing Rosenberg Bros., \$500; A. C. Paper, Inc., \$6; Wellman-Just Furs, \$21.

Morris Fabrick, furrier, 8907 12th street, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$18,702 and assets of \$9,688.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Andrews & Shellfish, retail men's furnishings 1454 Washington boulevard, by John McNeill Burns, attorney, representing Grossman Clothing Co., \$290; Moorhead Knitting Co., \$104; Standard Neckwear Co., \$435.

That the automobile industry will reach its production and sales peaks later this year than usual is a conviction that grows among observers in Detroit. Last year the high point of production came in April and was followed by a sharp curtailment. This year the peak output is not expected until May, and nothing like the Summer decline of last year is foreseen.

The largest single factor in the delay in reaching maximum output, of course, is Ford. After the new car has been exhibited generally the first week in March the buying tide will be fully unleashed and the whole industry will pick up. Activity in the popular price field, where real volume buying is to be achieved, has been sharply curtailed for months. Not merely Ford, but all the other manufacturers in this class are expecting a considerable acceleration of demand once the much discussed successors to the Model A have put in their public appearance.

Now that Ford's program stands revealed, the atmosphere of Detroit is surcharged with the conviction that the present year will mark the industry's come-back. Bulwarking this belief is the employment situation, which is improving in most of the larger factories. Chevrolet is keeping up to its average payroll of 35,000, which was maintained during the 1931 Spring season. Packard is giving employment to 8,000, its largest roster in three years. Buick is running five days a week. Hudson is operating on an

eight-hour day, six day week basis, and Graham-Paige has more than 2,400 men on its payroll, the largest force since June, 1930.

With the acquisition of the Michigan assets of the DeVaux Motors, Inc., Continental Motors Corporation becomes a passenger car manufacturer, and the newest comer among the motor cars gets a new lease on life. Production will begin under the new financial set-up on March 15. Executive personnel of the DeVaux company will remain unchanged and the dealer organization will continue substantially the same.

The past week saw the beginning of production of the Rockne "65," the smaller member of the line. Until now only the "75" has been in the course of manufacture with operations confined to the plant at South Bend. The Detroit factory will work altogether on the smaller series and by the end of the current month it is hoped the plant will have reached a daily output of 200 cars.

Tires that come in colors, manufactured by Goodrich under a patented process, are attracting considerable attention as possible equipment on sport and de luxe models of passenger cars. The tires are made in ten different shades, guaranteed to be sunfast.

Great Honor Conferred on Walter S. Lawton.

We are including in news items regarding the members of Grand Rapids Council No. 131, United Commercial Travelers of America, one that scarcely belongs there. We feel that a great honor has been bestowed upon one of our members, that comes only to a few men during their lifetime. To desire the esteem and good will of our fellowmen and associates is a very worthy ambition and to merit it is a real accomplishment in life. But to be held in affectionate regard by one's employers, co-workers and business men on whom one has called for the third of a century, is reaching the pinnacle of a successful life. Past Counselor of Grand Rapids Council, and Past Grand Counselor of the Domain of Michigan, Brother Walter S. Lawton, was tendered a very unusual "surprise party" and testimonial dinner by his friends and business associates, at the Olds Hotel, Lansing, last Friday night. Two hundred druggists and representatives of wholesale drug interests assembled at the Olds Hotel to honor our brother whose life has been one of helpful, unselfish and inspiring service. He was presented with a traveling bag by his associates; and his firm, which was represented by the business manager and the treasurer, presented him with a beautiful gold wrist watch, on which is engraved "Walter S. Lawton, thirty-three years of loyal service, Dr. Miles Medical Co., Elkhart, Indiana." This party was arranged by F. E. Holbrook, Detroit, and R. A. Turrell, of Crosswell. A distinguished honor, such as this merits more than passing attention. In this period of retarded business and doubt about the future, it is a tremendous testimony of good will and affection that business men from practically all over the State of Michigan should assemble at Lansing to pay tribute to one of their number. It

convinces the thoughtful man that sentiment and loyalty to high ideals is about the most vital thing left in American business. We congratulate Brother Lawton on this most extraordinary occasion.

The many encouraging reports of the interest manifested in the annual ball and homecoming party of Grand Rapids Council to be held in Moose Temple the evening of March 5 convinces the committee in charge that we have decided upon the right program for a popular response. Sale of tickets is progressing nicely and we hope we have adopted a program that will be used in other councils. The importance of "Team Work" in councils as well as in all social affairs was never greater than it is to-day. Permit me to remind you again that definite plans, worked out with enthusiasm, are sure to bring excellent results. The meetings of the committee have developed some clever humorists who, were it not for their modesty, would make Will Rogers look to his laurels.

Grand Rapids Council as a body extends its profound sympathy to Broth-



Walter S. Lawton.

er Henry Brasch in the passing of his wife to the life beyond this, where we believe all will be at peace and where we will enjoy a re-union with the loved ones who have gone before.

John P. Dalton, President of the Salesman's Club of Grand Rapids, and wife took their son to Mayo Brother's hospital, at Rochester, Minn., last Sunday. He was seriously injured some time past in an automobile accident. He is recovering nicely, but his parents felt a further examination would be beneficial.

The annual meeting of the Council will be held March 5 in Temple of Loyal Order of Moose. The morning session will open at 10 a. m. and the afternoon session at 2 p. m. The officers of the Council would like to see a large attendance at both sessions, particularly in the afternoon, when we will elect officers for the ensuing year, and delegates to the Grand Council which will be held in Kalamazoo the first week in June. L. L. L.

Advantages of Maintaining Merchandise Control.

(Continued from page 1)

Wash boilers. About the same thing would apply to them as applies to the

axes and would apply to a number of other items. It is a big help to a buyer to know just how many of each kind he has sold since the last order.

I think that in naming the items that I have just mentioned that I have given you a pretty good idea of what benefits are derived from merchandise control. I will now give you the other major lines which we have under control without stopping to go into detail on each line, as in most cases what I have already said will apply to these lines.

The Boyer Chemical Co. line:
Crockery and jars.
Dry colors.
Enamel ware.

The Enderes Manufacturing Co. line:

Galvanized ware.
Window glass.
Ladders.
Muralite.
Hay tools and barn equipment.
Nails.
Steel roofing and accessories.
Padlocks.
Wire cloth.
Pipe.
Poultry netting.
Rope.
Prepared roofing.
Sandpaper.
Screen doors.
Silverware.
Skis.
Sleds.
Steel goods.
White lead.
Window sash.
Wrapping twine.

I presume that a great many of you merchants here in this room think that you have some very profitable lines in your stores on which you have a good turnover and on which you think you are making money. If you want to know instead of think you know, I would respectfully suggest to you that you put some of these lines under merchandise control. Possibly you will find that you are entirely correct, but you may also find that in these lines which you think are doing very well, you have items which are only turning once or twice a year, and believe me, these once or twice a year items are the ones that at our place in Big Rapids get a lot of attention. They are either speeded up in turnover or are discontinued entirely; and if it wasn't for Merchandise Control we would not be able to spot them in such large numbers as we have.

Merchandise control is not a new system with us. We have been using it in our business for the past four years. When the Association came out about a year ago with their control records we saw at a glance that in most cases they were far superior to ours and with the exception of two major lines, we have adopted the Association's form in all cases. It is not as much work as you might think it is to institute and operate merchandise control. I will admit that it takes some little time to get a new line under way, but once started, the time saved in buying and the accurate information which you have always in front of you is worth far more than the little time it takes.

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Photo Courtesy of The Detroit News

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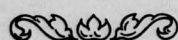
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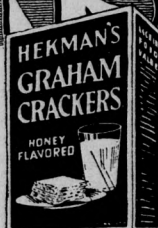
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